

## Application Form Framework

Use this form to self-assess your application form, scoring it out of **15**. For each section, score 1 if you tick any point in row 1, score 2 if you meet all the criteria in row 2, and score 3 if you meet all criteria in rows 2 and 3.

**For application form guidelines and further resources visit**

[lboro.ac.uk/services/careers/students-and-graduates/applications/app-forms/](http://lboro.ac.uk/services/careers/students-and-graduates/applications/app-forms/)

### Motivations Questions

<b>1</b>	<ul style="list-style-type: none"> <li>• No answer or motivation provided</li> <li>• Points only touch the surface with no understanding shown</li> <li>• Motivations are generic and could apply to any company/role/sector</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>• Answer shows some research has been undertaken and candidate has knowledge of the company/role/sector (could relate to company values, products, services, news, responsibilities)</li> <li>• Some reflection takes place to show reasons as to why point is of interest</li> <li>• Multiple points are provided</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>• Shows good understanding of company/role/sector with interest and enthusiasm</li> <li>• Provide three points relating to motivations</li> <li>• Provides evidence to back up motivation points</li> </ul>

### Capabilities Questions

<b>1</b>	<ul style="list-style-type: none"> <li>• Question not answered</li> <li>• Situation does not state where and when example took place</li> <li>• Task does not show: specific context, to make answer understandable; challenges related to competency being assessed; objective of what is trying to be achieved</li> <li>• Action uses 'we' to describe how skills were used</li> <li>• Action does not clearly demonstrate behaviours related to the skill</li> <li>• Result is not included</li> <li>• Reflections are not included</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>• Situation states where and when example took place and it is recent (last 2/3 years)</li> <li>• Task is specific, challenges relating to competency are clearly outlined and, objective is included</li> <li>• Clearly shows what you did which demonstrates behaviours related to the skill</li> <li>• Soft (feedback, praise, how you feel it went) or hard outcomes (facts and figures) are included and relate to objective</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>• Action articulates behaviours related to the skill which the employers are looking for</li> <li>• Example is a strong and directly relevant example to the role/company</li> <li>• Reflections are positive in showing learning about the skill or about self</li> </ul>

### Commercial Awareness

<b>1</b>	<ul style="list-style-type: none"> <li>• Does not attempt to answer the question</li> <li>• Inaccurate information</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>• Shows knowledge of relevance</li> <li>• Able to show pros and cons</li> <li>• Able to introduce topic of discussion well</li> <li>• Provides a good summary</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>• Articulated with confidence</li> <li>• Provided own educated opinions and able to back them up</li> <li>• Shows good understanding of subject area with the ability to hold a conversation on subject matter</li> </ul>

### Self-Awareness – e.g. Tell me about yourself

<b>1</b>	<ul style="list-style-type: none"> <li>• Unable to answer</li> <li>• Provides basic surface information which is a direct repetition of what is on your CV</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>• Talks through what you have done, and are currently doing, and your ambition/goals (if appropriate, based on question)</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>• Shows your personality through showing what you enjoyed, what helped develop you, your achievements, challenges, reasons for doing things and what you learnt from them</li> </ul>

## Writing Style

<b>1</b>	<ul style="list-style-type: none"> <li>• Not structured well, not in logical format</li> <li>• Poor spelling and grammar</li> <li>• Paragraphs or sentences too long</li> <li>• Lack of positive and enthusiastic tone</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>• Short and concise sentences and paragraphs</li> <li>• No spelling and grammar errors</li> <li>• Good structure with good flow to statement</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>• Concise, articulate and engaging with good motivations and examples of competencies</li> <li>• Positive, enthusiastic throughout, making statement stand out</li> <li>• Avoids any generic/clichéd terms</li> <li>• Well written introduction and conclusion</li> </ul>

<b>Score out of 15</b> (Aim for a score of 12+)		Use the following <b>Action Plan</b> to note how you can develop and improve your application forms.
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## Application Form Action Plan

<b>Notes and action points to work on</b>
<b>Motivations Questions:</b>
<b>Capabilities Questions:</b>
<b>Commercial Awareness:</b>
<b>Self-Awareness:</b>
<b>Writing Style:</b>

When you have reviewed your application form answers using the framework, you can **book an appointment** to discuss it with the Careers Network team, who can provide feedback and support you with your next steps. [lboro.ac.uk/services/careers/students-and-graduates/book-appointment/](http://lboro.ac.uk/services/careers/students-and-graduates/book-appointment/)