

1. **The Hook** (grabs the reader's attention and keeps it; shows existing familiarity with their work; shows willingness to research/motivation; shows why interested in them; sounds enthusiastic through upbeat language; makes the organisation feel seen/appreciated - "they understand us")

Contributing to digital initiatives through internal consultancy attracts me to the Business Analyst role. Whether extending current digital projects, such as *Remote Access To Researchers*, or finding new ways to enhance visitor experience, such as with *AR*, I am drawn to bringing stakeholders' views to the fore.

2. **Show how we connect** (connecting our skills to what they do; show how your abilities and skills connect to their work; imagine doing that role - "they have connecting quality")

There is a parallel to my experience at *Transport For London*. I facilitated three focus group discussions, bringing together service users and non-users to write up recommendations on technology-use for commuters. The results later informed discussions between stakeholders.

3. **Show evidence for the skills they want to see** (Paragraphs 2 and 3 start with the top listed skills from JD; deliver relevant evidence; rich detail of that skill; end with impact - "confirms candidate's skills")

Organisation skills have been a key part of my Business Officer role at *TFL*. In overseeing two customer experience surveys with over 130 responses, I was able to organise rankings of customer and commercial priorities and recommend projects that served both. In effecting recommendations, I organised resources and schedules with measurable timelines; anticipating how timelines might interact with other priorities also affecting stakeholders. My organisation skills contributed to work being delivered ahead of time and in line with agreed objectives.

Analytical skills were a key part of my university research project. I used geospatial functioning in GIS to analyse sub-ground movement at two sites connected to *TFL*. I used Excel to automate result categorisations, applying data-smoothing, resulting in 4 graphs. The graphs summarised upwards of 500 rows of Excel data. This analysis was used to inform recommendations for action.

4. **Close with a simple balanced ending**

I am excited to further my consultative, organisation and analytical skills as Business Analyst at the British Museum and I look forward to the opportunity to talk together.

(Video source: [https://www.youtube.com/watch?v=KE8VJrDtXml&ab\\_channel=RajSidhu](https://www.youtube.com/watch?v=KE8VJrDtXml&ab_channel=RajSidhu))