Your Name

123 First Street

San Francisco, CA 94110

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June 11th, 2020

Dear Ms. Yates,

I am a rising senior at UC Berkeley-Haas, studying business administration and technology. After speaking extensively with John Doe and Sarah Smith, I believe I am a strong fit for McKinsey’s unique culture and would bring to the firm my track record of mentorship, inclusion, and obligation to dissent.

* **Mentorship at Scale:**At UC Berkeley, I noticed a small number of students received multiple job offers while many graduated unemployed. After speaking with over 50 students across this spectrum, I realized students graduating with multiple job offers often had access to high-quality career advice that was circulated internally amongst exclusive student organizations. In response to this problem, I built a career advice blog to democratize access to quality career advice and help create economic opportunity for students at scale. To date, I’ve written over 40 career advice articles, grown my subscriber base to 6,000 readers, and directly helped hundreds of students launch their careers.
* **Nonhierarchical and Inclusive:**During my tenure as president of the entrepreneurship fraternity Sigma Eta Pi, I faced resistance from a few members who disagreed with my leadership decisions due to differing beliefs of the fraternity’s long-term vision. Rather than ignoring them and continuing to drive decisions, I led an all-hands workshop to include members in the executive team decision-making process. We sourced 50 variations of vision statements from all members, and aligned on a single, uniting vision to guide future decisions. Today, leadership and members make difficult decisions together, enabling the fraternity to evolve at a rapid pace.
* **Obligation to Dissent:**As a member of a social impact consulting club, I noticed that our organization was facing a major talent roadblock. Our final round talent pipeline was saturated with business students and lacked diverse candidates with social impact interest. The president strongly believed in our strict case-interview process, while I believed that we our evaluation criteria was biased. Despite the gap in authority, I disagreed with his opinion and convinced him that other skills were more predictive of performance by analyzing the club’s top performers and their case interview scores. Afterwards, I spearheaded the development of a new recruiting process that tested for problem solving, mission alignment, and commitment to reduce bias and recruit diverse candidates.

In my informational interview with John Doe, he explained the firm’s flat organizational structure and how business analysts are encouraged to leverage highly experienced and global industry experts throughout studies. Sarah Smith spoke admiringly of McKinsey’s well-structured BA program, with extensive formal and informal mentorship and thoughtful benchmarks to pace analyst development.

For these reasons and many others, the BA program seems like a stellar fit for my background, personality, and long-term goal of being a strategic leader in the technology industry.

Thank you for considering my application for the Business Analyst position with McKinsey & Company’s San Francisco Office.

Sincerely,

Your Name