

CAREER PREPARATION

Using Your DISC Profile to Write a Standout Cover Letter

Objective: Craft a professional cover letter that authentically reflects your strengths, motivations, and ideal working style using insights from your Athlete Assessments DISC Profile.

Step 1: Identify Key DISC Insights

Open your DISC Profile and review:

Page 7 - Your Motivations

Page 8 - Your Wants and Needs

Page 9 - Your Ideal Working Environment

List 3-5 keywords or phrases that describe you best and are relevant to the role you're interested in applying for:

1. _____
2. _____
3. _____
4. _____
5. _____

Step 2: Map your DISC to a Job

Job title or role you are applying for: _____

Key skills or qualities the employer is looking for (from the job ad):

- _____
- _____
- _____
- _____
- _____



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Now match your DISC Strengths to what the employer wants:

| Employer Needs | My Matching DISC Strengths or Example |
|----------------|---------------------------------------|
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Step 3: Plan your Cover Letter paragraphs

Use this structure as a guide, filling in the prompts with DISC-informed responses.

Opening Paragraph: Why you are interested

Express your enthusiasm for the role and the organization.

Prompt: What motivates you? How does this role align with your 'WHY'?

Draft sentence(s): _____

Middle Paragraph: Why you are a great fit

Explain how your DISC strengths make you suitable for the role.

Prompt: What strengths or work preferences (from your DISC Profile) match the role?

Draft sentence(s): _____

Example: _____

Closing Paragraph: What you bring and next steps

Reinforce your interest and confidence in being a good match.

Prompt: How does the working environment described in the job ad align with your Ideal Working Environment (DISC Page 9)?

Draft sentence(s): _____

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Step 4: Final Touches

Now you're ready to put it all together! Make sure you:

- Personalize your letter (use the hiring manager's name and role title)
- Keep it to 3–4 paragraphs
- Use confident, professional language that reflects your DISC style (e.g., Direct and outcome-focused for D styles, relational and supportive for I/S styles, thoughtful and accurate for C styles)

Bonus Prompt

Write one closing sentence summarizing what sets you apart, based on your DISC Profile:

My standout sentence: "What sets me apart is my ability to _____, which I bring to every opportunity I pursue."

Example Cover Letter – I/D Style

Dear Hiring Manager,

I'm excited to apply for the Sports Marketing Internship with Horizon Athletics. As someone who thrives on collaboration, creativity, and seeing ideas come to life, this role perfectly aligns with what motivates me - inspiring others through meaningful sport experiences. My passion for connecting people and building community through sport is what drives me every day.

Through my education and previous work experiences, I've learned that I bring both enthusiasm and drive to team environments, exceling in roles that combine creative problem-solving with action. For example, while leading a student sponsorship activation project, I coordinated a small team to deliver an engaging event that attracted over 200 participants. My ability to motivate others, maintain positive relationships, and take initiative helped our team exceed its engagement goals.

When learning about this role, I was immediately drawn to Horizon Athletics' emphasis on innovation and community engagement, two values that mirror my own. I thrive in fast-paced, people-oriented environments where I can contribute ideas and collaborate openly. I'm confident this internship would allow me to apply my communication skills and proactive energy to support your upcoming campaigns.

I'd welcome the opportunity to bring my energy and leadership to your team while continuing to grow in a dynamic sport organization. Thank you for considering my application. I look forward to the possibility of contributing to Horizon Athletics' future success.

Sincerely,
Jordan Taylor