

JANUARY 2015

# Application for **2015 SP Admin Open Position**

**APPLICANT**

Michael S. Bosen

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Arlington Heights, Illinois

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michael\_bosen@company.com

**DEAR HIRING MANAGER,**

Conceptualizing and leading brand strategies with an entrepreneurial spirit is my expertise. It is with great interest that I submit my application for [role name]. Upon review of my credentials, I am confident that my experience will be determined precisely what your company needs to be well-positioned for continued success.

What you'll find most notable in my qualifications is my proficiency in building design solutions across multiple channels that drive profitable customer action. Brands I have helped steer toward redefined connections with their customers, particularly through digital and social streams, include McDonald's, Abbott, Target and others.

My penchant for pioneering initiatives notwithstanding, I've garnered global recognition for my relationship-based approach that attracts and develops viable team members and resonates with clients and partners.

I look forward to discussing the ways in which my credentials would be of mutual benefit and interest to your team. I will contact you by the end of next week to discuss next steps.

**VERY KIND REGARDS,**

A handwritten signature in black ink, appearing to read 'Michael S. Bosen', with a stylized, cursive script.

Michael S. Bosen

**PS**

*Given that people can be both your biggest asset and your biggest risk, I've attached with my application the results of my SurePeople PRISM assessment. This SurePeople profile gives you insight into my emotional, relational and team intelligence and how I might be a good fit for your company.*

# Michael S. Bosen

(312) 555.1234  
michael\_bosen@company.com

## SUMMARY

As a lifelong entrepreneur, pioneer, and accomplished leader, I have focused on proactively finding change opportunities and delivering innovative products and services in the Internet, media, and telecom industries. I have been recognized globally for his excellence in corporate governance and management with a relationship-based approach that resonates strongly among employees, partners, and customers.

## EDUCATION

**Northwestern University**  
2010–2012

*Master of Business Administration (M.B.A.),  
Kellogg School of Management*

## SKILLS

- Advertising
- Web Development
- Marketing
- Strategic Partnerships
- Digital Media
- Social Media Marketing
- Mobile Strategy

## EXPERIENCE

**Internet Partners**  
January 2014–Present

*Director of Strategy*

As the Director of Strategy, I build our clients' success through redefining how companies and brands connect to their customers. I lead brand strategies and multi-channel solutions from both user experience and visual design perspectives for current clients such as Abbott, Deere & Company, Target, McDonald's, and Amway. I am also actively involved in sourcing and seeking out new business initiatives.

**Semaphore Alliance**  
January 2013–March 2014

*Senior Consultant*

Served as the design lead for the implementation phase of Target.com. Within this role, I worked closely with lead developers, information architects, business owners, and client-side teams to create new design solutions, consult on system capabilities, manage design deliverables and assets, provide thorough QA on site development, create estimates for new work, and build style guides to help train and maintain the

## SUREPEOPLE PROFILE

The SurePeople PRISM is the industry's most comprehensive assessment capable of measuring an individual's emotional intelligence, relational intelligence and team intelligence by analyzing more than 50 unique traits and attributes.

## SUREPEOPLE'S RECOMMENDATION ON MICHAEL S. BOSEN

Michael is a strong individualist who continually strives to seek new objectives and agendas. He is independent, self-reliant, and often forward-thinking in his approach. Innovative solutions are often discovered because of his enterprising nature and internal belief that there must be a better way. Michael exhibits tenacity and intentionality when pursuing a goal, thriving on challenges and making important advancements. Since he is focused on results, he has the capacity for the more difficult endeavors that may be unsuitable for others.

## PERSONALITY MAP

### PRIMARY PERSONALITY

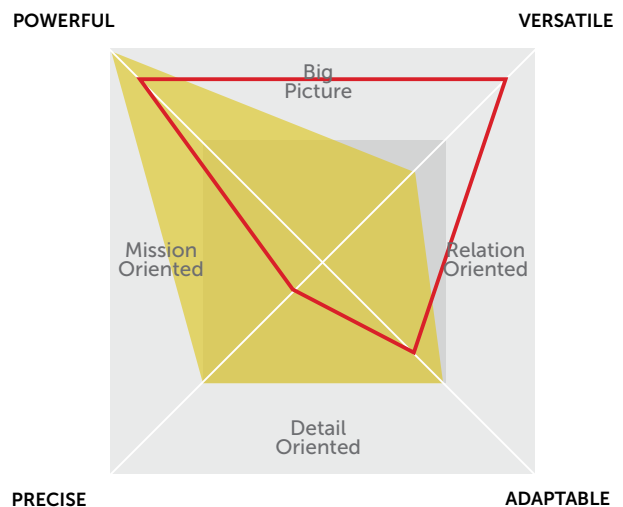
#### VISIONARY

The SurePeople Primary Personality Profile describes how we present ourselves to others, as well as how others perceive us, in non-stressful situations.

### PERSONALITY UNDER PRESSURE

#### INSTRUCTOR

The SurePeople Personality Profile Under Pressure describes how we posture when under stress or pressure.

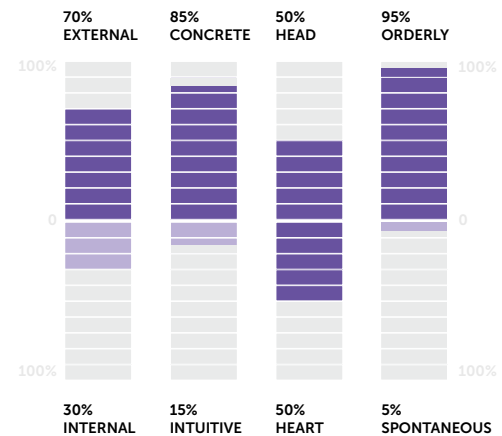


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## PROCESSING BLUEPRINT

How do we approach the people, activities, thoughts and causes that impact our lives? What energizes us? How do we process real and perceived stimuli? Are we guided by our hearts or our heads?

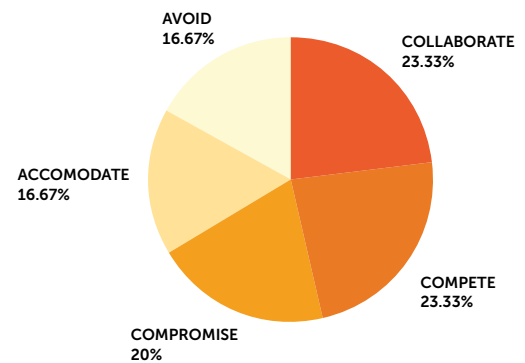
The SurePeople PRISM addresses internal processes, often difficult to ascertain without the proper context. The resulting measurements offer a precise view of an individual's approach to processing internal and external stimuli, information that is especially constructive in team environments.



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## CONFLICT MANAGEMENT

Embracing the knowledge that we, as well as those with whom we interact, deal with conflict in different ways allows for more productive and harmonious work relationships. The SurePeople PRISM measures distinct conflict management styles, knowing that, while no two people are alike, we all operate on spectrum that incorporates many ways of managing conflict based on specific situations.

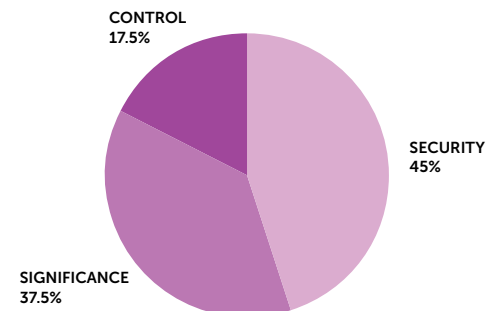


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## FUNDAMENTAL NEEDS

As human beings, we constantly make decisions and take actions to fulfill our fundamental needs. Although we may not be fully aware of or able to articulate them, our fundamental needs deeply influence our behavior.

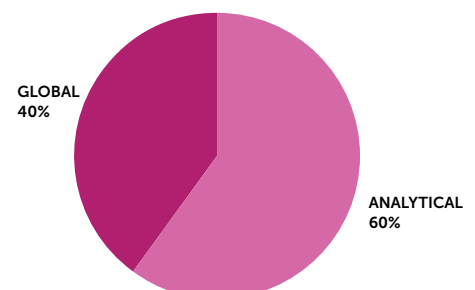
The SurePeople PRISM provides more comprehensive insight into what defines and drives us as individuals. The information helps us better appreciate and respond to those with whom we interact in the workplace and beyond.



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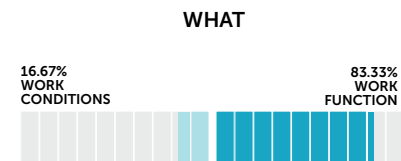
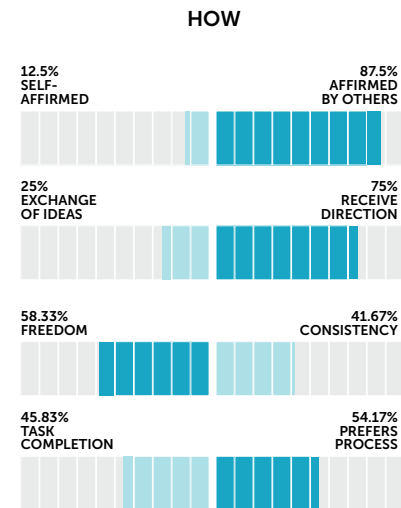
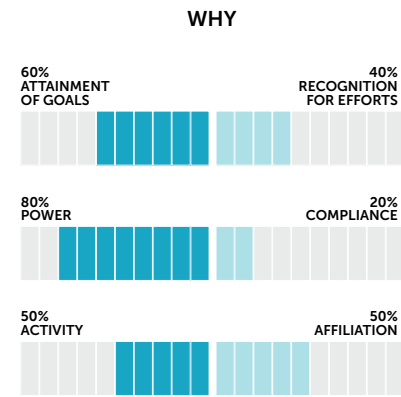
## LEARNING STYLE

While others press forward undaunted, others are more deliberate and concerned with protocol. The measurement of learning styles speaks to personal process-are we more engaged by big ideas or details, risk-taking or analysis? The SurePeople PRISM measures how individuals process concepts and details to reveal learning styles which is an important influence on compatibility in work relationships.



## MOTIVATION

Understanding our motivations-how and why we take certain actions-is critical to success in our personal and professional lives. In the workplace, understanding the motivations of individuals can help us manage others well and work more productively on a team or with a supervisor.



## DECISION-MAKING STYLE

Understanding our decision making styles and the styles of those with whom we interact, minimizes conflict opportunities. The SurePeople PRISM measures decision making style on four distinct but related scales. Where we fall within each scale offers insight into our thought processes and personal expectations.

