

# JOANNE KIRBS

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John Smith  
Goldman Sachs  
1233 Wall Street  
New York, New York

Dear Mr. Smith:

## RE: SENIOR PROGRAM MANAGER, GOLDMAN SACHS 10,000 WOMEN

**A**ccording to UNICEF, women's literacy rates in Afghanistan trail men's by nearly 36%. With less than a fifth of Afghani women able to read, and even fewer with access to education, the very future of social and economic advancement in a nation recovering from the ravages of conflict, is dramatically imperiled. I have long believed the key to alleviating many of the socioeconomic ills that we face on local, regional and even global levels rests in the hands of women. By elevating standards of living, access to education and equipping future generations with the entrepreneurial skills to succeed in business, I am confident we will make a positive change at the grassroots level where sustainable transformation can take place.

I am therefore excited by Goldman Sachs 10,000 Women Program and its formidable mandate. With my own background in educational program development in parts of the Islamic world, I am confident that my experience can be leveraged to tremendous advantage to grow this program. My commitment, coupled with my strategic business acumen, will undoubtedly help forge key business partnerships, and strong mentorships to further expand the burgeoning network of dynamic Afghani business women.

**As detailed in the enclosed resume, I bring a strong record of successes to the table in women's educational and professional development.**

- As Head of Career, Recruitment & Alumni Services and Director of Student Services, Admissions & Registration at the University of Dubai, and as Career Development Coordinator at Saudi Arabia College, I **built partnerships with 500+ global companies** to cultivate cross-sector alliances and negotiate employment opportunities for women in firms that had previously barred their entry.
- I also organized **one of the first career fairs for women in the Middle East**, attracting a wide spectrum of employers to actively recruit young talent. My work in this vein received international media attention and **accolades from the Smithsonian Institute** in Washington, D.C.
- Throughout my career, I have cultivated **strong mentoring relationships with female students**, advising and coaching them on business etiquette, and assisting them with navigating their transitions into the professional world.

I strongly believe that all women have the potential to acquire, harness and deploy the entrepreneurial skills necessary to become catalysts for future change. I am confident that my longstanding commitment to global development, coupled with my academic, research and practical experience, can support the Goldman Sachs 10,000 Women Program in its continued endeavors to ameliorate the status of women, one nation at a time. I thus look forward to a meeting with you in order to discuss how my strengths and attributes can be leveraged by your organization. Thank you for your time and consideration.

Sincerely,

Joanne Kirbs

Strategy Note:

This client is an amazing woman. As a Canadian, she had worked in Saudi Arabia, and other Muslim countries, currently completing a PhD in **Human & Organizational Development** and she felt that this was her perfect job as it required a balance of business acumen, understanding of career development knowledge and relationships building acumen. I wanted to create a cover letter that spoke directly about the challenges that woman in Afghanistan and women around the world faced, her related expertise and her passionate commitment to helping alleviate those constrains. In speaking to her on the telephone, I could sense her real passion and enthusiasm and I tried to let that shine through this letter.

This letter and accompanying resume resulted in an interview. And she got the job.