

## Is the motivation letter an obsolete model?

The motivation letter is the part of the written application documents that causes many applicants the most trouble. When I recently suggested in an article that we should put more effort into it, readers described it as an obsolete model. Is that true? Or do they live longer than expected? Do they even return in a different form at companies that do without them?

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First of all, we need to clarify what the purpose of the motivation letter is. Many people refer to it as a letter accompanying the application documents, which is not quite right. In my opinion, it is an independent part of the application documents with specific communication objectives and corresponding requirements.

I compare the CV to a brochure about the applicant, in which they summarize and clearly present the most important information about themselves and their career.

The motivation letter, on the other hand, answers specific questions: Why am I interested in this position as an applicant and what are the most important reasons why I think I am suitable for it? It is therefore comparable to a tailor-made offer.

### **The questions remain relevant**

Many applicants assume that they only have to show that they can do the job in question. However, companies are equally interested in whether applicants want to do the job; whether they are motivated to do it. If they were to offer the job to a highly qualified but less motivated applicant, there would be a risk that she would accept a job that interested her more after a few months and quit. Unwanted fluctuations are very expensive for

companies and often frustrate the employees who stay behind. If we only look at the skills of the applicants, there is also the possibility of underchallenge with the risk of a bore-out. I believe this phenomenon is widespread, but unlike burn-out, many people are not aware of it.

### **Time-shifted video interview**

Even if the questions that a cover letter answer are still relevant, it is debatable whether the form still is. Since many companies still expect these letters - whether this is considered sensible or not - they are at least still relevant for them.

However, more and more companies are dispensing with them because today applicants can write an average letter of motivation using chat GPT without any effort on their part. However, a personal letter after a thorough examination of oneself and the position cannot be delegated to artificial intelligence. It offers the opportunity to stand out from the competition.

However, the questions that a cover letter ideally answers come back in a different form in the time-shifted video interview. Companies ask applicants questions about their interest in the position and the most important arguments as to why they would be a good fit.

The form changes, but the content remains the same. And you will be asked the same questions again in the job interview at the latest. If you have written your letter of motivation yourself, you are well prepared for this, because now you can only answer the questions using your natural intelligence.

#motivationletter #application #selfmarketing

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