A SPECIAL THANKS . . .

A lot of hard work and late nights went into making this book happen. And for that, we want to thank our main contributors: Head Consultant Yaron Dahan, Managing Editor Ann Ford, Senior Editor Sach Orenstein and, of course, the hard-working (and bad-ass) applicants who dedicated themselves to developing kick-ass essays.
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Afterword
Welcome

...to the third volume of Admissionado’s 50 MBA Essays That Worked.

The aim of this 50 Essays collection is two-fold: First and foremost, we want to show you snapshots of a successful applicant; how their stories fly off the page, and how they present airtight arguments for why THEY deserve that coveted spot at their target MBA program. Second, but equally important, we want to show that these winning essays rarely (never!) start out perfectly. It takes work. And patience.

A quick overview of who we are and what we do: Our clients are overachievers, just like us. They are aiming for Top 15 MBA programs and, therefore, they are competing with the best the world has to offer. Each client teams up with an expert MBA consultant on our team (also a graduate of a Top 15 MBA program but, more importantly, an expert on the admissions process) as well as an essay specialist. This “power couple” guides the process from start to finish, balancing strategic insights and applicant profile positioning with the challenges of bringing out those insights through clear, well-paced, well-organized prose. Draft after draft, we pound and slash and kick and shred and shape and reshape. The result? Essays that our clients have authored entirely on their own, with smart guidance from us, which lead to admits.

Enclosed are 50 sample essays from applicants now earning their MBA at places like Wharton, Stanford, HBS, etc. While the finished essay speaks for itself, we have also provided quick insights on each essay’s effectiveness. Each sample is followed by a high-level diagnosis from our MBA strategy experts on WHY the essay turned heads. You’ll also see a structural breakdown from our essay specialists of how each component of the essay strengthens the overall argument, while highlighting specific examples straight from the page.

But wait, there’s more!

We selected nine of those essays to reveal a little more of the process that led to those final results. We show you the very first draft and a sample of our feedback. Then we show you the final draft, including commentary from our MBA experts and essay specialists. Through these nine samples, you’ll see how each essay starts out as a piece of uncut marble, but ends up transformed into a lifelike sculpture. (Bear in mind, in order to make these easy to read, we’ve cut out some of the detailed feedback.) If you’re curious to see what that might look like, we have included an “unabridged” first edit at the end, so you can get a glimpse into our process.
MBA essay prompts are challenging, folks. Boy do we remember. We have been through exactly what you’re going through. But we lived to tell the tale, and so will you. We applaud your ambition and hope this volume gives you a teaspoon of inspiration to accompany you on your exciting journey.

Note: To protect the privacy of our clients, we’ve made small changes to the identifying details in each essay — names of places, companies, specific products, etc. For instance, we might have changed an essay about Kazakh pear farming to one about Mongolian apple farming. However, we’ve preserved the style, meaning, and impact of each story on the whole.

And of course, a disclaimer: While essays play a big part in the application process, they’re not the only factor admissions committees consider. Each of the essays in this collection was evaluated in the context of the applicant’s other essays, test scores, academic and work history, demographic factors, and school-specific considerations. Results (good or bad) are never guaranteed!
PART 1: GOALS
Part 1: Goals

The big picture, the crystal ball

Just about every b-school is gonna ask: “If we give you an MBA, what are you gonna… do with it?” And what they’re really saying is “Assure us that you are going to be successful, which will help to advance our interests one way or another.”

Unfortunately, pulling this off isn’t always easy. As much as applicants want to say that their decision to get an MBA at Stanford is all part of an ironclad 20-year plan full of salary graphs, promotion charts, and the home phone numbers of all their intended future bosses… yeah. Most of the time, it’s not.

There’s no shame in not having it all figured out. But ultimately, the admissions committee (which we will refer to as the “adcom”) is gonna remember the candidate who wants to do “corporate finance management for a media conglomerate like Time Warner” much more than they’re gonna remember the candidate who wants to do “something rewarding.”

The other key to unlock this prompt is to remember that your goals are only as interesting as your ability to pull them off. An idea from a 7-year-old about a magical app that solves some incredible pain point of life is just the result of an active imagination. That same app idea from a proven entrepreneur with a track record begins a bidding war. The only difference is… Who’s the one doing the pitch? You’ve gotta back up your goals with evidence that you’re a guy who can actually make something happen. THAT’s the goal that perks ears.

The applicants included here know that the goals essay is just the first draft of a Life Plan. It’s not a contract. No Goals Essay Review Board is going to revoke an MBA if the graduate isn’t in the job they said they’d be in after graduation (very few are, by the way, and business schools understand this; expect it, even). But nor is it an exploration session, where candidates wander aimlessly through a field of possibilities for 500 words. Pick one potential plan, that somehow ties in to your own strengths and proven track record (even for a career changer), and develop that story.

What do all the essays below have in common? They lay out ambitious end goals, show us their VISIONS for the future… and take us through how they’ll get there.

Let’s take a look.
**KEEP THIS IN MIND:** This candidate just tells a great story about how he came from a modest background in a less developed country, moved forward in life, and wants to do his part through business. What makes this story work is his introspection.

**Given your individual background and goals, why are you pursuing a Columbia MBA at this time? (500 words)**

Growing up in the Dominican Republic, I saw how inadequate infrastructure halted progress and how development, including paved roads, created jobs in fields from heavy industry, to manufacturing, to “mom and pop” shops - boosting the country’s economy. I especially appreciated how upgraded ports grew trade, increasing government revenue and subsequently, my public servant parents’ paychecks. Now my personal and professional objective is to create similar growth by launching infrastructure investment projects. I will accomplish this by managing a large scale infrastructure project, leveraging three to five years investing in infrastructure assets and achieving operational improvements as an investment associate, post-MBA.

A Columbia MBA is the first step towards my goal, as it will provide the skills I need to be a successful infrastructure investment manager. I need value investment skills to improve both my operational performance and capital management knowledge of infrastructure projects so I can maximize my projects’ returns. In the past, public financing alone met infrastructure needs, but today recent estimates suggest there is an annual half-trillion dollar funding gap in global infrastructure investment. Given the need for private funding, I will become an investment associate at an infrastructure fund like Sentry in the near-term, leveraging my Columbia MBA and credit skills developed at Booz & Co. to source and analyze infrastructure projects as an associate, before ultimately directing my own projects as a senior manager.

As a manager, I will encourage infrastructure investment through improved decision-making on large-scale projects like the JFK Airport upgrade. This project is suffering from “decision paralysis” regarding renovations and is an example of how better management can mean substantive improvements. I will become a difference maker on such projects by developing strategic intuition through Professor Duggan’s “Napoleon’s Glance” class, learning to combine knowledge and experience to gain hidden insights. I will also study Decision, Risk, and Operations with Professor Weintraub to avoid the process analysis, waste and quality control issues plaguing operations like the Second Avenue Subway. Additionally, I will personalize my Columbia experience by exploring non-conventional classes like “Impact Investing,” which will help me attract infrastructure investment to developing countries and highlight the benefits of social responsibility. Furthermore, Columbia’s embrace of Learning Teams and peer feedback mirrors investment committee interactions.
preparing me to build the consensus needed to finance projects. Finally, the Global Immersion group classes will prepare me to handle infrastructure challenges across cultures.

Columbia’s leadership practice will also contribute to my personal growth. I hope to use the insights gained from participating in speaker forums at the Chazen Institute to convince skeptical stakeholders to invest in projects like roads, when weighing the trade-off between infrastructure and other near-term needs. Influencing change would mean fulfillment of a personal ambition. I will also learn to understand cross-cultural issues including subtle policy differences between developing and developed nations, transforming my own worldview ahead of working in the developing world. My Columbia experience will provide a deeper understanding of myself, my organization and my community, and my ability to contribute to each.

**Structural Breakdown:**

- **Intro** — This applicant connects his long-term goal to his time growing up, highlighting how infrastructure investment changed his life as a child before introducing what he’ll do in the field, post-MBA. This establishes a strong personal reason for his ambitions – he’s not just another guy who wants a job, and we want to hear more about his plans.

- **Background** — The applicant breaks down some of his essential skill gaps and how a CBS MBA will solve them, but the heart of this paragraph lies in his description of current infrastructure issues and how he hopes to solve them AND gain experience through his post-MBA role. In this paragraph, everything connects from the school to his industry of choice to his short-term goals. That said: how will CBS REALLY help him?

- **Why CBS?** — The next paragraph is dedicated to specific classes and professors, highlighting how he’ll leverage each to gain specific skills for specific tasks. Importantly, the applicant isn’t just name-dropping here; he’s linking CBS to his future role, tying everything together. Now we just need to see a personal connection to the school.

- **Conclusion** — Finally, he connects CBS, the Chazen Institute, and his personal growth, bringing everything back to the essay’s initial theme.

**Here’s why we want this applicant at our business school based on this essay:**

This dude has done his homework. He is a sort of “regular Joe” when it comes to his goals, but he makes himself unique by both showing what these goals MEAN and by showing EXACTLY how Columbia will help him reach them.
And here are some SPECIFIC examples in the essay of how he does this:

- “Growing up in the Dominican Republic, I saw how inadequate infrastructure halted progress and how development, including paved roads, created jobs in fields from heavy industry, to manufacturing, to ‘mom and pop’ shops - boosting the country’s economy.” – In this opener the candidate grants us insight into the reasons behind his application, and even if they are “normal” reasons, it just helps us identify with him a whole lot better.

- “I will become a difference maker on such projects by developing strategic intuition through Professor Duggan’s “Napoleon’s Glance” class, learning to combine knowledge and experience to gain hidden insights.” – He doesn’t just give us a list of what there is at Columbia, he applies the example to something that HE specifically will need in order to succeed. He is making his MBA relevant.

- “I will also learn to understand cross-cultural issues including subtle policy differences between developing and developed nations, transforming my own worldview ahead of working in the developing world.” – And he closes, reminding us that it’s not JUST about the business, but also what he can lead the business to DO. And that makes all the difference.

2

SHOWCASE: FIRST TO FINAL

Crafting Goals for Tuck

First Version

Why is an MBA a critical next step toward your short- and long-term career goals?
Why is Tuck the best MBA fit for you and your goals and why are you the best fit for Tuck? (Maximum 500 words)

My interest in a Tuck MBA stems from my goal of entering the renewable energy industry, first with an MBB strategy consulting firm, and later in a senior corporate strategy role with a renewable energy firm. I feel that I’ve honed my research and soft skills during my time at Brahm and PwC, but have not yet had the opportunity to approach business from an academic perspective. Although my professional and academic background has initially enhanced my positioning for a transition into renewable energy, I recognize the need for the theoretical, practical, and leadership education provided by an elite MBA program. With my business acumen and personal
brand enhanced through two years of learning and networking at Tuck, I'm certain I can successfully make the next step down my desired career path.

In college, I pursued courses of personal academic interest but, in doing so, overlooked learning core business skills. My undergraduate experience was not without merit, however, as I was introduced to classes on energy policy and sustainable development that fuel my current career interest. During my senior year, in particular, I developed a keen interest in the geopolitical effects of energy generation and its requisite resources. My professional experience researching utility industry issues for PwC’s power and utilities clients, as well as performing due diligence on similar firms while at Brahm, has only furthered my belief in the need for a robust renewable energy sector. These experiences have coalesced to instill in me a desire to work with and lead companies that seek to further the market viability of renewable energy technologies.

I strongly believe my short term career goals can only be accomplished through the educational and networking opportunities provided by an MBA program of Tuck’s stature. When speaking with recent alumni, Tuck’s emphasis on collaborative work, leadership development, experiential learning immediately becomes apparent. The congenial group environment emphasized at Tuck is the ideal format to debate the myriad ways business problems can be solved by leveraging others’ experiences, and is one in which I expect to excel. I believe strongly that success in any endeavor rarely occurs in a vacuum. My own personal and professional successes, whether assisting a client meet a tight regulatory deadline, climbing Mt. Katahdin, or organizing a micro-MBA program for small business owners in a Nigerian village, have all resulted with input from others. I look forward to continuing this trend within the cohesive community fostered by Tuck.

The opportunities to use my Tuck education to address real world problems outside of the classroom while still in school is another reason I wish to attend Tuck. Having been exposed to three different industries during my short career, I’ve discovered that learning is best done by doing. Being provided hands-on learning through opportunities like the First Year Project and Tuck Global Consultancy, as well as organizations like the Tuck Student Consulting Services and Dartmouth Energy Collaborative, will provide me critical hands-on experience to hone my consulting skillset and energy industry knowledge. Between these two pillars of the Tuck experience, I will be ideally placed to tackle the strategic energy issues of tomorrow.

Notes from our Essay Specialist:

- First major issue here: Where are the goals? There’s no way this guy can explain why Tuck is critical SPECIFICALLY for his goals if we have no idea what his goals really are. And “the next step down my desired career path” doesn’t really make the cut. So let’s have him SHOW us what his goals are (specifically, what job in what industry with examples of potential employers) as well as WHY
these are his goals. Let’s have him peel his ideas like an onion, and reveal their true core.

• Second is: Why Tuck? Tuck, being the small intimate school it is, really wants to understand why people REALLY want to go there and not somewhere else. Sure, here the applicant gives us some reasons in the form of Tuck programs, but it doesn’t yet feel personal. Any similar MBA program might have a number of similar courses, and remove the word Tuck and replace it with School X, and it’ll still be true. So what we need to do here is weave his logic for choosing Tuck into his goals, all while showing the adcom his real excitement for attending the school.

Sample outline to guide the next draft:

• Spark – Before we get to your goals, let’s show WHY you care so much about renewable energy. Why does THIS drive you instead of say, fighting poverty or working in banking? Let’s show the EMOTIONAL CORE of why you want to do this. The adcom is in the business of finding interesting people, so let’s spice it up a little by opening with your biggest dreams: Senior corporate strategy at a renewable energy firm.

• Snapshot – Then, you can describe your long-term goal, and then your short-term goal. Show how your short-term goal will help you reach your long-term ambition; how do they connect? Then close the paragraph by saying that you need Tuck to achieve these things.

• Background – What cool stuff have you done? Let’s highlight your skills and achievements and then show the skills you DON’T have. How will Tuck help you get them? We need to convince the adcom that you will change the world... if only you had a Tuck MBA. We shouldn’t be vague here either: You don’t need “general business skills,” you need knowledge of “Central Asian energy markets” and “energy derivatives regulation” (for example).

• Tuck – Here we show how Tuck and only Tuck can fill the gaps you have described: things that only Tuck has. Classes, programs, people... how do they link up with your career? Let’s avoid anything general that could fit on a brochure or appeal to most students. We want to see the stuff that really works for YOU.

• Conclusion – Just a brief (three sentences at most) summary of the essay, closing on the long-term goals you opened with.
Final Version

**KEEP THIS IN MIND:** There are two fantastic things in this ambitious essay. Firstly, the candidate exposes his dream of an alternative future of life without greenhouse emissions all while “keeping it real” by targeting the specific consulting job that will allow him to do that. Secondly, he shows great fit with Tuck, not just in how the classes match his needs, but how the whole philosophy of Tuck fits with his personality.

**Why is an MBA a critical next step toward your short- and long-term career goals? Why is Tuck the best MBA fit for you and your goals and why are you the best fit for Tuck? (Maximum 500 words)**

I want greenhouse gas emissions to be a thing of the past. Growing up, I regularly visited Mobile, Alabama where the sulfuric smell of nearby steel operations permeates the air. This lingering memory fueled my interest in making our air cleaner by addressing the industry responsible for a quarter of the world’s emissions: energy. My experience investigating utility responses to climate change on behalf of senior PwC partners left me feeling that not enough is being done. Cheap natural gas has undercut once-vibrant renewable energy efforts. My desire is to make green sources more commercially viable as Chief Development Officer at a diversified renewable energy company like CloudBase Power. There I will work to expand generation plants and sales markets, and then found my own company with a similar emphasis on renewables. To prepare for this role, I need experience working as a consultant at an MBB consulting firm. Working closely with energy clients, I will learn to gauge the effectiveness and viability of emerging sources. Before cleaning up energy, though, I need a Tuck MBA.

In college, I pursued courses in energy policy and sustainable development that fuel my current career interest. But, in doing so, I overlooked core business skills such as finance, accounting, and marketing. Although I have acquired extensive energy industry experience working on business development initiatives and C-suite strategy materials, I strongly believe my career goals can only be accomplished by addressing these gaps at Tuck. Specifically, I need an improved understanding of energy company strategy, marketing, and sustainable business practices. Courses like Professor Alva Taylor’s “Strategy in a Turbulent Environment” will help me navigate the energy industry’s rapidly shifting regulatory environment. Professor Andrew A. King’s “Sustainable Business” will ready me to position a renewable energy firm for environmentally- and socially-conscious customers. The recent emphasis on energy issues through the Revers Energy Initiative is very important to me. Tuck’s demonstrable responsiveness to student interest in energy and the endowment of a professorship focusing on energy through the Revers fund ensures I will have the opportunities I need.

Opportunities like the Tuck Global Consultancy will provide practical experience assisting clients with strategy, market entry, and operational issues. Additionally, the
Dartmouth Energy Collaborative will provide unmatched access to leading energy business and policy leaders. I am also interested in representing Tuck in the Renewable Energy Case Competition and organizing events to keep my classmates apprised of energy industry developments. My research into the labor and security issues faced by utilities and my network of experienced industry professionals will make me a valuable contributor on campus.

Tuck will challenge me and solve my corporate strategy deficiencies, setting me on my desired career trajectory. After Tuck, I will be ideally placed to tackle the strategic renewable energy issues of tomorrow.

**Structural breakdown:**

- **Long-term and Short-term goals** – This essay kicks off with a “big picture” goal – eliminating greenhouse gases. It’s a noble endeavor, but we need something a bit more attainable to chew on – something that’ll show us HOW he’ll accomplish this. He gives us exactly that, highlighting how he’ll leverage a COO role to accomplish his ambitions, and how a consulting position will prepare him for this journey. It’s a great start, but how do we know he’s capable of accomplishing this?

- **Why Tuck part 1** – He kicks off this paragraph by highlighting how his previous educational experience has prepared him to work in this sector, but he still requires finance, accounting and marketing knowledge. He then breaks down how Tuck will help him acquire these skills through specific courses and initiatives. Now we’re sold that he needs an MBA and that Tuck can help him… but is he a good fit for Tuck?

- **Why Tuck part 2** – He proves that he is indeed a good fit for this school by demonstrating that experiential learning is important to him, demonstrating so through concrete examples. Finally, he demonstrates how his previous experience will allow him to contribute on campus.

**Here’s why we want this applicant at our business school based on this essay:**

Because this dude is gonna fit in perfectly at Tuck! He is environmentally and socially conscious. He is a team player and proven leader. Plus, he loves the school!

**And here are some SPECIFIC examples in the essay of how he does this:**

- “I want greenhouse gas emissions to be a thing of the past.” – Have you read an essay which began with more lofty, more worthy or more ambitious goals? I know I haven’t.
• “In college, I pursued courses in energy policy and sustainable development that fuel my current career interest. But, in doing so, I overlooked core business skills such as finance, accounting, and marketing. Although I have acquired extensive energy industry experience working on business development initiatives and C-suite strategy materials, I strongly believe my career goals can only be accomplished by addressing these gaps at Tuck.” – In exposing his dedication and devotion to sustainable development, he admits that he has passed by other necessary skills, all while showing how gaining these very skills are the primary motivation for his getting an MBA at Tuck.

• “Tuck’s emphasis on experiential learning is also crucial. Having been exposed to three different industries (accounting, Health Care management, and utilities) during my career, I’ve discovered that learning is best done by doing.” – By matching up the nature of Tuck’s approach to learning, with his own preferred educational style, he is making the argument for a perfect fit. Which he very well might be.

3

KEEP THIS IN MIND: Starting with a deeply personal story, this candidate hooks the reader right from the start into an essay that will show him to be an innovative and clear thinker, with a good head on his shoulders. He also perfectly weaves the stories he has into what is asked of him, by fitting it into UCLA’s three defining principles. A lovely essay.

UCLA Anderson is distinguished by three defining principles: Share Success, Think Fearlessly, Drive Change. What principles have defined your life and pre-MBA career? How do you believe that UCLA Anderson’s principles, and the environment they create, will help you attain your post-MBA career goals? (750 words maximum)

I was 14 when I lost my father and my family hit rock bottom, emotionally and financially. I had to pick myself back up to take my father’s place and ensure that my younger brother and I were well educated in order to have a better future and help my mother with the finances. Today, after graduating from a premium engineering college in India, IIT Kanpur, I work at Starlys, one of the most innovative companies in the world, to support my family. In order to survive, I’ve lived by the principles of ‘muscling through the problem,’ seeking solutions rather than shying away, and ‘learning persistently,’ arming myself against unforeseen challenges by being curious, observant, and analytical.

As such, when making the decision to pursue an MBA, I had to take my family into account since I will no longer be able to support them financially. The observation
skills I developed to ‘learn persistently’ helped me out. During my internship in Holland, it caught my eye that waffles and pancakes were very simple and casual dishes in Europe. Unlike burgers and pizzas, they were not yet available at affordable prices in my hometown of Bangalore, an IT hub with an ever-growing middle-class population aspiring to enjoy Western culture. Realizing the market space, I decided to take the plunge and start a restaurant serving Western breakfast to help my family stand on its own. After a year’s research and hard work and using up all my savings, the restaurant is now about to open in mid-January. ‘Thinking fearlessly’ helped me identify and realize this new opportunity.

These principles have also guided me through one of my greatest professional achievements. Starlys’ flagship product Limitless, which generates $250 million in yearly revenue, has vast functionality and required a steep learning curve for even simple engineering analyses. After several failed attempts to address this issue, the management felt that revamping Limitless with a simpler interface would require huge resources and could alienate existing customers. Having struggled to use Limitless myself as a beginner, I was confident that a user-friendly interface could be a game changer, attracting new users and retaining novice users to help sustain the product in the long-term and rejuvenate its stagnant sales. Though new to Limitless, I muscled through the problem. I spoke with Limitless’ development team to understand its complex algorithms. My experience of working on another product with a simpler interface and my understanding of its design helped me to come up with a prototype and design. The design could be implemented in a phase-by-phase manner, keeping the advanced users interested and leaving other development features untouched to exponentially reduce costs. The design was approved and it will be the biggest feature in the next version of Limitless. I was given an award for my innovative thinking and promoted to Technology Specialist. My motivation to drive change in Limitless’ user experience helped me fight through the problem to find an out-of-the-box solution. This experience taught me the value of ‘driving change’ – a principle that attracts me to UCLA.

Having understood the power of innovation by seeing ideas come to life and stretch the business boundaries at Starlys, my dream is to become a Chief Innovation Officer (CINO) at a tech firm like Facebook or Spotify. In this role, I’ll need to ‘think fearlessly’ to encourage and implement transformational ideas and strategies that expand business horizons, and ‘drive change’ so that my organization evolves at pace to stay ahead of the competition. With customers constantly looking for new and easy-to-use solutions, it excites me to the core to help find innovative solutions to the challenges of increasing competition, tighter budgets, and new technology. Located in the technology hub of the world, UCLA can connect me with a tech network to collaborate with and learn from as I witness firsthand how new ideas evolve. Post-MBA, I would like to become a Product Manager (PM) at a tech firm like Amazon or Microsoft to better understand and predict customer needs and behavior, to design effective short- and long-term strategies, and to oversee product evolution. In a PM role, I’ll also learn to
create effective communication channels across teams to identify and solve problems, preparing me to be a CINO.

UCLA will empower me to achieve my goals by complementing not only my technical skills with general management skills, but also my principles with its principles.

**Structural Breakdown:**

- **Intro** – This applicant has had a challenging and inspiring life story so he frames this essay around his personal experience: surviving the death of a parent. After introducing the context, he goes on to list three principles he’s lived by – essentially boiling the stories he’ll use in this application down to keywords. Great – so let’s see some examples for these principles.

- **Example 1** – Small business – As you can imagine, the applicant probably knew he was going to use a variation on this story before he knew how he’d articulate the principles that drove him. That’s alright: he perfectly adapts this story to the prompt and connects the experience to the values and principles he’s stated above. OK, so he’s opened a business, but he also mentioned working for a major company. Now, we want to see a professional achievement reflecting these principles on a larger scale.

- **Example 2** – Big business - Here, the applicant breaks down a story of how he convinced his firm to trust him on a major project, a move that went on to make an impact. Importantly, he keeps the language as simple as possible, avoiding engineering jargon in favor of a breakdown of how he managed the project. We’re convinced he’s got what it takes, but what does he want to do?

- **Goals and how UCLA will help him reach them** – The applicant explicitly states his long-term goal and highlights how his principles will be of use in this potential role. He then highlights how UCLA will help him reach this ambition and maps out a career plan including a short-term goal and the skills he’ll learn there. Then, all he has to do is conclude with one last sentence.

**Here’s why we want this applicant at our business school based on this essay:**

Because despite whatever challenge he is up against, he has ideas of how to move things forward, and also the courage and strength to do so.

**And here are some SPECIFIC examples in the essay of how he does this:**

- “I was 14 when I lost my father and my family hit rock bottom, emotionally and financially. I had to pick myself back up to take my father’s place and ensure that my younger brother and I were well educated in order to have a better future and help my mother with the finances” – Although he had a hard time, he doesn’t try