

personal
MBA
Coach.

Deferred MBA Programs Essay Analysis

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ABOUT PERSONAL MBA COACH

Personal MBA Coach has helped hundreds of applicants around the world get into top MBA, EMBA, part-time MBA and graduate programs including HBS, Stanford, Wharton, Chicago Booth, Kellogg, Columbia GSB, Dartmouth Tuck, MIT Sloan, London Business School, INSEAD, Yale SOM, UVA Darden, Duke Fuqua, Berkeley Haas, NYU Stern and many more with a 96% success rate. Last cycle our clients earned \$10M in total scholarships.

Personal MBA Coach was founded in 2008 by Scott Edinburgh, a former management consultant and industry strategist with an MBA from Wharton and a BS from MIT. With a boutique and personalized approach, Scott helps turn analytical, general management and client services experiences into the powerful and convincing stories that admissions committee members are looking for. Personal MBA Coach helps clients through all aspects of the application process, including application strategy, pre-application planning, GMAT/GRE/EA prep and school selection. Scott is on the Board of Directors and is a Committee Chair of AIGAC (Association of International Graduate Admissions Consultants: an organization that meets annually with admissions directors of the top 25 schools globally). Learn how Personal MBA Coach can make your dreams a reality by walking you step by step through the entire process.

SERVICES OFFERED

- Comprehensive Packages
- GMAT/GRE/EA Tutoring
- Interview Preparation
- Waitlist Support
- Gut Check
- Early MBA Planning

WHAT SETS PERSONAL MBA COACH APART

- Founded by Scott Edinburgh, a Wharton MBA, member of AIGAC Board of Directors and industry veteran with 17 years of admissions consulting experience
- Scott presents globally and was invited to present to admissions directors at GMAC conference
- Prior corporate experience to inform your essays and goals, including consulting, banking and strategy
- Former M7 admissions directors and M7 MBA interviewers on our team
- Flexible scheduling and fast turnaround times
- Personalized and customized GMAT/GRE/EA tutoring
- One point of contact
- Direct, honest feedback
- Internal network of former clients at all top schools

Comprehensive Packages Overview



1. Application Strategy & Story Development

Personal MBA Coach consultants learn more about your background and develop a thorough application strategy for you to follow, helping fine-tune your educational goals and articulate your distinct story. This includes compiling a list of schools you want to attend. Your consultant will review your credentials and work experience to help you identify what programs make sense for you based on factors like your test score, grades, scholarship desires, ideal study location and more.



2. Resume Review

Structure your MBA resume using our provided templates. We will go over your education and career accomplishments to paint an accurate picture of you on paper and make sure to turn your professional resume into an MBA resume that resonates with admissions directors. Our experts will help edit your resume so that it follows the correct format and uses effective language throughout. The Personal MBA Coach team knows what top schools are looking for when admitting students into their programs, so we make sure you stand out by including only important resume details.



3. Essay Brainstorming and Unlimited Essay Editing

Building from your personal story, you will partner with your admissions consultant to brainstorm topics and develop award-winning essays that allow you to stand out among other applicants. We provide you with school-specific insider knowledge as to what MBA programs are looking for in MBA application essays. You can submit your admissions essay and short-answer responses to us as many times as it takes to get them right. We provide you with feedback in two days and work seven days a week. We will check that you answer questions fully and provide enough detail to impress application essay reviewers. Count on Personal MBA Coach to catch spelling and grammar mistakes before the final submission of your personal development pieces.



4. Video Essay Feedback

Some of the leading MBA programs in the U.S., Europe and Canada require a video essay submission. For the live videos, we will send you software that you can use to practice sample video questions on your own.

Personal MBA Coach comprehensive packages involve sharing feedback on sample recordings to improve your confidence and perfect your video delivery.



5. Letter of Recommendation Support

To enhance your overall application, we will guide you through the process of selecting which of your contacts is best suited to write your letters of recommendation. Our consultants will help you develop the best timing and approach for reaching out and determining how much information and guidance your contact will need to write a letter that aligns with your overall application.



6. Interview Preparation

Personal MBA Coach organizes mock interviews with former M7 and T10 admissions interviewers from our team. Our interviewers provide you with written feedback to help you hone your skills. You have the option to participate in group interviews as well as to grow your skills for all interview structures. For Wharton, we will conduct mock group interviews with former group interviewers.



7. Pre/Post Interview Essay Editing

Harvard Business School, Chicago Booth and MIT Sloan ask that some candidates selected to interview submit an additional essay or video for their MBA program applications. Our personalized MBA admissions services in our comprehensive package include editing your follow-up written or recorded pieces. We will verify that your writing and speaking tone is consistent during the application process so that everything you submit is of the highest quality.



8. Waitlist Strategy & Post Acceptance Support

Our relationship does not end when you hit submit. Whether you are accepted or waitlisted, we will continue our personal support. Find out how and when to reach out to get off the waitlist, receive guidance on your waitlist update and get our advice on which school best suits your goals. We will connect you with former clients at your future school and across all schools as you join the small Personal MBA Coach alumni family.



Harvard Business School 2+2

Part 1: Personal Essays (choose two- up to 300 words per prompt)

The HBS classroom and community thrive when we bring together people who can share a variety of perspectives. To get to know you better and how you will engage at HBS, please choose two of the three prompts below to tell us more about yourself.

With this introduction, HBS makes clear that it wants you to focus on your individuality and singular perspective. So, as you review the options below, Personal MBA Coach recommends that you choose the two that together give you the greatest opportunity to share your uniqueness: for example, something about your background and something about your academic accomplishments, or something about your intellectual accomplishments and about the communities that have shaped you. There is no wrong answer, but the different choices can maximize the singularity of your story differently. Each is only 300 words so you must be direct, concise and to the point.

1. How have your experiences shaped who you are, how you lead, and how you will contribute at HBS?

This option is the closest to the open-ended “personal story” essay that HBS is known for. As you answer this essay, think about what makes you different from your peers and uniquely able to contribute. You might consider your background, upbringing or extracurricular experiences here. Given the 300-word limit, applicants will need to get to the point very quickly, focusing in on their uniqueness. Personal MBA Coach recommends that the details provided are specific. Then, quickly transition into the “so what?” telling HBS not just what these experiences were but how they have shaped your leadership approach. Finally, you want to detail specific contributions you will be able to make at HBS based on this experience.

2. What intellectual experiences have influenced your approach to learning and have led you to pursue an MBA?

This second prompt is a great choice for applicants whose strength lies in their educational or research experience or applicants who have had an internship that is particularly intellectual. Perhaps you have completed an interesting independent study on campus or researched an unusual topic. Keep in mind that particularly through the 2+2 program, HBS seeks candidates from STEM fields, who may be less likely to apply for an MBA later in their careers.

Harvard Business School 2+2

3. What communities have you been engaged with that have defined how you invest in others?

With this third essay, HBS is following a recent trend of asking applicants to talk more about communities. This is a great option for applicants who have diverse or unique demographic backgrounds to talk about how they have given back in the past, and to hint at how they will give back in the future. However, even if your community is not unique, you can use this essay to show how you have contributed to helping others. Applicants who have significant volunteer work may find this essay to be a great opportunity to highlight their efforts. While not specifically asked, noting how you will contribute on campus is also recommended here.

Part 2: Career Essay (up to 300 words)

How do the career plans you shared in the Career Plans section of the application fit into your current long-term career vision? What skills and/or professional experiences do you hope to obtain in the deferral period that will help build the foundation for your post-MBA career?

While HBS historically has not asked applicants to write extensively about their long-term goals, in this essay HBS is looking for applicants to discuss both their long-term goals and their plans for the deferral period.

Once you have detailed your long-term goals, be specific about your plans for the deferral period. If you have already lined up a job, discuss what you will do in this role and, more importantly, how this experience will prepare you to succeed post-MBA. If you have not secured a position, talk about the role you are targeting. As you craft this essay, be sure to go beyond describing the job you hope to have and instead dive into the specific skills you hope to gain.

Wharton Advance Access

Essay 1: How do you plan to use the Wharton MBA program to help you achieve your future professional goals? You might consider your past experience, short and long-term goals, and resources available at Wharton. (500 words)

This is a fairly traditional goals essay (to find out more about MBA application essay types, read [How to Write Winning MBA Essays](#)). With this first Wharton MBA essay question, you should discuss your specific short-term goals, but also think more broadly. Essay 1 allows you to reflect at a higher level on your aspirations. Think about where you see yourself in 10, 20 or even 30 years. Consider the path you will take to get there.

It is also expected that you touch upon your past successes, explaining how they are relevant to your future objectives. This question does not require you to walk through your entire resume, and candidates are advised not to do so. Instead, focus only on your past to establish what your key skills are as well as how and why you will succeed in the future.

As you think about your future, also think about your skill gaps and how a Wharton MBA, specifically, will help you to close these gaps. It is important that you allow adequate time to research all that Wharton has to offer. Personal MBA Coach suggests being very specific in detailing the opportunities you plan to take advantage of on campus.

Discuss classes you are particularly interested in or perhaps professors you are looking to study with, etc. Do not include a laundry list. Instead, carefully think through how each offering will allow you to fill in your skill and/or experience gaps. Be sure to show an understanding of Wharton's culture here. Avoid writing vague statements and copying and pasting content from other MBA application essays.

Essay 2: Taking into consideration your background – personal, professional, and/or academic – how do you plan to make specific, meaningful contributions to the Wharton community? (400 words)

Essay 2 gives candidates the opportunity to share past accomplishments and detail potential contributions to the Wharton community. Think about what you have done beyond what is in your resume. Consider items you wish you had space within your resume to elaborate on. Ask yourself what makes you special.

Wharton Advance Access (cont.)

This question gives you the freedom to consider talents, impressive extracurricular accomplishments and/or unique professional skills. We advise candidates to think broadly here about what makes them unique and how they have succeeded both professionally and personally in the past.

Then, consider how you might share these passions, experiences, and successes with your future peers. Tell the reader how you will improve and enrich the Wharton campus. Be sure to do your research on all that Wharton has to offer and to be specific on the contributions you will make. Is there a club you want to join? Perhaps there is a talent you want to share?

As with essay 1, avoid listing items. Instead, select a few unique areas where you will contribute and discuss the mark you hope to leave. Then, as you discuss the specific contributions you will make, tie these to the past experiences you have just brainstormed. A strong essay will cover multiple contributions that flow naturally from your personal story, your passions and your career goals.

Columbia Deferred Enrollment Program

Essay 1: Applying to a deferred enrollment program suggests that your aspirations in the next 2-5 years will include an MBA. Why do you feel you need an MBA to achieve your long-term career goals and why would you like to pursue your MBA at Columbia Business School? (300 words)

This is your chance to tell CBS both **WHAT** you will do with an MBA and **WHY** Columbia is the right place for you. Briefly mention what you plan to do before beginning your MBA. Then, discuss both your short-term goals (what job you hope to have immediately after graduating from the MBA) and your long-term plans. These goals should demonstrate what you are hoping to do professionally post-MBA and show knowledge of your future industry. It also would be appropriate, if there is space, to include a sentence on the skills you will gain in the short term to prepare you for the long term.

Then, discuss specifically what skills you will gain at CBS. For each item, be specific about what you will learn and how you will apply this knowledge. Finally, include at least one sentence on fit and culture. This is the chance to get a bit more personal and explain why you are interested in the school from a personal standpoint.

Essay 2: Contributing to the community is an important part of the CBS experience. Discuss one experience or situation in your undergraduate or graduate career where you feel you contributed to your community and what you learned from the experience. (250 words)

This short essay is new this year. While community can be a broad term, given the language Personal MBA Coach recommends that most applicants discuss a community they have developed on campus. Ideally you will select a community that you contributed to over time. However, with only 250 words at your disposal, focus this essay on a specific experience within this community. As you tell the story, spell out not only why this community is important to you but also what you did **SPECIFICALLY** to contribute.

Naturally, DEI is top of mind for many admissions directors this year. So, if your example speaks to this, great. But if not, do not worry! Your community could be your dorm, a particular class, students within the same major, a sports team, your theater buddies, etc. Finally, tell CBS what you learned. You want not only to show CBS you are open to developing new skills, but also to highlight your strengths and allude to how you will contribute on campus. This is a great opportunity to show your leadership and collaboration skills.

Yale SOM Silver Scholars

This year, Yale SOM decided to allow applicants to choose the essay question they would like to answer, leaving its longstanding essay regarding commitment as one of the options. Bruce DelMonico, Assistant Dean for Admissions, gives more detail on this choice in the [2023-2024 Application Guide](#).

“We want to know what matters to you, and our essay question is designed to help us gain insight into your background, passions, motivations, responsibilities, ideals, identities, challenges, or aspirations, depending on where you take your response. To ensure that you’re able to write about something important to you, we offer you three essay prompts from which to choose.”

Personal MBA Coach’s Yale SOM Essay Tips:

It can always be a bit of a challenge when a program offers you an essay choice. However, Yale has stated that you should truly pick the essay question you best relate to and there is no “wrong choice.”

Regardless of which option you choose, as you craft your Yale SOM essay, keep in mind that Yale strives to “educate leaders for business and society.” With a passionate and committed student body, Yale takes pride in the small group learning teams and close-knit community.

Below, we have shared our tips for approaching each of the three options:

Essay 1: Describe the biggest commitment you have ever made. (500 words)

This question gives candidates a chance to provide admissions committee members with a glimpse of who they are and what matters to them, confirming they can and will live up to the school’s lofty mission. The commitment can be personal or professional, though Personal MBA Coach prefers to see candidates share personal experiences in their Yale SOM essays. Whatever you choose, be sure that you focus on ONE thing; do not include multiple commitments here. Past MBA essay examples have included causes, personal development areas, athletic achievements and professional pursuits. The commitment can be something completed in the past or ongoing. However, if you select something that is ongoing, be sure that you have already made significant steps to deliver against your commitment. A commitment you just recently made and your forward-looking plans will not cut it here.

Yale SOM Silver Scholars (cont.)

Yale SOM wants to see passion, dedication and follow-through. They want to assess how you think and how you plan effectively. Your commitment should be something that genuinely matters to you. Remember, think leader for business AND society here.

The most successful answers will show how you have delivered against this mission in the past. However, the commitment does not have to be focused on volunteer work. There are countless ways to make an impact on society. Five hundred words is fairly short, and this is your main shot to show who you are and why you will fit in on campus. Be focused and be genuine!

Yale MBA Essay Option 2: Describe the community that has been most meaningful to you. What is the most valuable thing you have gained from being a part of this community and what is the most important thing you have contributed to this community? (500 words)

This essay is a great opportunity for candidates who have a close relationship with a particular community. You can think of your physical community or think of community more broadly. To craft a strong answer here, be sure that you can identify a community from which you have learned and to which you have contributed. Remember, this is your main opportunity to tell Yale SOM what you uniquely bring to the table, so be sure that community is significant to you.

Once you have defined this community for the reader, tell them how this community shaped who you are today.

Equally as important, you want to share what you have done to add value to this community. As you do this, be specific! Keep in mind that Yale admissions directors are looking to glean information on how you will add value on campus. While you do not need to discuss Yale here, past actions are the best predictors of future behavior so let Yale SEE the leader you will be on campus.

Yale MBA Essay Option 3: Describe the most significant challenge you have faced. How have you confronted this challenge and how has it shaped you as a person? (500 words)





Yale SOM Silver Scholars (cont.)

This third option is also new for Yale SOM. For those applicants considering this option, keep in mind that [Admissions Directors](#) shared at the 2023 AIGAC conference how the “trauma” essay, particularly if unrelated to an applicant’s reason for applying to business school, is often overused. This means that the challenge selected here does not need to be a major tragedy that you faced or challenge you have overcome. You can select either a personal or professional challenge here. However, this challenge should have shaped you in some way.

A strong essay not only will show the skills you developed and utilized in overcoming this challenge but also help the reader to understand how this experience has prepared you to succeed at Yale and beyond.

Yale MBA Short Answer Essay: Post-MBA Interests: Briefly describe your career interests and how you arrived at them. What have you already done to pursue these interests? What do you need to do going forward? (150 words)

Finally, Yale has a short career goals essay. There is a lot to cover in just 150 words so you want to be very direct. In addition to briefly sharing your goals with Yale (need help developing a compelling goal statement – check out [this blog](#)), tell the reader what drove these goals and how you have already prepared for them. Finally, think about where Yale fits into the picture. While there won’t be a lot of space to deep dive into Yale’s offerings in this essay, you should make it clear that you have thought about why you need a Yale MBA to be successful in achieving your goals.

Finally, Yale Has Retained Its Video Essay.

Candidates will receive the video questions after submitting their applications. Learn more about how to get started with Personal MBA Coach’s [video essay guidance and tips](#).

Chicago Booth Scholars

Essay 1: How will the Booth MBA help you achieve your immediate and long-term post-MBA career goals? (250-word minimum)

For this question, you will want to discuss your specific short-term and long-term goals. Be sure to explain a bit of your thinking behind these goals, allowing the reader to understand both your higher-level aspirations and how you developed them. As with other “goals” essays, you are also expected to touch upon your past successes, explaining how they are relevant to your future objectives. This question does not require you to walk through your entire resume, and candidates are advised not to do so. Instead, focus only on your past to establish your key skills as well as how and why you will succeed in the future.

Next, think about your skills gaps and how a Booth MBA will help you to close these gaps. Be specific here and take the time to do your research. Detail the classes, programs, or clubs you hope to take advantage of on campus and how they will help you to achieve your post-MBA career goals. Again, do not include a laundry list. Instead, carefully think through how each area will help you fill in the necessary pieces of the puzzle. Finally, be sure to show an understanding of Booth’s culture.

Essay 2: An MBA is as much about personal growth as it is about professional development. In addition to sharing your experience and goals in terms of career, we’d like to learn more about you outside of the office. Use this opportunity to tell us something about who you are... (250-word minimum)

The second Chicago Booth essay challenges applicants to think about personal aspects of their profile. At Personal MBA Coach we specialize in helping our clients develop their personal stories. This essay is an opportunity to share more about yours.

As you brainstorm topics for this Booth MBA essay, remember that admissions committees are looking to create a well-rounded class. Think about how you are unique. This is your chance to think about what sets you apart from other applicants. Potential topics to explore here include passions, values, hobbies, and extracurricular activities. However, be careful not to copy your Kellogg essay when discussing values if you are applying to both schools.

While there is no stated maximum for the Chicago Booth essay questions, we advise our clients to be focused and succinct. This is not the time to write a 1,000-word essay, so choose your words carefully.

UVA Darden Future Year Scholars

Community of Belonging: What would you want your classmates to know about you that is not on your resume? (100 words)

Personal MBA Coach advises most applicants to use this first UVA Darden essay to share a personal aspect of their candidacy as opposed to talking about their professional leadership or track record. Topics discussed here should enhance (not repeat or conflict with) your “Personal Story” and should allow admissions committee members to learn more about you.

This is not the time to present a laundry list of hobbies, passions or accomplishments. Instead, focus on what makes you unique. Think about how you might add to the diversity (think literal diversity and/or diversity of perspective) on your learning team. Be specific and keep in mind that actions are the best predictors of future behavior and provide examples wherever possible. Go beyond just sharing details about you and include the “so what?”

For example, if you were raised in a unique environment, explain this to the reader but then push further. Consider how this shaped who you are today, what makes you unique and what you will bring to the table for your learning team.

Regardless of the topic selected, show the reader that you are someone your peers will be excited to learn with!

Inclusive Leadership: Please describe a tangible example that illuminates your experience promoting an inclusive environment and what you would bring to creating a welcoming, global community at Darden. (300 Words)

This question covers a topic that continues to be important to leading MBA programs: inclusion. In June 2023, Personal MBA Coach attended the annual AIGAC conference (check out our [What Is on Admissions Directors’ Minds in 2023](#) blog for the key insights) with leading admissions directions, and Diversity & Inclusion were top of mind for all schools! Therefore, Personal MBA Coach is not surprised to see Darden’s leadership essay focused on D&I.

A personal or professional example would work here. However, Personal MBA Coach encourages candidates to look at their applications holistically when selecting a story to discuss. You want to ensure this story fits with who you are and that your Darden application includes a nice balance of personal and professional stories.



UVA Darden's Future Year Scholars (cont.)

Remember that inclusion is a broad term here. Do not limit yourself to current event topics unless they are relevant to your story!

Ensure that you limit the amount of time spent on setup and instead focus on your thoughts and actions. While remaining authentic is important, think about the qualities Darden is looking for in applicants and make sure the story selected clearly SHOWS how you demonstrated them.

While the bulk of this essay should be focused on the story itself, be sure to leave time to discuss the implications of this experience and how this experience changed your leadership style and has positioned you to contribute on campus.

Careers With Purpose: At this time how would you describe your short-term, post-MBA goal in terms of industry, function, geography, company size and/or mission and how does it align with the long-term vision you have for your career? (200 Words)

This question is a straightforward career goals question. With this short essay, be specific and include both your ideal position and organization type. Articulate what you hope to accomplish in this desired role and why this objective is interesting and important to you.

Darden once again specifically asks candidates about their long-term vision. Given this, be sure to discuss what you hope to learn in the short term and how this experience will prepare you to achieve your long-term goals.

Stanford GSB Deferred Enrollment

Essay 1: What matters most to you, and why? (650 words suggested)

This first Stanford MBA essay is arguably one of the hardest MBA application questions across all schools. This challenging question requires candidates to speak from the heart.

As Stanford advises, think more about your values here and WHY you made the choices you have made than WHAT you have done. Personal MBA Coach recommends you do some serious soul searching before starting. Think about what you are most passionate about. What drives you to get out of bed each morning? If you could spend your time as you wish, what would you do? Ideally, you have acted on this passion, and it extends throughout multiple aspects of your life. Then, think carefully about why this matters to you. Did you have an experience as a child? Are you following a passion held by others in your family?

Finally, once you have established the why, you should include some WHAT here. After all, a passion or cause that you have done nothing with will not be very believable. Remember though, this is only PART of this personal essay.

Essay 2: Why Stanford? (400 words suggested)

In this short Stanford MBA essay, candidates have a lot to cover. First, you should set up why you want an MBA. Naturally, this would include what your goals are and what skills you need to develop to achieve these goals.

Then, establish how Stanford will help you to fill these skill gaps. Once again, be specific! Name classes, clubs, programs, etc. and how they will help. Finally, be sure to articulate what attracts you to Stanford's culture. We realize this is a tall order with a suggested word count of only 400 words, so be succinct.

Unlike other schools, Stanford gives the candidate discretion on how to divide the 1050 words (1100 for dual degree candidates) across the two essays. The breakdown above is a suggestion and, in general, this is an ideal breakdown for most candidates.

MIT Sloan MBA Early Admission

Cover Letter: MIT Sloan seeks students whose personal characteristics demonstrate that they will make the most of the incredible opportunities at MIT, both academic and nonacademic. We are on a quest to find those whose presence will enhance the experience of other students. We seek thoughtful leaders with exceptional intellectual abilities and the drive and determination to put their stamp on the world. We welcome people who are independent, authentic, and fearlessly creative—true doers. We want people who can redefine solutions to conventional problems, and strive to preempt unconventional dilemmas with cutting-edge ideas. We demand integrity and respect passion. Please visit the website for frequently asked questions.

Taking the above into consideration, please submit a cover letter seeking a place in the MIT Sloan MBA program. Your letter should conform to a standard business correspondence, include one or more professional examples that illustrate why you meet the desired criteria above, and be addressed to the Admissions Committee (300 words or fewer, excluding address and salutation).

Applicants wondering how to get into MIT Sloan should keep in mind that the MIT Sloan cover letter requires quite a different approach from other MBA application essays. Candidates really need to reflect on their most significant accomplishments here and make clear what they will bring to the table once they arrive at Sloan.

We advise Sloan MBA candidates to approach this cover letter as they would any professional cover letter. Ask for a place in the MIT Sloan class and tell the reader who you are. This is not the time to repeat your resume but, as with any cover letter, provide greater depth about your character and accomplishments. With such a short letter, you will need to choose each word carefully and select the most compelling stories to tell. Think about MIT's values as you write this letter and consider instances where you exhibited innovative thinking and leadership.

Finally, note **SPECIFICALLY** how you will bring this experience to the Sloan MIT MBA program and how you will use it to create meaningful contributions within the community.

Video Statement: Introduce yourself to your future classmates. Here's your chance to put a face with a name, let your personality shine through, be conversational, be yourself. We can't wait to meet you!

MIT Sloan MBA Early Admission (cont.)

Videos should adhere to the following guidelines:

- No more than 1 minute (60 seconds) in length
- Single take (no editing)
- Speaking directly to the camera
- Do not include background music or subtitles

Use your MIT Sloan MBA video essay to share personal aspects of your candidacy. This script is NOT the place to address why Sloan is a good fit or to cover details already included in your resume or your cover letter. Instead, think about what make you unique and what your passions and/or hobbies are. You truly should be INTRODUCING yourself to you classmates here.

For the video component of your MIT Sloan application, it is most important to be yourself. This is also a chance for admissions committee members to evaluate applicants' physical presence and delivery. Keep this in mind as you develop your video and consider factors such as audio quality, demeanor, and fluency in addition to the content itself!

While you do not want to memorize the video statement and sound overly rehearsed, we do advise that candidates write out some thoughts/bullets in advance of filming and to practice multiple times!

Personal MBA Coach includes analyses of sample videos in its [comprehensive packages](#); reach out today to schedule a consultation and find out more!



Kellogg Future Leaders

Essay 1: Kellogg Leaders are primed to tackle today's pressing concerns everywhere, from the boardroom to their neighborhoods. Tell us about a time in your life where you've needed a combination of skills to solve a problem or overcome a challenge. Which skills did you use? What did you accomplish? (450 words)

Kellogg has reworked its leadership essay this year; however, the objective is the same as in recent years: give Kellogg an example of how you are an accomplished leader. Many candidates likely will share a professional story to answer this first prompt. However, strong leadership examples in your extracurricular activities could also work well here. Be sure to think of a significant undertaking where you can clearly articulate the challenge that you overcame. Ideally, with this example you will also demonstrate the value you added. This story also should be easy enough to explain that you do not have to waste too many words setting up the situation. A strong essay will discuss the actions you took and show which specific leadership skills you used in your approach. While this year's question does not specifically ask, you might consider sharing some learnings from this experience. A strong answer not only will demonstrate your leadership experience but also will highlight your most impressive strengths.

Essay 2: At Kellogg, our values are based on research that concludes organizations comprised of leaders with varied backgrounds and perspectives outperform homogeneous ones. How do you believe your personal and professional experiences to date will help to enrich the Kellogg community? (450 words)

This second Kellogg MBA essay is completely new, replacing Kellogg's longstanding "values" essay. As we have increasingly seen with other schools this year, Kellogg is giving applicants flexibility to talk about what makes them unique, noting the importance of diversity (though not in these exact words) in the classroom. For this essay, you want to think about how you stand apart from your peers. You might also evaluate what you have done beyond what is in your resume or items that you wish you had space within your resume to elaborate on. As you draft your answer, consider how your accomplishments (both in and out of the office), background and/or experiences have shaped you. Then, as you discuss your past, go beyond just telling the reader what you did or how you were raised, and dig deeper. Think about what you have learned from these experiences. Next, and most importantly, tell the reader how these experiences have prepared you to add value on campus. Write about how you might share your passions, perspective, experiences, and successes with your future peers. Tell the reader how you will improve and enrich the Kellogg community. As with all essays, be specific about the contributions you will make on campus.

Berkeley Haas Accelerated Access

Essay 1: What makes you feel alive when you are doing it, and why? (300 words)

With this short essay, get right to the point. This is a chance to talk about your true passions and what really drives you. For some applicants, this may be their job (but tread cautiously here). If your job is what truly drives you, be sure that you have a strong reason and can illustrate passion as you write. Extracurricular work also could fit well but be sure it is an area where you have emerged as a leader and/or have added substantial value. Be succinct and speak from the heart.

Be sure to include both the “what” and the “why.” While this is not the time to brag about accomplishments, an ideal answer will show something you have done to set yourself apart.

Essay 2: How will an MBA help you achieve your short-term and long-term career goals? (300 words max)

Berkeley Haas has changed its second essay this year, adding a classic “goals” essay. (Find out more about the most common MBA essay types and how to address them [here](#).) With only 300 words and directions to include both short-term and long-term goals along with how a Haas MBA will help, there is a lot to cover with limited space!

Often with a goals essay, we recommend that applicants cover their past successes before sharing their goals. However, with such a short essay, there is very little space to do so here! This means you need to set the context for your goals succinctly. Next, you should share both your short-term and long-term goals, specifically. For more on how to develop compelling goals, check out this [blog](#).

Finally, let the Haas admissions committee know why you need an MBA (and specifically a Haas MBA) to achieve these goals. To answer this question, think about your skills gaps — both technical and leadership — and what offerings at Haas will help you to address these gaps. Take the time to research Berkeley Haas’s offerings. Personal MBA Coach suggests being specific in detailing the opportunities you plan to take advantage of on campus and carefully articulate how each will position you to achieve your career aspirations.

Deadline Summary Chart: 2024

Deferred Admissions Program	Deadline	Decision Date
Harvard Business School 2+2	April 25, 2024	Rolling
Yale SOM Silver Scholars	April 9, 2024	May 16, 2024
Chicago Booth Scholars	April 4, 2024	June 13, 2024
Stanford GSB Deferred Enrollment Program	April 9, 2024	May 23, 2024
Wharton Advance Access	April 24, 2024	June 27, 2024
UVA Darden Future Year Scholars Program	April 8, 2024	June 13, 2024
Columbia Deferred Enrollment Program	April 15, 2024	Within two weeks of interview
MIT Sloan MBA Early Admission	April 19, 2024	June 13, 2024
Kellogg Future Leaders	April 24, 2024	June 26, 2024
Berkeley Haas Accelerated Access	April 25, 2024	June 20, 2024

TESTIMONIALS



I am currently a college senior. I've worked with Scott to apply for 6 MBA programs that have early admission/ deferral programs. Now I have been accepted to one school and waiting for results on others. For the school where I have been accepted, I also got half tuition which totally paid off the consultancy fees. I have to say that it has been a wonderful experience working with Scott...It was more than writing an essay but more like helping me to sort out my life. He could help me to explore all career options because he himself graduated from Wharton and has had a wide range of industry background. He was extremely patient and would hop on a call with me when necessary...It was awesome working with Scott and I would totally recommend him to anyone who is considering going to MBA.

— DEFERRED MBA CLIENT



The Personal MBA Coach Team has been instrumental in my MBA admissions journey. They truly made it possible for me to achieve my long term dream of getting admitted to a top business school... Throughout the process of working with Scott and the Personal MBA Coach team, I not only got admitted into the Full-Time MBA program – at the University of Chicago – Booth School of Business, but also developed key insights about myself, becoming a better writer, interviewee, and strategic thinker.

— CHICAGO BOOTH



I truly believe that I would not have had the same outcome had it not been for Scott and the Personal MBA Coach team! When looking for a consultant, I had initial calls with a lot of companies. Personal MBA Coach stood out to me because of its boutique nature – I knew once I spoke to Scott that I would really get that one-on-one focus that I didn't feel I would have with others. From the start, Scott and the team were honest with setting expectations yet dedicated to helping me maximize my chances at my target schools...I'm very excited to be attending an M7 school next year and I have Scott and the PMC team to thank for that!

— COLUMBIA BUSINESS SCHOOL

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Helping clients since 2008, our boutique one-on-one approach has led to a
96% success rate!

Call or email for a consultation with founder, Scott Edinburgh

SCOTT EDINBURGH

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