



M7 Essay Analysis

**personal
MBA
Coach.**

Table of Contents

03	<u>About Personal MBA Coach</u>
04	<u>Comprehensive Packages Overview</u>
05	<u>Harvard Business School Essay Analysis</u>
07	<u>Wharton Essay Analysis</u>
09	<u>Columbia Business School Essay Analysis</u>
12	<u>Chicago Booth Essay Analysis</u>
14	<u>Kellogg Essay Analysis</u>
18	<u>Stanford GSB Essay Analysis</u>
20	<u>MIT Sloan Essay Analysis</u>
23	<u>MBA Application Extras</u>
24	<u>Testimonials</u>

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, as well as advancing their careers with a 96% success rate.

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 15 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. Develop Your Story

The boutique one-on-one approach begins day 1. With a kickoff call or meeting, Scott will learn all about you and your aspirations. Together you will select target schools, articulate your DISTINCT story and fine-tune your goals.



2. Resume Review

Virtually all professional resumes need to be tailored for business school applications. Your resume will be updated from top to bottom, as many times as it takes to bring it to perfection.



3. Essay Brainstorming and Unlimited Essay Editing

Building from YOUR personal story, we will brainstorm topics and review award winning essays. Send your essays back for detailed edits and feedback as many times as it takes to get them right, with fast two-day turnaround and direct and honest insight.



4. LOR Support

Don't underestimate this crucial step. Scott will guide you through selecting the ideal recommenders and preparing them so your LORs shine and align with your overall application.



5. Interview Preparation

Seal the deal with detailed interview guides and mock interviews with former M7 admissions interviewers, followed by written feedback. For Wharton/Ross, we will conduct group mock interviews and for HBS we include post interview reflection support.



6. Waitlist Strategy and Post Acceptance Support

Our relationship does not end when you hit submit. Whether you are accepted or waitlisted, Scott will continue his personal support. Find out how and when to reach out to get off the waitlist and receive advice on which school best suits your goals. He will connect you with former clients at your future school as you join the small Personal MBA Coach alumni family and attend Personal MBA Coach alumni networking events.



Harvard Business School Essay Analysis

Essay: As we review your application, what more would you like us to know as we consider your candidacy for the Harvard Business School MBA Program?

The HBS essay is arguably one of the most difficult to tackle, given its open-ended nature.

This application essay is an open invitation to show HBS what is truly interesting about your profile. This question allows you to focus and elaborate on what is important to you. Think about the HBS essay as your chance to let them “meet” the real you — the authentic person behind the resume and application questions.

As everyone is likely well aware, HBS educates and admits leaders. It goes without saying that whatever story or stories you choose should show your leadership and demonstrate how you have excelled across disciplines.

HBS students will emerge as leaders in the areas they are most passionate about. They will drive change. They are not afraid to stand up for their beliefs. They show courage. You want the admissions committee to see and understand how you personify these traits.

Personal MBA Coach advises applicants to watch [this video](#) on the HBS case method to re-enforce how critical leadership and diversity of thought is to HBS. Keep this in mind, along with Harvard’s other stated values of analytics and community, as you craft your HBS essay.

While we recommend that most applicants show their professional accomplishments, make sure to share enough anecdotally so that the admissions committee can learn more about you on a personal level.

Successful essays have included some sort of personal anecdote at a minimum and often a much more detailed personal story, which is often tied to a recurring theme throughout your essay.

Think about what makes you unique and why you made the choices that you did. The most accomplished individuals follow their passions, and these are usually shaped by particular experiences or personality traits. Consider what has had the greatest impact on your choices, who you are today, or who you want to be. This will likely give you some areas to expand upon. But do not just tell this story; as we have said in the past, try to help the reader live it.



Harvard Business School Essay Analysis (cont.)

Personal MBA Coach's HBS Essay Guide – Key Takeaways:

Make your essay interesting to read. Each year the admissions team receives ~10,000 applications.

Differentiate yourself, particularly if you come from an overrepresented industry, such as consulting or banking, or an overrepresented demographic pool. HBS looks to select a well-rounded class, and it will be crucial to show how you will add unique value.

Consider this essay as a starting point for an interview conversation. HBS has very detailed interviews that are planned in advance for each applicant and will dive into at least one aspect of your application. Be ready to talk in great detail during the interview about anything you submit as part of your application.

Show rather than tell. Essays are much more impactful when they describe something about you, showing it in action instead of just stating the facts. Give the reader details about the situation. Add names to the players within your stories. Describe your setting and tell the reader how you felt.

The HBS essay will be VERY different for everyone. Do not fall into the trap of trying to write an essay like one you have read in the past or like your friend is writing. There will be a wide range of successful essays this year, and proper execution will be the key rather than simply the content alone.

While this year HBS has added a 900-word limit to the essay in an effort to eliminate any stress about how much is too much to write, most essays that work will fall somewhere between 700-900 words. Consider quality over quantity. If you can write a solid 600-word essay that is powerful and moving, do not feel the need to lengthen it. We have helped many applicants write successful essays on the shorter side.

Visit Personal MBA Coach's [Harvard Business School guide](#) for more program-specific information.

Wharton Essay Analysis

Founded by a Wharton MBA graduate, Personal MBA Coach is intimately familiar with the Wharton MBA program and the culture at Wharton. We advise candidates to think about each question differently, ensuring answers complement each other AND show readers multiple aspects of their candidacy.

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)

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 Essay Analysis (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.

Required Essay for all Reapplicants: Please use this space to share with the Admissions Committee how you have reflected and grown since your previous application and discuss any relevant updates to your candidacy (e.g., changes in your professional life, additional coursework, and extracurricular/volunteer engagements). (250 words)

Reapplicants should use the required additional essay to demonstrate growth. We advise candidates to review [our tips for reapplicants](#) before tackling this essay.

Optional Essay: Please use this space to share any additional information about yourself that cannot be found elsewhere in your application and that you would like to share with the Admissions Committee. This space can also be used to address any extenuating circumstances (e.g., unexplained gaps in work experience, choice of recommenders, inconsistent or questionable academic performance, areas of weakness, etc.) that you would like the Admissions Committee to consider.

Finally, the optional Wharton MBA essay should only be answered by those with extenuating circumstances. Read more on our approach to optional essays [here](#).

Looking for more information on Wharton's MBA program? Check out our [Wharton guide](#) to find out what sets the program apart, get the latest class profile information, and more.



Columbia Business School Essay Analysis

Columbia Business School's three questions together will prompt MBA candidates to cover a wide range of information about their professional goals, plans on campus, personal stories and leadership styles. Avoid repeating yourself while ensuring that the three Columbia essays work together to paint an accurate and consistent picture of your candidacy.

Essay 1: Through your resume and recommendation, we have a clear sense of your professional path to date. What are your career goals over the next three to five years and what is your long-term dream job? (500 words maximum)

Columbia specifically asks that candidates not repeat their resumes in this career goals question. While some mention of your professional past is still expected, it should be brief and used as context to further elaborate on why your goals are attainable. This question explicitly asks for both a short-term goal and a long-term dream job so be sure to include both.

According to Nicole Shay, former Columbia Business School Admissions Director: "Your goal should be pragmatic. The committee will be asking themselves: 'Given the applicant's work experience + the resources/opportunities at CBS, will this applicant be successful in achieving their short-term goal?'"

In addition, your goals should show a logical progression from your current experiences. If they do not, then a brief explanation is a good idea so that the admissions committee can understand how you will realistically attain your goals.

Discussing your long-term dream job is an opportunity to show the admissions committee your true ambitions and what really matters to you professionally. It is important that candidates have lofty goals here but ones that make sense for them and fit with both their short-term goals and overall story. This is a unique chance not only to show how you envision your career unfolding, but also to give the reader a little more insight into who you are by adding at least a brief mention of why this career interests you.

Finally, while not explicitly asked, a bit on how you will prepare for these goals while at Columbia would serve as a nice conclusion.



Columbia Business School Essay Analysis (cont.)

Essay 2: We believe Columbia Business School is a special place. CBS proudly fosters a collaborative learning environment through curricular experiences like our clusters and learning teams, co-curricular initiatives like the Phillips Pathway for Inclusive Leadership, which aims to equip students with the skills and strategies necessary to lead in an inclusive and ethical manner, and career mentorship opportunities like our Executives-in-Residence program.

Why do you feel Columbia Business School is a good fit for you academically, culturally, and professionally? (300 words)

This question takes a direct approach to addressing fit. During some previous cycles, CBS has asked candidates about their desire to be in New York City. While the current prompt addresses fit more broadly, mentioning how you plan to leverage the city would still be advised here.

With only 300 words and a lot to cover, it is important to be focused and specific. Show that you have done your research on what options are available on campus and which specifically interest you. Naturally, a tie should be made between these opportunities and your career goals.

According to Nicole: “In this essay, the committee is looking for which resources you are going to utilize to achieve your short-term goal and fulfill your social/cultural needs/interests. However, they are also looking at how you are going to contribute to the CBS community.”

This is the time to discuss the classes you hope to take, clubs you will join and other programs of interest to you, such as speaker series or immersion seminars. While we have always recommended that candidates consider culture as they answer this question (which, as we have shared in the past, is becoming increasingly important to many top business schools) this year CBS explicitly asks applicants to speak to why the CBS culture is a good fit. Be sure that you have done your research on CBS and its culture and community. Find out more about what sets CBS apart by visiting our [CBS school guide](#).

Plus, watch Personal MBA Coach’s Nicole Shay’s [exclusive interview](#) with former colleague and current CBS Adcom Director, Jordan Blitzer. Get insider information about CBS including what Jordan wishes applicants would do differently, what is new on campus and common misconceptions about CBS. This is a must see for prospective CBS students.



Columbia Business School Essay Analysis (cont.)

Essay 3: Tell us about your favorite book, movie, or song and why it resonates with you. (250 words)

This third Columbia Business School essay prompt (which has been asked in previous cycles) is used to get to know applicants on a personal level. A strong answer will tell admissions committee members something unique about your profile. Think here about your hobbies, passions, upbringing or values. Then select a book, movie or song with parallels to your own experience(s).

For example, perhaps you have a passion for music. Choose a movie or book about a musician with similar talents. Similarly, if you have overcome a particular hardship, a song that discusses a struggle that mirrors your own could be an ideal choice. As we often say, the what matters much less than the why in this essay.

Do not pick something you think will impress the reader or something from the *New York Times* Bestsellers list. Instead, pick something that you truly connect with personally.

Optional Essay: If you wish to provide further information or additional context around your application to the Admissions Committee, please upload a brief explanation of any areas of concern in your academic record or personal history. This does not need to be a formal essay. You may submit bullet points. (500 words maximum)

Finally, Columbia has an optional essay. As we advise for most schools, do not feel compelled to answer this unless you have something specific to explain in your background (e.g., a career gap, an unusual recommender, extreme personal circumstances, etc.) This is not the time to spend 500 words professing your love for Columbia.

Considering Columbia Business School? Visit our [CBS guide](#) page for more program-specific information.



Chicago Booth Essay Analysis

Once again, Booth will require two essays, each with no strict word limit. The first question remained unchanged once again, while Chicago Booth altered the second essay question this year.

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.

A photograph of a workspace on a wooden desk. In the foreground, a silver laptop is open, its screen displaying a blank white page. To the left of the laptop, a white sheet of paper lies flat on the desk. A silver pen is positioned horizontally between the laptop and the paper. The background is softly blurred, showing more of the desk and a hint of a chair.

Chicago Booth Essay Analysis (cont.)

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.

Optional Essay: Is there any unclear information in your application that needs further explanation? If so, please use this section to clarify. (300 words maximum)

The Chicago Booth application also includes an optional essay question. For tips on handling this third (optional) Booth MBA essay, visit Personal MBA Coach's [blog](#) on optional essays.

Visit Personal MBA Coach's [Chicago Booth guide](#) for more program-specific information.



Kellogg Essay Analysis

Both of Kellogg's MBA application essays are fairly broad, giving candidates the opportunity to reflect on and discuss multiple aspects of their candidacy. However, remember to strive for quality over quantity when crafting your essays. With a 450-word limit for each, your responses should be particularly succinct.

Essay 1: Kellogg's purpose is to educate, equip and inspire leaders who create lasting value. Provide a recent example where you have demonstrated leadership and created value. What challenges did you face and what did you learn? (450 words)

Many candidates are likely to share a professional story to answer this first prompt. However, strong leadership examples in your extracurricular activities could also work well here. Keep in mind the request for a recent example when developing your response to this first Kellogg application essay.

Be sure to think of a significant undertaking where you can clearly 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 how these actions required you to demonstrate bravery and leadership.

Equally as important as what you did is what you learned from this experience. Learnings should be specific. Ideally, you would also mention how you have carried these learnings forward to future endeavors. A strong answer not only will demonstrate leadership experience but also will highlight your strengths and specific skills.

Essay 2: Values are what guide you in your life and work. What values are important to you and how have they influenced you? (450 words)

This second Kellogg MBA essay is a challenging one as it forces candidates to reflect on what truly drives and motivates them. Authenticity will be key when developing your answer to this question.

Admissions committee members want passionate students and well-rounded classes. So do not simply tailor your answer to what you think admissions committee members want to hear (a [common MBA application misconception](#)). Instead, you should write about the values that you have repeatedly demonstrated throughout your life.



Kellogg Essay Analysis (cont.)

For each value selected, discuss WHY this value is important to you and show HOW you have integrated this value into your life. While you do not want a laundry list, you should include more than one value in your response.

Candidates also should include some personal detail so that the reader can better understand how this value has influenced their actions, beliefs, and aspirations. It is particularly crucial that you have someone who knows you well read through this essay to ensure it is authentic. Of course, this is a good idea for all essay questions.

Additional Kellogg MBA Application Essays

Kellogg requires candidates considering options other than the full-time MBA to answer these additional essay questions.

One-Year applicants: Please discuss your post-MBA career goal, the current experience you will leverage to support the transition, and the Kellogg One-Year MBA opportunities that will help you reach this goal. (250 words)

With this short and straightforward essay, we advise applicants to be very direct both in terms of their career goal (need help on approaching a [career goal essay](#)?) and how Kellogg will help. Be specific here, outlining what you will take advantage of on campus and how each opportunity will help you.

MBAi applicants: The Kellogg McCormick MBAi program is designed to train the next generation of leaders who can help businesses deliver successful outcomes through AI-driven technology. This requires leaders who have strong technical and business skills; many firms struggle to find leaders with these skills. Tell us about your firsthand experience with this disconnect between business and technology and how MBAi will prepare you to successfully lead businesses at the intersection. (450 words)

With this essay, be very specific in the story you tell. You will want to clearly articulate your understanding of this challenge. While not specifically asked, candidates would benefit from sharing the work they have already done in this space. Finally, as with the one-year essay question, outline how an MBA and the offerings within the MBAi program specifically will prepare you to solve this disconnect in the future.

Kellogg Essay Analysis (cont.)

MMM applicants: The five core values of the MMM Program are curiosity, creativity, empathy, open-mindedness and a learning mindset. Describe a situation in which you demonstrated one of these values. Why is this value an important part of the MMM experience for you? (250 words)

Only applicants to [Kellogg's MMM program](#) should answer this question. For those unfamiliar with the MMM program, it is a dual degree program offering graduates both an MBA from Kellogg and an MS in Design Innovation from the Segal Design Institute at the McCormick School of Engineering and Applied Science.

For this essay, select just one value. The value you select is less important than the accompanying story. With only 250 words both to tell the story and tie it to Kellogg's MMM program, pick a story that is easy to explain. Be sure you can show the reader how you lived this value, clearly explaining your actions. Finally, help the reader to understand why this value matters to you and how it will shape your Kellogg MMM experience. This is a lot to cover so choose your words carefully.

Reapplicants are also required to answer one additional question: **Since your previous application, what steps have you taken to strengthen your candidacy?** (250 words)

Check out Personal MBA Coach's tips for addressing reapplicant essays [here](#).

Kellogg MBA Video Essay Questions

Show us the person behind all those carefully crafted words. The video will be comprised of three questions, each designed to help you showcase your personality and share some of the experiences that brought you here today.

Finally, the Kellogg video essay questions remain from the previous year as well. This component of the application offers admissions committee members the chance to learn more about you on a personal level.

Once you submit your application and payment, you will be able to access the Kellogg video essay through your application status page. You will be asked to answer three questions.



Kellogg Essay Analysis (cont.)

Video Essay 1: Please introduce yourself to the admissions committee.

Consider this your opportunity to share what you would want your future Kellogg classmates and our admissions committee to know about you. What makes you, you?

Video Essay 2: What path are you interested in pursuing, how will you get there, and why is this program right for you?

This is an intentionally broad question so you can answer honestly and meaningfully. The admissions committee wants to know why you're pursuing an MBA and why you're choosing a particular Kellogg Full-Time Program.

Video Essay 3: This question will be based on a challenge you've faced and what you've learned from it.

Read Personal MBA Coach's tips for handling videos and other Kellogg MBA application extras [here](#).

Optional Essay: If needed, use this section to briefly describe any extenuating circumstances (e.g. unexplained gaps in work experience, choice of recommenders, inconsistent or questionable academic performance, etc.).

Finally, the optional Kellogg MBA essay should only be answered by those with extenuating circumstances. Read more on our approach to optional essays [here](#).

Are you looking for more information on the Kellogg MBA program? Visit our [Kellogg guide](#) to get details on what sets the program apart, class profile statistics, and more.



Stanford GSB Essay Analysis

The Stanford MBA essay questions, as expected, did not change this year. Once again, there are two Stanford GSB essays, which have a combined word limit of 1050 words. Stanford suggests applicants allocate up to 650 words on Essay A and up to 400 words on Essay B.

Stanford shortened the combined word limit a few years ago, a sign that the school encourages applicants to remain focused and concise in their answers. Below, please find Personal MBA Coach's advice on how to approach the two Stanford GSB essay questions.

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

For this essay, we would like you to reflect deeply and write from the heart. Once you've identified what matters most to you, help us understand why. You might consider, for example, what makes this so important to you? What people, insights, or experiences have shaped your perspectives?

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 B: Why Stanford? (400 words suggested)

Describe your aspirations and how your Stanford GSB experience will help you realize them. If you are applying to both the MBA and MSx programs, use Essay B to address your interest in both programs.



Stanford GSB Essay Analysis (cont.)

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.

In addition, there is one optional question in the Stanford GSB application.

Stanford GSB Optional Question: Think about times you've created a positive impact, whether in professional, extracurricular, academic, or other settings. What was your impact? What made it significant to you or to others?

In the Essays section of the application, we ask you to tell us about who you are and how you think Stanford will help you achieve your aspirations. We are also interested in learning about the things you have done that are most meaningful to you. If you would like to go beyond your resume to discuss some of your contributions more fully, you are welcome to share up to three examples. (Up to 1,200 characters, or approximately 200 words, for each example)

For many other top MBA programs, Personal MBA Coach advises clients to answer optional essays only to discuss unique circumstances. Take a look at [our blog](#) on optional essay questions to learn more.

However, the requirements for addressing one or more of the optional Stanford MBA essays are not quite as stringent. You can use these optional essays to share other aspects of your candidacy not included in your essays.

That said, use these Stanford MBA essays sparingly. Less continues to be more here.

For more information on the Stanford GSB MBA program, visit our [Stanford guide](#).



MIT Sloan Essay Analysis

This year, the MIT Sloan application remains nearly the same as the previous cycle, with one small change. Again, the school requests that applicants submit a cover letter, organizational chart and 60-second video statement as part of their application.

MIT Sloan 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 non-academic. 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 Sloan MIT 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).

Those 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 it clear what they will bring to the table once they arrive at Sloan.

We actually 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.



MIT Sloan Essay Analysis (cont.)

MIT Sloan 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!

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

Note: While we ask you to introduce yourself to your future classmates in this video, the video will not be shared and is for use in the application process only.

Use your MIT Sloan MBA video essay to share personal aspects of your candidacy. While MIT Sloan asked candidates a few years ago to address why MIT Sloan was a good fit for them, this was removed last year. This means 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.

MIT Sloan Organizational Chart: To help us better understand your current role and the impact that you have on your team and department, please submit an organizational chart. We should be able to clearly understand the internal structure of your organization, where you sit in your organization, and your line of reporting.



MIT Sloan Essay Analysis (cont.)

Some important details:

- Give us as much detail as possible (names, titles, etc.) but it's ok to redact names if you need to.
- Please circle your role in red so that your position is easily identifiable.
- Make sure we can easily identify where you are, to whom you report, and if applicable, who reports to you.
- If your recommender or references are on your organizational chart (they may not be, and that's ok!), please highlight them for us.
- If you are a consultant, entrepreneur, or affiliated with the military review our [FAQs](#) for suggestions on how to approach the organizational chart.

Please upload an organizational chart that outlines the internal structure of your place of employment. Limit to two pages.

Click [here](#) to view a sample MIT organizational chart.

There is no right or wrong format for the organizational chart. The key is that it is easy to follow and understand and shows your direct reports (if any) and who you report to. Most companies should have a chart that you can work from.

Optional Short Answer Question: Applicants are invited to expand on their background by responding to the following optional 250 word short answer question: How has the world you come from shaped who you are today? For example, your family, culture, community, all help to shape aspects of your identity, please use this opportunity if you would like to share more about your background.

This question is truly optional; applicants will not be evaluated more positively or negatively should they choose to respond. This is an opportunity for you to share more about yourself with the admissions committee, should you choose to do so.

If you want more help with your MIT Sloan application, please check out our [MIT Sloan Guide](#) and contact us to learn how Personal MBA Coach can assist in getting you into MIT Sloan.



MBA Application Extras

1. Many schools include optional essays

Do not feel compelled to answer these optional questions. In most instances, we only advise candidates with extenuating circumstance to answer the optional statements. These include low GPAs, gaps in employment and unusual choice of recommenders.

2. Check for additional or alternate reapplication essays

The essay analysis here included essays for first-time candidates only. If you are a reapplicant, some schools will ask you to complete an additional essay while others may have a different essay question all together.

3. Look out for follow-up videos and pre/post interview essays

It is increasingly common for schools to request video statements or follow-up pre/post interview essays. Our best advice here is to be yourself! You often have little advance time to prepare for these essays but do not underestimate these important additional requirements. Personal MBA Coach has proprietary software available to help candidates prepare for these videos and includes analysis of sample videos in all comprehensive packages.



Looking back on my MBA application journey, I can say with certainty that the best decision I made was to hire Personal MBA Coach. I ended up getting into every single school that I applied to with many full rides. Scott's expertise, dedication, transparency, and most importantly, patience, allowed for my lofty goals to become a reality. As I was searching for a consultant, I was given an important piece of advice, while consultants can be expensive, so is business school. This decision can make all the difference in the long run. I speak with conviction when I say that you won't regret hiring Personal MBA Coach.

— HARVARD BUSINESS SCHOOL



I hired Scott after I spoke to a few consultants, some of them even suggested me to not apply with 3 years of work experience. However, Scott took on the challenge to help me build my story. He spent a considerable amount of time getting to know me, and then drafting the story with me. He was extremely honest (a MUST quality in a consultant). He helped me optimize my school selection process, pushed me to give GMAT again to improve my score, and helped me get into 3 schools of my choice. I would definitely recommend him for the MBA application journey.

— MIT SLOAN



I highly recommend working with Scott and the team! In addition to being incredibly knowledgeable about each school's admissions process, Scott spent the time to listen and internalize my story. Ultimately, he helped me to identify and highlight my most relevant experiences to appeal to each school. Personal MBA Coach is also extremely organized and has fantastic response times...The team kept me on track with specific due dates for requesting (and following up on) recommendations, brainstorming, and submitting essay drafts. Finally, Scott found the time to jump on impromptu calls to calm my nerves more than once. I was accepted at my dream school and could not be more pleased with my experience working with Personal MBA Coach.

— WHARTON

LET PERSONAL MBA COACH HELP

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

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