

2023-2024 Guide to Top EMBA Essays

Table of Contents

03	<u>About Personal MBA Coach</u>
04	<u>Comprehensive Packages Overview</u>
05	<u>Berkeley Haas EMBA</u>
06	<u>Chicago Booth EMBA</u>
07	<u>Columbia Business School EMBA</u>
9	<u>Duke Fuqua EMBA</u>
11	<u>Kellogg EMBA</u>
13	<u>MIT Sloan EMBA</u>
16	<u>NYU Stern EMBA</u>
18	<u>UCLA Anderson EMBA</u>
19	<u>Wharton EMBA</u>
21	<u>Yale School of Management EMBA</u>
23	<u>2023-2024 Deadline Summary</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 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.



Berkeley Haas EMBA

Berkeley Haas EMBA Essay 1: To help admissions get to know you please share something about yourself that may not be evident in other parts of your application. Examples might include information about your family, culture, hobbies, and lived experiences. Please avoid professional topics. (300 word limit)

With 300 words at your disposal, your thoughts must be clear and your pencil sharp. You want to choose ONE thing in the list of facets that make up your identity. You do not want a short list. Choose something that is defining for you, which means you need to be able to articulate exactly how it defines you. Does it impact your choices? Has it impacted your career? Or is it simply an aspect of you that enlightens your priorities, professional or spiritual. It could also be an event.

Start with a sentence or two describing the aspect you have chosen: “From childhood I grew up in the forest in Amazonia.” Or “I am a Master chess player.” Or “I am a tango dancer and have traveled to 38 countries dancing.” Then spend the rest of your word space telling the Admissions Committee what that means to you or how it has determined your path—OR determines your future choices: Because I grew up in Amazonia, I witnessed both the beauty and the devastation of the environment, and this has motivated me to protect endangered species through my work.” By the way, about its essays Haas says, “There is no right answer. We just want to get to know you better.”

Berkeley Haas EMBA Essay 2: As a working professional, you have developed unique skills, knowledge or experience in your career. Please summarize your primary area of professional expertise or knowledge. Highlight any aspect(s) that makes you unique or sets you apart from your peers. (150-word limit)

IBerkeley Haas EMBA Essay 2 is about your professional experiences. In this essay, you have even fewer words, so you want to get to the point quickly: “In my work at Shell Oil I developed expertise in the extraction of oil through the XXX specific technology. This technology is on the cusp of extraction science, and I am one of 8 people in the oil industry to know it inside and out.”

If you do not have the fortune to distinguish yourself quite so singularly, try to find special things you bring to the table and link them quickly to what that means in practice in terms of your goals: “My analysis of expert opinions in chemical spills litigation has given me expertise in the areas of chemical cleanup and monetary assessment of damages, which positions me to excel with firms that specialize in environmental consulting.” This is not a time to be humble: Focus on what makes you great.



Chicago Booth EMBA

personal
MBA
Coach.

Chicago Booth EMBA Essay: Why are you seeking an MBA from Chicago Booth and what unique knowledge and experiences do you hope to contribute to the program? (2 page maximum, single-spaced, 12 pt. font, Times New Roman)

At two single-spaced pages, this can amount to a very long essay. That said, admissions committees appreciate concise writing, so do not feel compelled to write for writing's sake (the same writing tips apply to writing full-time and executive MBA essays; check out [this blog](#) for more). This essay has a few key foundational parts: Once you have satisfied those, do not add unneeded generalities or fluff.

Personal MBA Coach suggests approaching the Chicago Booth EMBA essay by first establishing where you are today professionally. In this introduction, you should briefly discuss the skills and expertise you have mastered. Next, you want to make clear why you are seeking an MBA now. To do this, discuss what skills it will give you, generally speaking, and how these specific skills will help you to reach your future ambitions. Finally, devote the remainder of the essay to the EMBA program at Booth—courses you will take, programs you will follow—citing specifically the know-how that Booth will edify.

This discussion should include not only what you will learn from the program but also what you will bring to Chicago Booth. Think about where you are in your career, special expertise you possess, unique perspectives and experiences you can share, and cite specific ways in which you will funnel/share those to contribute.

This final part gives you an opportunity to go a bit beyond the professional arena to share something more personal about you, for example, your involvement in nonprofits, or talents or activities you cultivate. Whatever they are, make sure you show how you will share them specifically through the Booth program and how you will improve the school community as a whole. Personal MBA Coach always recommends that applicants research the school's particular culture and priorities. While they should, of course, be part of your reason for applying there, it is helpful to keep them in mind while writing about what you will get from a Chicago Booth EMBA and what you will give back to Chicago Booth.



Columbia Business School EMBA

Columbia Business School EMBA Essay 1: Through your resume and recommendations, 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 max)

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 and can (and likely will) including staying at the same firm. 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 EMBA (Cont.)

personal
MBA
Coach.

Columbia Business School EMBA Essay 2: Please describe a professional situation where you faced a particular challenge. What was the outcome and what did you learn from the experience about your own strengths and personal development needs? (500 words maximum)

Columbia Business School has changed its second required EMBA essay this year. This essay actually reminds us of an essay that Kellogg asked for a number of years. This essay is a great opportunity for EMBA applicants to showcase their leadership in action.

While recency is not specifically mentioned, Personal MBA Coach recommends that you select a fairly recent challenge (if you pick an older example, admissions committee members might question why you did not have anything else to share).

Five hundred words is a fairly generous limit here, but we still recommend that you avoid a story that is too complex. You do not want to waste half of the essay setting up the situation for the reader.

As you tell this story, be specific in detailing your role. Be sure you are “showing” vs. “telling” as you write this essay. For example, do not simply say that you are a collaborative leader; let readers see your collaboration in action. After showing readers what you did to tackle this problem, be sure to discuss the results and the so-what.

Finally, tell CBS what you learned from this situation. Remember, this story lets you give the Columbia EMBA admissions committee a clear understanding of both your leadership strengths and your development areas, so it is ok to be humble here.



Duke Fuqua EMBA

Duke Fuqua EMBA Short Answer Question 1: Pursuing an MBA offers a fantastic springboard to your desired career goals. What are some professional milestones you've set for yourself or challenges you're currently facing? How do you think Fuqua's Executive MBA specifically will help you achieve your goals and navigate those challenges?

While there is no word limit, this is a **SHORT** answer question. Start with a very short discussion on where you are today in your career. Follow this opening with a brief section on your goals, which should include those "milestones" the school mentions. Your goals can (and often will) be a position within your existing firm. However, if you are seeking a higher level of leadership, state that and what challenges that will bring.

Finally, give the admissions committee an idea of the classes/programs/initiatives that Fuqua offers that will help prepare you to meet the challenges ahead. Be sure to be specific, both about the programs/classes you want to follow and what you will learn from them. Keep in mind the Fuqua culture and how it will enrich you.

Duke Fuqua EMBA Short Answer Question 2: Please respond to one of the two prompts below in 250 words or less:

1. Tell us about your favorite team success story. Why was it successful? What was your role?
2. In what ways do you believe you will make an impact at Fuqua? Why is this important to you?

This year, Duke Fuqua gives EMBA applicants a choice for its second short answer question. As you determine which option to select, think about your own strengths and pick the option that best lets you share these strengths with the Duke admissions committee. While there is no wrong choice, if you have something unique to contribute, you may want to select the second option.

If you choose to answer the first prompt, make sure to be specific and to the point. Tell the admissions committee briefly about the situation. Then, detail both the team's approach and your role within the team. Try to keep a healthy balance between discussing how the team worked and what you contributed to the success.

If you pick the second option, think about what skills, experiences or perspectives you will contribute on campus. You can approach this more traditionally by discussing clubs you will join, roles you will seek on campus or ways you might volunteer at Duke. However, you might



Duke Fuqua EMBA (Cont.)

also think about your contributions more broadly. If you have a unique background, how might you share this to enrich the Duke community? Be sure that it is clear to the reader why contributing to this area is important to you!

Short Answer Question 3: The Admissions Team wants to get to know YOU – beyond your professional and academic achievements shared with us in the application. Please share with us 10 random things about you. This could include important life experiences, hobbies, achievements, fun facts, or anything that helps us understand what makes you, uniquely you.

Please present your response in list form, numbered 1 to 10. Some points may be brief, while others may be longer.

Try to have fun with this question. Choose things that, taken together, give the admissions committee a fuller picture of you: things you love, interests that makes you tick, sources of glee, sadness, curiosity, wonder. Funny things, moving things, surprising things. It is good to choose things that show both the active, outer side of you and your inner world. Make sure the items in this list are not repetitive of anything above or easily implied: for example, If you head up an arts nonprofit, avoid “I love art.”

Make sure each thing says something about YOU: If you mention your favorite movie or favorite food, say why: Do not waste word space just listing things. While the list is called “random,” it is really more meaningful than that.

While there is no word limit, we suggest brevity: Say as much as is needed for context and for each item to make sense. Funny things are welcome!



Kellogg EMBA

Kellogg EMBA 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.

Kellogg EMBA 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 can think of this essay as you would any personal story essay (for more on how to think about a personal story essay – check out this [blog](#).)



Kellogg EMBA (Cont.)

personal
MBA
Coach.

Ask yourself: "What makes me special?"

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, and less is more. Do not submit a laundry list here.



MIT Sloan EMBA

personal
MBA
Coach.

MIT Sloan EMBA Essay 1: Lasting impact can happen on large and small scales. Tell us about how you inspired your team, and what you learned about yourself as a leader, through a recent difficult time. (200 words or less)

With 200 words at your disposal, we recommend choosing a recent difficult time that can be easily described and whose complexity is clearly stated. After describing the difficulty, explain quickly and concisely what you did that had impact in this situation: a decision you made or an action you took. Be specific and show the impact or effect it had on your team. Finally, devote the last few sentences to what you learned about yourself from this. Perhaps you rose to a challenge you had not expected, or you discovered leadership skills you did not know you had, or perhaps you learned that people rely on you more than you thought. End by looking toward the future and how the power from that lesson will stick with you.

MIT Sloan EMBA Essay 2: MIT Sloan finds strength through diversity. We believe that a commitment to diversity, inclusion, equity, and well-being is a key component of both principled leadership and sound management practice. We seek to create a community that encompasses all dimensions of diversity and fosters excellence within MIT Sloan. This includes diversity of identity, thought, role, and perspective.

Please describe a time when you contributed toward making a work environment or organization more welcoming, inclusive, and diverse. (200 words or less)

Once again, choose a situation that can be easily explained. Quickly set the stage for your action: The company was facing a layoff, or colleagues who had been hired were not receiving the proper training, or the company was hiring only white male scientists.

Then explain what you did to make the situation or environment more inclusive or better, giving the necessary detail. Show any leadership you practiced and any opposition you may have faced. Finally, cite information/statistics to show how your action made the situation more inclusive or welcoming. If you can show systemic change, even better. Before tackling this short question, you might want to read the prompt for essay 3 to make sure you allocate your stories to the right places and that they complement each other.



MIT Sloan EMBA (Cont.)

MIT Sloan EMBA Essay 3: Please tell us about a time when you introduced an idea that changed the way in which your organization approached a business challenge or opportunity. What factors did you consider, what barriers or obstacles did you face, and how did you measure success? (300 words or less)

Here, choose something meaty from your leadership and initiative pile that you can develop in detail. This does not have to be an initiative in your professional context: It could be extracurricular as well if it brought about lasting change in an organization. Start by sharing the idea and any context readers need to know to appreciate its value. For example, a systemic problem in organizational structure or an opportunity that would be sadly missed because of poor communication between departments. Or a situation that made you think, “Why don’t we try XXX?”

Then, discuss how you developed your idea, the research and analysis you put into showing that it would work, any opposition or challenges you faced, and the creative initiative you engaged to put your idea forward and sell it. That is the bulk of the essay. Show your analytical and problem-solving prowess. Finally, tell the admissions committee what came of your effort—how the nearly missed opportunity was turned around or how the business problem was solved. Show results through statistics, if possible. Dedicate the final words to any important lessons you may have learned.

The MIT Sloan EMBA application also includes four short answer questions:

General Management Experience: Please describe your General Management experience. Cite a recent example that demonstrates your general managerial perspective. (100 words)

For this short answer you want to sum up your general management experience. Then choose one situation/anecdote that captures most specifically and fully the range of functions/people/challenges you have managed and demonstrates your managerial abilities. It could be a specific and challenging merger that required putting out a lot of fires, for example, or the decision to lay off people and merge departments. You want to be as specific as possible in showing the impact of your managerial prowess.



MIT Sloan EMBA (Cont.)

Principled Leadership: Describe a principle that motivates you in your life and career. How have you put this principle into practice? (100 words)

Choose a leadership principle that matters a great deal to you and briefly explain why it is a motivating value in your life/work. Next, share an example of how you applied it as a leader. If honesty is your principle, try to pick something that illustrates how applying that might have been particularly difficult: informing a client of something critical, or making a painful staffing decision.

Goals: What are your immediate and long-term professional objectives and what do you need to achieve them? (100 words or less)

With only 100 words, you should very briefly explain both your short-term and long-term professional goals (for more on how you think about your goals, check out this [blog](#)). Then, tell the reader what skills you need to acquire to reach these goals. DO NOT include a laundry list of skills here; instead home in on a few key areas.

Why Now?: Why is this the right time to pursue the MIT Executive MBA? (100 words or less)

There is no one answer as to why NOW is the right time for an MBA so be honest here. Perhaps you have reached a plateau at work and need the MBA to help you reach the next level. Perhaps you are looking to make a career pivot and the MBA will help you. For example, we have worked with health care professionals looking to expand the scope of their role outside of clinical practice. Or maybe you are an entrepreneur looking to close key skill gaps to be successful in your next venture. Regardless of the reason, make it clear to the reader how an MIT EMBA, NOW, is crucial to your success.



NYU Stern EMBA

personal
MBA
Coach.

NYU Stern EMBA Essay 1: Describe your short- and long-term career goals and how the NYU Stern Executive MBA program will help you accomplish them. (500 words maximum, double-spaced)

This is a traditional goals essay, intended to show the admissions committee where you are in your career today, where you would like to arrive, and how NYU can help you get there. Start with a paragraph detailing your professional status: what you do, a bit about your accomplishments, your responsibilities, and your areas of expertise. You want your skills to be evident and to show any specific knowledge that sets you apart.

Then you want two detailed paragraphs of your goals, both short term and long term. We suggest you flesh out your ambitions down to the roles you want to assume and ideas you want to pursue. Show your vision.

Finally, discuss what skills you seek to acquire to fulfill those goals and how a Stern EMBA will help you do that. You should spend the last full paragraph on singular offerings at Stern that will help you develop those skills and prepare to meet the challenges of your goals.

Demonstrate that you have studied the Stern EMBA program and planned your time there, showing at the same time what interests you and your awareness of any gaps you need to fill.

NYU Stern EMBA Essay 2: NYU Stern is committed to helping students develop a deeper set of professional skills and a broader perspective of the role of business in the world. (500 words maximum, double-spaced)

- a) What is a significant contemporary issue on which you, a business leader, would like to have an impact?
- b) Why is it important to you?
- c) How could you leverage your skills and resources to address the issue?

In some ways this is an exercise that lays bare not only who you are as a person but also who you are as a business leader and member of society, calling into practice your interests, your existing skills, your values, and your leadership makeup.



NYU Stern EMBA (Cont.)

Spend the first few sentences explaining the business issue you are interested in. Choose something you really are interested in so you can show genuine care. From the question we can infer that it should call into play the role of business in the world: In other words, as a business leader, you can do something about it. That opens up a full range of things, from environmental issues to racial and economic disparity, labor laws, unequal pay, pricing, and education.

Next, explain why this issue is important to you. This will show your values and concerns and how and you measure the responsibility of business in addressing the world's problems.

Finally, pick apart the issue you choose and offer ways to address it. Use this section as an opportunity to let your leadership, problem-solving, and analytical abilities shine. Come up with a course of action and show how you would implement it using your experience and abilities. Try to consider as many facets of the issue as possible—including those you may not know how to address and how you would deal with that.



UCLA Anderson EMBA

personal
MBA
Coach.

UCLA EMBA Essay 1: Legendary UCLA basketball Coach John Wooden once said that one's leadership is derived from one's character. Please provide an example of a time when your own leadership was at its best. (500 words maximum)

In this essay, first you want to clearly define what you think leadership means: what traits it encompasses and how it manifests one's personality.

Then, the bulk of the essay should be about a situation/anecdote/time in which you demonstrated those traits, and your leadership was at its best. Pick a situation that is easy to set up so that you can quickly get into the details of what happened, the choices you made, and how you led the situation. Make sure your leadership comes through in the actions you took and in the results you produced.

If appropriate, you can conclude with something you may have learned or how this experience may have sharpened your leadership. Finally, end by looking forward: "I hope to build on this at UCLA."

UCLA EMBA Essay 2: Why are you interested in pursuing an MBA at this time? Please share any goal(s) you may have that the MBA will help you achieve. (500 words maximum)

This essay is what we refer to as a "goals" essay. This essay is your chance to share your specific short-term and long-term goals. Even if your goal is to remain in your current role (as is often the case for EMBA applicants) you want to be specific in terms of what you hope to accomplish in your career.

A strong answer will also tell the reader where you are today and what skills/expertise you have already developed to prepare you for your future ambitions.

Finally, you want to include the UCLA programs, classes, clubs, and activities that will help you acquire the skills you need to achieve your future objective(s). Be specific about what you want to learn, making it clear that you researched the school and that you are focused on how to create an optimal learning experience at UCLA.



Wharton EMBA

Wharton EMBA Essay 1: What are your career objectives and how will the Wharton MBA Program for Executives contribute to your attainment of this objective? (400 words maximum)

For this first question, we recommend a straightforward response. State your goals clearly and provide some brief perspective on how you arrived at these aspirations. In most cases, candidates should include both a short-term and a long-term goal.

This question does not require you to walk through your entire resume. Instead, focus on your past just enough to establish your key skills as well as how and why you will succeed in the future.

Be specific about how Wharton will help you close your skill gaps and what opportunities you plan to take advantage of on campus. Avoid vague statements and do your research to determine what Wharton specifically will offer you. While you should not include a laundry list, think about classes you are particularly interested in or perhaps professors you are looking to study with. Be sure to show your understanding of Wharton's culture here as well.

With only 400 words, you will feel limited here so be sure to minimize any filler language.

Wharton EMBA 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 maximum)

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.

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?

Wharton EMBA (Cont.)

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.





Yale School of Management EMBA

Yale EMBA Essay 1: At this point in your life and career, why do you wish to pursue an Executive MBA? (250 words maximum)

We recommend that you think of essay 1 and essay 2 as two parts of the same essay (in fact, last year there was one essay which combined essays 1 and 2). Essay 1 is a somewhat traditional “goals/why MBA” essay: You want to link where you are today with where you want to go in your future.

Start by briefly telling the admissions committee where you are in your career, what you do, and what skills and abilities you have mastered. Then share your goals, both short-term and long-term, as specifically as you can. To find out more about how to effectively articulate your post-MBA goals, check out this [blog](#).

With only 250 words, there is no room to talk about “why Yale” in this first essay.

Yale EMBA Essay 2: In what ways is the Yale School of Management uniquely positioned to help you achieve your goals? (250 words maximum)

In essay 2, you will want to show HOW a Yale EMBA will help you to achieve the goals you just discussed by stating the skills you want to develop and the new knowledge you are hoping to master through the Yale EMBA program.

Then, you want to spend the bulk of the essay telling the Yale Admissions Committee how you will spend your time at Yale SOM. Be sure to share specifics about each class or program to show not only that you have researched the school in detail but also to show what you are interested in and how these experiences will prepare you for your future goals. Yale SOM knows what it offers, so you do not need to tell them: tell them why it matters to you.

Your area of focus, classes, initiatives—singularly and together they should show that you have thoughtfully traced a path for yourself at Yale and that awarding you a spot in the EMBA program is justified by your intent, plan, and promise.



Yale School of Management EMBA (Cont.)

Yale EMBA Essay 3: The mission of the Yale School of Management is to educate leaders for business and society. What is an issue that you are passionate about, and how would the MBA for Executives program help drive your impact? (350 words maximum)

In prior years, Yale asked applicants to cite a shocking statistic. This year, Yale has broadened this essay (while shortening its length), instructing applicants to state an issue they are passionate about. With this essay, you want to show the Yale admissions committee what actually matters to you and HOW you will drive change.

The issue selected should fit your story in some way. This can be an issue you are personally passionate about or something in your professional field. As you discuss the issue, the why will matter just as much as the what. So if you are going to state you are passionate about the environment, tell the reader what sparked this passion.

Then, the bulk of this essay should focus on what you will DO to drive change. So perhaps you work in the consumer packaged goods industry, and you have a vision to leverage technology to drive packaging sustainability. You would want to detail that here. Give the reader a reason to believe you will be successful by laying out a plan of action. Ideally, it will be clear where a Yale EMBA fits in and how you will use your education to drive your success in this venture.

Deadline Summary Chart: 2023-2024

EMBA Program	Deadlines
Berkeley Haas EMBA	10/31/2023, 1/29/2024 & 3/20/2024
Chicago Booth EMBA	10/30/2023, 1/15/2024 & 4/8/2024
Columbia Business School EMBA	May 2024 entry : 01/10/2024 & 02/07/2024 August 2024 entry: 03/20/2024 & 05/22/2024
Duke Fuqua EMBA	10/4/2023, 11/1/2023, 12/6/2023, 1/4/2024, 2/1/2024, 3/6/2024, 4/3/2024, 5/1/2024
Kellogg EMBA	1/24/2024, 4/3/2024 & 6/5/2024
MIT Sloan EMBA	12/7/2023, 1/11/2024, 2/8/2024, 3/7/2024, 4/4/2024 & 5/2/2024
NYU Stern EMBA	3/1/2024 & 5/15/2024
UCLA Anderson EMBA	12/1/2023, 2/1/2024 & 5/1/2024
Wharton EMBA	10/11/ 2023 & 01/17/2024
Yale SOM EMBA	10/31/2023, 1/29/2024 & 3/20/2024

TESTIMONIALS



Reaching out to Personal MBA Coach to help me through my MBA application process was the best decision. I didn't have any understanding of which programs were the best fit for me, where to start, and what strategy would help me achieve my goals. Not only did he help to select the right EMBA schools but also helped to prepare a plan which helped me to navigate through my story preparation, Executive Assessment prep, connecting my story to essays and finally helping me to prepare interviews.... I was amazed with the promptness, precise and right feedback I received on my essays. The team pushed me hard to produce the right content!!! ...

Throughout the application process, Scott was always one email away and guided me through the process. I got accepted into the Best EMBA program and that made me realize that all the hard work and effort with the entire team of Personal MBA Coach was worth it!

— WHARTON EMBA



I worked with Scott for applying to both Wharton and Haas EMBA programs. His thorough approach, approachable attitude, and personalized guidance helped me get into Haas! This would not have been possible without him! I highly recommend him!

— BERKELEY HAAS EMBA



Wharton. EMBA. Admitted. My dream comes true. Scott is the best MBA consultant. I could only prepare my EMBA application 4 weeks before the R2 application deadline. Some other consultants said it was not possible, but Scott said, "it is doable. Let's do it." Scott was resourceful, diligent, and honest throughout the application process. He has an amazing EA teacher, Marissa, that helped me acquire the skills necessary to tackle the EA exam with a decent score. Without working with him and his team, I would have never been admitted to the Wharton EMBA program – the only EMBA program that I applied to.

— WHARTON EMBA

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

SCOTT EDINBURGH

Founder, Personal MBA Coach

+1 617 645 2424

scott@personalmbacoach.com

www.personalmbacoach.com

Facebook: @PersonalMBACoach

Twitter: @PMBACoach

