



TOP MBA ESSAY QUESTIONS: **HOW TO ANSWER THEM RIGHT**



Contents

Introduction	4
Why Our Clients Love Us	6
Cambridge Judge [2022 - 2023]	7
Chicago Booth [2022 - 2023]	11
CMU Tepper [2022 - 2023]	15
Columbia Business School [2022 - 2023]	19
Consortium Application	24
Cornell Johnson College of Business [2022-2023]	28
Dartmouth Tuck [2022 - 2023]	34
Duke Fuqua [2022 - 2023]	39
Emory Goizueta Business School [2022 - 2023]	44
ESADE	49
Georgetown McDonough [2022 - 2023]	53
Harvard Business School [2022 - 2023]	59
HEC Paris [2022 - 2023]	64
Indiana Kelley [2022 - 2023]	69
INSEAD [2022 – 2023]	73

London Business School [2022 - 2023]	78
Michigan Ross [2022 - 2023]	80
MIT Sloan [2022 - 2023]	85
Northwestern Kellogg [2022 - 2023]	90
NYU Stern [2022 - 2023]	98
Oxford Saïd [2022 - 2023]	104
Stanford GSB [2022 - 2023]	107
Toronto Rotman [2022 - 2023]	114
UC Berkeley Haas [2022 - 2023]	118
UCLA Anderson [2022 - 2023]	125
University of Texas McCombs [2022 - 2023]	129
University of Washington Foster [2022 - 2023]	132
UVA Darden [2022 - 2023]	137
Wharton [2022 - 2023]	141
Yale SOM [2022 - 2023]	146
Conclusion	149

Introduction

The best way to ace your application essays is to ANSWER THE ESSAY QUESTIONS. This may sound like an easy feat, yet so often applicants go into the essay writing process with an ulterior motive: to write their preconceived essays based only loosely on the given essay topics.

Newsflash: No matter how compelling and well-written your essays are, if they don't answer the questions as they are presented to you on the application, they will not impress the admissions committee—or at least, not in the way you want them to.

In this admissions guide you will receive the guidance you need to a) understand exactly what each essay question is asking, and to b) answer the question in the most compelling and impressive fashion. To make the most of this guide, I recommend you keep the following in mind:

- These questions were originally used in the 2022-2023 MBA application cycle (or the 2021-2022 cycle as indicated). We Whenever you read this, don't assume they are unchanged. Check the schools' websites for the current version.
- Each school asks different questions; therefore, each essay you draft should be unique to each essay question and to each program. While it may be tempting to use the same essay for a few different applications, adcoms can usually tell the difference between a recycled essay and an essay that was written specifically to answer their question – and they certainly prefer the latter.
- In our analyses below, you'll find valuable tips on what to include in your answers, as well as advice on what you should avoid at all costs. Don't stop reading after the "do's"; the "don'ts" can be just as valuable, if not more so.
- Since "fit" is so crucial to each of these schools, be sure to research each program you apply to and envision yourself at that particular school – on its campus, in its classrooms, interacting with its professors, etc. – while drafting your essay. If you want the adcoms to believe you will be an irreplaceable fixture in their next class, then you'll have to convince them that your ideals and goals are one with theirs.
- Whether you've already written a draft or are just starting to think of ideas, our consultants are standing by, ready to be of service to you.

- Enjoy the guide...and answer those questions directly. Effectively. Successfully.

Disclaimer: Please double-check the original application on each individual b-school's website to ensure accuracy. Accepted is not responsible for any discrepancies in the text or any changes that may have been made to the original applications since the time of publishing.

Note: As you read through this guide you'll find that we formatted it as clearly as possible so you can easily tell where Accepted commentary begins and ends. The essay questions are indented, and the tips from Accepted are not indented.

Why Our Clients Love Us

No matter where you live and no matter where you're applying, our expert admissions consultants are ready to listen, mentor, and guide you as you prepare an outstanding b-school application that will get you accepted. You'll love us because you'll see from the first phone call or email that we care about you and support you as you strive to achieve your goals and dreams.

But you don't need to take our word for it. See what some of our clients have to say about Accepted...

"I did find out just over a week ago that I was admitted to HBS! Super exciting news – I definitely would not have been as successful without your help! Thank you for the practice and support – it was a pleasure working with you!"

"Just wanted to let you know that I got into Wharton! I am really shocked, and it is still sinking in."

"Thanks again for all your help. I have been admitted to Booth and am accepting. Your help and guidance was outstanding and allowed me to focus my energy on presenting myself in the best light, gaining the result we wished for."

"Very happy to tell you that I have been accepted to Columbia! Your insight and careful critiquing of my essays truly did the trick!"

"I was accepted at Kellogg and Yale!!! Super excited!!!! I am very happy all the hard work payed off finally! Thank you so much for being supportive and helpful during the journey."

"I was invited to interview with every school that I applied to despite my low GMAT of only 660. Now the results have started coming out and so far I have been admitted to Tuck and Fuqua. There is no way I would have been successful without your invaluable edits and mock interviews."

[Read more feedback on why our clients love Accepted.](#)

Cambridge Judge [2022 - 2023]

The [Cambridge Judge MBA program](#) is a one-year program with a small class of around 200 students from approximately 40 countries. The Judge MBA is a very experiential program, with three required team projects and another optional one, engaging students with external companies or organizations.

Judge is seeking applicants with proven academic abilities, ambition, the ability to thrive under pressure, international experience, and strong interpersonal skills. Use your essays to [demonstrate that you have these qualities](#). Keep in mind that Judge is one of the few programs that is extremely strict about its word limits: not one additional word can be entered into the text boxes beyond their word limits.

Cambridge Judge offers 4 essay spaces for you to show your fit with the program.

Cambridge Judge 2022-2023 MBA application essays

Cambridge Judge MBA essay question #1

Please provide details of your post-MBA career plans. The statement should not exceed *500 words* and must address the following:

- What are your short and long term career objectives? How will the Cambridge MBA equip you to achieve these?
- Looking at your short-term career goal, describe the research you have done to understand how this industry/role/location recruits MBA talent and what they are looking for in a candidate?
- How do you meet the requirements of your short-term career goal? What preparation are you doing now?

This is a straightforward [goals essay](#) with a slight twist in the third bullet. Strong essays will demonstrate clear goals, insight into what skills you need to gain to succeed in those roles as

well as how you have started to develop them, and an understanding of the Judge curriculum and other campus activities that will build on the foundation you have already laid.

I personally love the phrasing of this question because for some applicants this is the first notification that they need to take an active role in their post-MBA job search and preparation. The admissions office cannot accept students who expect the school's name and career services office to open every door for them, so applicants need to demonstrate in this essay that they are comfortable with that reality.

Cambridge Judge MBA essay question #2

Describe a difficult decision that you had to make. What did you learn from this and how have you changed as a result? *(up to 200 words)*

Leaders must make difficult decisions. Here is your opportunity to show one example of you displaying the analytical abilities required to do so. When selecting an example, I recommend choosing a time you said yes to a risk rather than one in which you were risk-averse: big growth and impact require saying yes sometimes, so these stories do a better job of illustrating your potential as a future leader.

Cambridge Judge MBA essay question #3

Describe a time where you worked with a team on a project. What did you learn from the experience and how might you approach it differently today? *(up to 200 words)*

Much of Cambridge Judge's curriculum is executed in teams, so the admissions committee needs to know that [you work well in that kind of environment](#). To show what you learned, share some detail about the challenges the group faced – for example, cultural differences, personality clashes, execution conflicts – and how you led the team to resolve them, increase understanding of each other and of the scope of the project. Ideally, readers will hear about the impact of or value added to the project in addition to the lessons you learned about team leadership.

Cambridge Judge MBA essay question #4

If you could give one piece of advice to your 18-year-old self, what would it be? (*up to 200 words*)

This is a tricky question. The adcom does not want to read 200 words of advice to your 18-year-old self; they do want to hear about a lesson you learned later that you wish the 18-year-old you had known. One way to answer this question is to start with the advice and then share the experience in which you learned the lesson.

Wondering about the Cambridge MBA interview?

[Watch: Charlotte Russell-Green, Head of MBA Recruitment and Admissions, talks about what it's like to interview at Cambridge Judge.](#)

Cambridge Judge at a glance

Cambridge Judge median/mean GMAT score: 690

Average years of work experience: 6

U.S. News ranked Judge #8 in Best Global Universities in 2022.

[Check out the Business School Selectivity Index for more stats about top b-schools.](#)

You've worked so hard to get to where you are in life. Now that you're ready for your next achievement, make sure you know how to present yourself to maximum advantage in your Cambridge Judge application. In a hotly competitive season, you'll want a member of Team Accepted in your corner, guiding you with expertise tailored specifically for you. [Check out our flexible consulting packages today!](#)

We've helped hundreds of applicants get accepted to top MBA Programs and look forward to helping you too!

[Get Accepted to Cambridge Judge >>](#)

Cambridge Judge remaining MBA application deadlines for 2022-2023

Round	Application deadline	Interview dates
1	September 5, 2022	October 14-28, 2022
2	October 17, 2022	November 25 – December 9, 2022
3	January 9, 2023	February 24 – March 17, 2023
4	March 6, 2023	April 14 – 28, 2023
5	April 17, 2023	May 26 – June 9, 2023

Source: [Cambridge Judge website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

****Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.****

Chicago Booth [2022 - 2023]

The two required questions have 250-word minimums. While specifying MBA essay length minimums is very unusual, it fits with Booth's history of breaking the mold. At the same time, don't infer that the absence of a maximum is a license for verbosity. As Booth says, "We trust that you will use your best judgment in determining how long your submission should be." Do use your best judgement, otherwise you will be showing a different kind of judgement. And you really don't want to do that.

Chicago Booth MBA application question #1

How will a Booth MBA help you achieve your immediate and long-term post-MBA career goals? (Minimum 250 words, no maximum.)

In order to answer this question you need to know three things:

1. Your immediate post-MBA goal, which you should be able to define in terms of function (what you want to do after you earn your MBA — not study during the MBA) and industry or type of company. Sometimes location can play a role, and if so, provide that information, too.
2. [Your longer-term professional aspirations](#). These don't have to be as specific as your short-term goal, but the two should be related.
3. The Chicago Booth program. Specifically, how do you intend to use distinctive Booth strengths to build on your past realize your goals? If it's not obvious how your previous education and experience when combined with the Booth MBA will help you achieve both goals, clarify.

To answer the question, you can start with a seminal experience, preferably an achievement that shaped your goals and aspirations. Tell a story about this experience and describe what you learned from it and how it has influenced you and [your short- and long-term goals](#).

Then talk about Booth. Look at the curriculum, strengths, career placement, and extracurricular activities that support your ambitions.

Alternatively, start with the achievement of your goal — you can try using a day-in-the-life approach — then flash back and tell the story of that seminal experience and how it and Booth prepared you for the future day that started your essay.

A few years ago I attended the AIGAC conference, hosted for one morning by Chicago Booth. During the informative sessions at Booth, the admissions committee members made clear that they are looking for students who demonstrate self-awareness and direction. They want to read your application and see, based on what you've done, that you're going to make a mark on the world.

Write this essay so that it shows both self-awareness and your ability to make that mark.

Chicago Booth MBA application question #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. (Minimum 250 words, no maximum.)

This question was added a couple of years ago, and is a real getting to know you kind of question. What do you like to do in your spare time? Why does it appeal to you? Introduce yourself outside the office. And if you can show yourself in a growth mode, do so.

You could approach this essay with a goal that you're trying to achieve and the steps you're taking to achieve it. The possibilities are endless: running a marathon, painting a certain painting, learning a musical instrument, acquiring fluency in a foreign language prior to international travel, contributing to a cause you believe in, etc.

You could approach this essay by starting with your motivation for assuming this challenge or simply you doing what you enjoy doing. [Tell a story](#) about the experience and then explore why it's significant to you. What does it say about you?

Chicago Booth MBA additional information question

Is there any unclear information in your application that needs further explanation?
(Maximum 300 words.)

This is a restrictive [optional question](#). Booth is really asking only for information that will clarify something that is unclear, like a drop in grades one semester or a period of unemployment, or why your current supervisor is not writing your letter of recommendation.

This question, unlike the required questions, does have a word limit. Respect it.

Chicago Booth MBA reapplicant question

Upon reflection, how has your perspective regarding your future, Chicago Booth, and/or getting an MBA changed since the time of your last application? (Maximum 300 words.)

The answer to this question is critical for MBA reapplicants, and it's different from most reapplication essays in that it's more about your perspective than what you've done. Chicago wants to see growth and development. Same old, same old got you a ding last time and probably will again this time.

Let this brief essay show a maturation and evolution of your goals and reasons for wanting to attend Chicago Booth. Let it also reveal that [you meet Chicago's criteria](#) better this year than last.

Chicago Booth at a glance

Booth average GMAT score: 732

Booth average GPA: 3.55

Booth acceptance rate: 22.6%

U.S. News ranked Booth #1 in 2023.

[Check out the B-School Selectivity Index for more stats.](#)

You've just made a smart investment of time in reading this blog post. Now you're one step closer to submitting the kind of application that can lead to acceptance at one of the most prestigious programs in the country. Why not make the next smart investment and consider one of our consulting packages? We have helped thousands of qualified applicants get to "YES" from the adcoms. [Click here to learn about how we can be there for you, too.](#)

Chicago Booth 2022-23 MBA application deadlines

	Submission Deadline	Decision Notification Date
Round 1	September 22, 2022 11:59 p.m. CST	December 1, 2022
Round 2	January 5, 2023 11:59 p.m. CST	March 23, 2023
Round 3	April 11, 2023 11:59 p.m. CST	May 25, 2023
Chicago Booth Scholars	April 11, 2023 11:59 p.m. CST	June 15, 2023

Source: [Chicago Booth website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

CMU Tepper [2022 - 2023]

You know how you're always reading that "all MBA programs are different" but after you've spent weeks and even months reading all of their websites, do they start to seem pretty much the same?

Well, not Carnegie Mellon Tepper. [Tepper continues to march to the beat of its own drum](#). CMU is committed to the rhythm produced by a combination of analytical skills and leadership education. Unlike many other MBA programs that now allow students to enroll in electives from their first semester on campus, Tepper stands firm in its belief that students are better served by having a common and fixed foundation in the fundamentals for the entire first half of that first year.

Tepper's class composition is also significantly different from many of its peer programs. Tepper has just 231 students in its class, while Wharton has 897 and HBS has 1,010. Only 6% of Tepper MBA Class of 2023 students majored in arts/humanities as undergrads. Does that mean that Tepper isn't interested in people from humanities backgrounds? No, but it does mean that any applicant from a humanities background had better demonstrate their facility with complex, quantitative analyses to prove themselves capable of handling the challenging Tepper curriculum.

[Tepper has only one required essay](#) (except for applicants who are college seniors) and one optional essay in its application:

CMU Tepper MBA application essay

The Tepper community is dynamic and unique. Each community member's individual journey has shaped them into classmates who are collaborative, supportive, and inclusive. Describe how you have overcome adversity during your journey. What did you learn about yourself and how has that shaped who you are? (Maximum 350-500 words.)

Please take Tepper's implied advice here and [write a story](#) that only you can tell. Think through your experiences to identify one in which you were challenged and you had to grow as a leader beyond what you had done before. Ideally, this story will be from the past 2 or 3 years to show your most recent advancement as a leader. Many applicants struggle to answer what they

learned about themselves. I find that this is a great opportunity to talk about what parts of that growth were difficult for you emotionally/psychologically. [Recognizing these weaknesses](#) is a great point of embarking on overcoming them.

[Watch: Kelly Wilson, Executive Director of Masters Admissions on how to answer the essay question](#)

CMU Tepper optional MBA application essay

- There also is an optional essay for additional information about your candidacy that you may wish to share with the admissions committee. Use this essay to convey important information that you may not have otherwise been able to convey. This may include unexplained resume gaps, context for recommender selection, etc. However, do not feel obligated to complete the optional essay.
- If you are a reapplicant, use the optional essay to explain how your candidacy has strengthened since your last application.

With only one required essay, I highly recommend using this space to share more about your background. You can use this essay to demonstrate your potential or experience in a particular field or even to share an example of your analytical and [leadership skills](#).

CMU Tepper career goals essay

We also ask you a question about your post-MBA career goal as well as an alternative goal as a plan B. Tepper MBAs believe in being prepared!

Although the exact wording of this question hasn't been released yet, last year's question was:

What is your professional goal immediately following graduation from Tepper?

What other role would you consider? In other words, what is your Plan B?*

We know that you have a lot to tell us but to keep it fair, your answers are limited to 150 words.

This is a straightforward [goals statement](#) with a twist: Tepper wants to make sure that you have the flexibility that true exploration both requires and yields. If you embark on this program in pursuit of only one goal and some global change occurs – e.g., COVID! – that makes that goal unrealistic during your two years of study, they do not want you to graduate and lack direction. If you are pursuing a role that is atypical, use some of the space of these short answers to explain how you plan to pursue these roles and why they are a good fit with your background and long-term ambitions.

CMU Tepper at a glance

CMU Tepper average GMAT score: 691

CMU Tepper average GPA: 3.35

CMU Tepper acceptance rate: 29.7%

U.S. News ranked Tepper #16 in 2023.

[Check out the Business School Selectivity Index for more stats.](#)

Has this blog post helped you feel more confident about approaching your Tepper application? We hope so. It's our mission to help smart, talented applicants like you gain acceptance to your dream school. With so much at stake, why not hire a consultant whose expertise and personalized guidance can help you make your dream come true? We have several flexible consulting options—[click here to get started today!](#)

CMU Tepper 2022-23 application deadlines

Application deadline	Admissions decisions
----------------------	----------------------

Round 1	October 2, 2022	December 7, 2022
Round 2	January 5, 2023	March 8, 2023
Round 3	March 12, 2023	May 3, 2023

Source: [CMU Tepper website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

****Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.****

Columbia Business School [2022 - 2023]

Columbia Business School changed its application a bit this cycle. It removed choice from the essays and is now requiring three essays as well as providing an optional question. Last year it required two essays with one optional, but you had a choice of topics in responding to the second question.

Ready to get to work on your CBS application? Read on

Columbia Business School application essay tips

Applicants must complete one short answer question and three essays.

Short Answer Question: What is your immediate post-MBA professional goal? (50 characters)

Examples of possible responses:

- Work in business development for a media company.
- Join a strategy consulting firm.
- Launch a data-management start-up.

Note that this has a character (not word) limit. [Your response must be significantly shorter than a tweet](#). What do you want to do professionally and in which industry immediately after earning your MBA?

Warning: This question is not asking about your intended area of study while in business school or a non-professional goal or even a long-term goal. And the subject in your response is assumed to be you. [No need to waste characters](#) by including “I” or “I plan to...”

Succinctly define your goal in terms of function (what you want to do) and the industry (or type of company) in which you want to do it.

Columbia Business School 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)

Columbia adcom readers must really like the answers they get to this question, because it's back this year, with one tiny change, and has been a part of CBS' application for the last several years. (The change: CBS removed "in your imagination" which used to precede "would be your long-term dream job?")

CBS wants you to focus on your career goals not immediately after graduation, as in the short-answer question, but in the medium- and long-term. They want to see how you believe your career will develop after that first post-MBA job. This question does not ask you how CBS will help you achieve your goals.

To answer this question, realize that the [readers already know what's in your resume](#). Don't repeat "your career path to date." That's a waste of valuable essay real estate) and means you're neither telling them anything new nor answering their question. Instead, tell them what you want to do three to five years into the future, which should build on your first post-MBA job. Make sure to answer the long-term question and feel free to dream and aspire, but at the same time reveal an ambitious, but feasible professional goal.

Let them see that you have a purposeful and exciting direction for your future, a future that will transform you into an alum they will be proud of.

[Watch: How to Answer CBS MBA Application Essay #1, with Michelle Stockman, Accepted MBA Consultant >>](#)

Columbia Business School 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 is new this year and combines elements of two of the elective questions from last year's app.

To answer it well, you need to have specific reasons why CBS appeals to you and include them in your response. You can focus on the Philips Pathway for Inclusive Leadership, which CBS provides as an example in its question and which was the subject of one question last year. Or you can focus on other programs that are distinctive to Columbia, like its Executives in Residence program, or the ability to have internships at the many top corporations as well as young start-ups in New York City.

[Watch: AMA with CBS Admissions Director, Michael Robinson >>](#)

Columbia Business School Essay #3

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

Choose one book, movie, or song and discuss why you love it. You can [start with a key scene or phrase](#) and provide 2-3 reasons that makes this piece so meaningful to you such that it earns the title of your favorite.

This is a get-to-know-you question – and not the professional you, but the fun, off-the-job, engaged, and engaging you. It's a chance for them to “hang out” with you in a more casual setting.

Realize that *why* you choose a book, movie, or song as your favorite is far more important than *what* you choose.

This essay is an opportunity for you to show a different side of you. Use it well.

Columbia Business School 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. (maximum 500 words)

This question is more restrictive than Columbia’s optional essay last year. This essay is specifically for you to “address areas of concern.” If you don’t have areas of concern, don’t write the essay. However, if you had a dip in grades, a period of unemployment, or some other issue that you want to address, do so here. You don’t want the admissions committee guessing why something is the way it is and coming to the wrong conclusion.

Don’t even think of using this essay as a grand finale or wrap up. And definitely don’t use it to rehash your reasons for wanting to attend Columbia Business School; those reasons should be perfectly clear from the required essays.

For expert guidance on your Columbia Business School application, check out Accepted’s MBA Application Packages that include advising, editing, interview coaching, and a resume edit for the CBS application. Looking to score some scholarship money while you’re at it? Accepted’s clients received over \$2 million dollars in scholarship offers in the 2020-2021 application cycle. [Explore our services](#) for more information on how Accepted can help you get into Columbia.

Columbia Business School at a glance

Columbia MBA average GMAT score: 732

Columbia MBA average GPA: 3.5

Columbia MBA acceptance rate: 15.7%

U.S. News ranked Columbia #8 in 2023.

Columbia Business School 2022-23 application deadlines

January 2023 Entry

Regular decision	September 28, 2022
------------------	--------------------

August 2023 Entry

Early decision	September 28, 2022
----------------	--------------------

Merit fellowship	January 11, 2023
------------------	------------------

Regular decision	April 5, 2023
------------------	---------------

[Source: CBS website](#)

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Consortium Application

Are you committed to increasing diversity and inclusion of underrepresented populations in education and business? If so, [applying to MBA programs through The Consortium of Graduate Study in Management](#) might be for you. Besides the opportunity to receive a full-tuition scholarship to one of the top MBA programs, Consortium fellows get to enjoy the benefits of a strong network with other Consortium students and alumni from not one but 21 top MBA programs. Other benefits include having to pay one application fee and submitting all applications in one convenient deadline, reducing considerably the cost and anxiety that comes with applying to business school. While you have to write a few more essays, CGSM's essay questions are short and straightforward. I will focus on The Consortium essays in this post.

The Consortium for Graduate Study in Management 2021-2022 application essays

The Consortium core essay #1

Please describe your short- and long-term goals post-MBA. How has your professional experience shaped these goals and influenced your decision to pursue an MBA degree?
(2,000 characters)

This is a standard [goals essay](#). In 2,000 characters max, or roughly 400 words, you need to state clearly what your short-term and long-term goals are, and how your experience to date has shaped those goals. Additionally, you need to write about why you think an MBA is the right degree for you. You need to be specific and realistic, stating goals that are aligned with your career thus far and that an MBA will help you achieve.

The Consortium core essay #2 (optional)

Is there any other information you would like to share with us that is not presented elsewhere in your application? *(1,000 characters)*

Although this is an optional essay, I always recommend answering it. You can use this essay to share anything that you believe needs to be explained: a gap in your work experience, a [low GPA or GMAT](#), a sudden drop in your grades. If there is not anything in particular that you need to explain, you can use this essay to write about something not already shared on the required

essays. For example, an experience from an extracurricular activity, a special or unique hobby, or something else that would help you stand out. Given the tight word limit in all the essays, this is a great opportunity for you to share a part of you that they would not otherwise see.

The Consortium mission essay

Our mission, through the strength of our growing alliance and extended network, is to enhance diversity and inclusion in global business education and leadership by striving to reduce the significant underrepresentation of African Americans, Hispanic Americans and Native Americans in both our Member Schools' enrollments and the ranks of global management across the following sectors: For-profit corporations, Nonprofit corporations, Government agencies and contractors, and Entrepreneurial ventures in both for-profit and nonprofit environments.

*Please address the three questions noted below. Please use specific examples pertaining to our target populations and clearly articulate your involvement, actions and results.

1. What will you do while enrolled in your MBA program to demonstrate your commitment to the mission? (2,000 characters)

As The Consortium clearly states, its mission is to enhance the [diversity and inclusion](#) of underrepresented populations in business. Focus your essay on demonstrating your commitment to this mission by providing specific examples of how you plan to advance that mission during your MBA experience. Perhaps you plan on taking a leadership role at a student club and support the school's diversity initiatives, or serve as student ambassador or interviewer. Think about your talents and experience thus far and how that can be placed at the service of the school, particularly in their diversity efforts.

2. What will you do post-MBA with respect to community service and leadership involvement to demonstrate your continued commitment to The Consortium's missions of diversity and inclusion? (2,000 characters)

The Consortium would like to see that its members are not only committed to diversity and inclusion only during the MBA, but that also have a plan on what to do after they graduate. List

some initiatives or organizations you plan on serving after, or how you plan on working towards The Consortium’s mission at your post-MBA employment.

3. What have you done pre-MBA in your business, personal or academic life to demonstrate commitment to this mission? (1,000 characters)

Maybe you were part of the diversity group at your company and spearheaded an initiative that increased the number of underrepresented minorities in your firm. Or maybe you worked for Teach for America and helped underrepresented students score higher on their tests or improve their grades. Or maybe you mentored inner-city kids and started a sports league in their neighborhood. Whatever that activity was, this is the right place to give details, sharing not only what you did, but also what you accomplished or the impact that your actions had on these groups.

School-specific essays

You will be required to write at least one school-specific essay for each school to which you plan to apply. Schools only see their individual essays. To complete these essays, navigate to each school’s supplemental page within your core applications. Text boxes with specified word limitations will be provided for the membership essay and all school-specific essays.

Just as you would if you weren’t applying through the Consortium, make sure that you “study” the schools well before writing their essays. You will need to pay just as much attention to these essays as you would to The Consortium ones since the schools – and not The Consortium – ultimately make the admissions decisions. A great advantage of applying through The Consortium is only paying one application fee for all the schools that you are applying to via CGSM as opposed to one fee per school. However, you still need to do your research about each school so that you can [show fit in the school-specific essays](#).

While submitting a GMAT or GRE test score is part of The Consortium’s requirements, should you have received a test waiver from your selected school/s, you can submit a copy of that written waiver in lieu of your test score report. Just make sure that all the schools on your list have granted you a waiver and you have uploaded copies of those waivers to the Consortium’s portal.

[The benefits of applying through The Consortium](#) are many. First, you have the possibility of a full-tuition scholarship for the two-year MBA program, a once-in-a-lifetime opportunity. Second, even if you do not get a full ride but are accepted to be a member of the Consortium, you become part of a valuable network, one will benefit throughout your career. If you have actively worked to increase diversity of underrepresented minorities in business, applying to business school through the Consortium is the right step for you.

As a former Associate Director of Minority Affairs at the Yale School of Management with ample experience recruiting and ultimately increasing diversity in business schools, I am happy to [offer you my help](#) to apply to the Consortium. I have helped many applicants apply and get successfully admitted to The Consortium and its member schools. It will be my pleasure to help you do the same.

The Consortium MBA 2021 – 2022 application deadlines

Early Application Deadline	October 15, 2021
Traditional Application Deadline	January 5, 2022
Admissions Decision	Varies by school
Fellowship Notification	March 2022

Source: [The Consortium website](#)

Cornell Johnson College of Business [2022-2023]

If you are looking for a small MBA class in an idyllic location with warm and genuine classmates, then [Cornell Johnson](#) may be your program. While Johnson places the largest portion of its class in the financial industry after graduation (36% of the [class of 2021](#)), 27% entered the consulting industry, 17% joined the technology industry, and 6% went into consumer products, which is a diversity of industries that reflects the strong quant, analytical, and marketing curricula of the school.

Cornell's class of less than 300 students is known to be close knit and collaborative. Most first-year students choose to spend their second semester in an Immersion Experience, a unique combination of course and field work that positions them to thrive in their summer internships.

Below are Johnson's essay questions and the admissions office's guidance, followed by my tips.

Cornell Johnson MBA goals statement

Use this short-answer section to succinctly share your short- and long-term goals. If you're invited to interview, you will have the opportunity to elaborate on your statement further, and you should be prepared to connect your prior experience with your future aspirations.

Goals Statement Prompt:

A statement of your goals will begin a conversation that will last throughout the admissions process and guide your steps during the MBA program and experience. To the best of your understanding today, please share your short and long term goals by completing the following sentences and answering the enclosed short answer question (*350 words maximum*):

Immediately post-MBA, my goal is to work as a(n) [Role] at [Company] within [Industry].

Targeted Job Role:

Target Job Company:

Industry:

In 5–10 years post-MBA, my goal is to work as a(n) [Role] at [Company] within [Industry].

Targeted Job Role:

Target Job Company:

Industry:

How has your experience prepared and encouraged you to pursue these goals?

If [your goal](#) immediately after graduating from Johnson is not deemed possible by the Admissions office, then you might as well not bother finishing the application. No applicant will be accepted if their short-term goal is unachievable. Admitting a student with unrealistic, if not unachievable, goals at the very least will ruin Johnson’s placement rating, but at worst it could potentially leave a graduate in a great deal of debt and little or no means to repay it.

Speak to current students and recent graduates to hear about the recruiting process, positions available, and the qualifications, if any, that students must have to enter your field of interest. Then, use this essay space to share one or two examples from your prior experience that demonstrate that you have those skills. Discuss how these skills and experiences will help you perform particularly well in your desired future role.

Cornell Johnson impact essay

This essay is designed to explore the intersection of engagement and community culture. Our students and alumni share a desire to positively impact the organizations and communities they serve. To help you explore your potential for impact, we encourage you to [engage with our students](#), alumni, faculty, and professional staff before submitting your application. You may choose to connect with them via email or phone or in person during one of our on-campus or off-campus events. As you seek their

input and insight, please be respectful of their time and prepare a few discussion points or questions in advance.

Impact Essay Prompt:

At Cornell, our students and alumni share a desire to positively impact the organizations and communities they serve. How do you intend to make an impact during the next several years of your education and/or career? *(350 words maximum)*

The best answers to this essay question don't solely focus on the impact you hope to make at Cornell Johnson and beyond but rather share how your background and previous impacts have prepared you to [make this future impact](#). To prove you will be an engaged community member in Ithaca and your future career, you will need to show in what other environments you have been such a member in the past. Use this essay to demonstrate your knowledge of the Cornell community and how you plan to immerse in it, in addition to sharing how you uniquely intend to make your mark professionally or in your future community.

Cornell Johnson MBA optional essay (required for reapplicants)

You may use this essay to call attention to items needing clarification and to add additional details to any aspects of your application that do not accurately reflect your potential for success at Johnson *(350 words maximum)*.

If you are reapplying for admission, please use this essay to indicate how you have strengthened your application and candidacy since the last time you applied for admission. Please also review our Application Guide for additional information about reapplying *(350 words maximum)*.

If you are a reapplicant, use this space to demonstrate that you have made considerable efforts to improve your candidacy: you have improved your GMAT score, taken on more [leadership roles](#), reached out to more Cornell staff and students to understand the program and how you will fit into it, and/or researched your career goals in greater depth.

If you are a first-time applicant, then you should use this space to address any issue that you feel the application left unaddressed. For example, if you feel your grades require some

explanation, if you have an employment gap, or if you have chosen a non-traditional recommender for any reason, this is the space to explain.

Park Leadership Fellows Program Essay (optional, Two-Year MBA only)

The Roy H. Park Leadership Fellows Program is a two-year, full-tuition fellowship award for Two-Year MBA candidates in Ithaca who have demonstrated outstanding leadership potential and who are committed to making an impact within their communities. Each year, fellowships are awarded to up to 25 incoming students with the expectation that they will participate in additional leadership and personal development activities outside of our regular curriculum, serve in leadership roles within the school, and complete a public service project by the time they graduate. The Park Fellowship is only available to U.S. citizens applying for the Two-Year MBA program.

To receive consideration for the fellowship, you must submit your online application during the October or January Application Rounds or by the Consortium Early Application or Consortium Traditional Application Deadlines, complete the enclosed essay regarding leadership, and be invited to attend a Johnson Leadership Exploration and Assessment Day (L.E.A.D.) event.

Park Leadership Fellows Program Essay Prompt:

To apply for the Park Fellowship, please complete this essay (*500-word limit*).

Describe a past formal or informal leadership experience and how it informs your goals for growth as a leader. How would the [Park Leadership Fellowship](#) assist with these goals?

The Park Leadership Fellowship aims to bring a strong contingent of socially responsible leaders to Johnson. With up to 25 Park Fellowships to provide each year, that means that nearly 9% of the class will earn this award (and since 65% of the class are US citizens, that means that up to approximately one-fourth of them may earn this full sponsorship of their two-year MBA!).

The best essays will not only share a story of leadership but one in which gaining that leadership role was somewhat difficult, for example leading volunteers or people outside of your

organization. Of course, your story also needs to demonstrate a clear impact on your community as well, ideally a lasting one.

Johnson at Cornell at a glance

Cornell MBA average GMAT score: 704

Cornell MBA average GPA: 3.34

Cornell MBA acceptance rate: 29.5%

U.S. News ranked Cornell Johnson #15 in 2023.

[Check out the Business School Selectivity Index for more stats.](#)

You've worked so hard to get to where you are in life. Now that you're ready for your next achievement, make sure you know how to present yourself to maximum advantage in your Cornell Johnson application. In a hotly competitive season, you'll want a member of Team Accepted in your corner, guiding you with expertise tailored specifically for you. [Check out our flexible consulting packages today!](#)

Johnson at Cornell MBA application deadlines 2022-2023

One-Year MBA:

October Round	October 11, 2022
January Round	January 5, 2023
Rolling	March 7, 2023

Two-Year MBA:

September Round	September 22, 2022
Consortium Early Application	October 15, 2022
Consortium Traditional Application	January 5, 2023
January Round	January 10, 2023
April Round	April 11, 2023

Source: [Cornell Johnson website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

Dartmouth Tuck [2022 - 2023]

Tuck has developed a very purposeful process focused on admitting people who meet its four criteria, summed up as: smart, accomplished, aware and encouraging. The criteria match my understanding of the Tuck community, and also are relatively easy to grasp. Once Tuck established and defined these criteria, it designed its application process to unearth the qualities it is seeking in candidates.

For more information on the Tuck criteria and the application process, please review:

- [Tuck's Evaluation Criteria](#)
- [How to Get an MBA From Dartmouth Tuck](#), an interview with Pat Harrison and Amy Mitson, Co-Executive Directors of Admissions and Financial Aid at Dartmouth Tuck.

Dartmouth Tuck MBA application

Tuck MBA application essay #1

Tuck students can articulate how the distinctive Tuck MBA will advance their aspirations. Why are you pursuing an MBA and why Tuck? (300 words)

What distinctive aspects of the Tuck MBA experience will help you realize your post-MBA goals? What motivates you to apply to Tuck and would compel you to accept an offer of admission? That's really what they want to know. And those elements of the program need to be associated with your aspirations.

In terms of structuring a response, you can start with your aspirations, which should lead directly to your [reasons for pursuing an MBA](#). Then show how Tuck is perfectly suited to propel you towards your vision of your future. Focus on the distinctive aspects of Tuck's program.

Tuck MBA application essay #2

Tuck students recognize how their individuality adds to the fabric of Tuck. Tell us who you are. (300 words)

This is a big question with a small allotment of words to answer it in.

Think about aspects of you and your life that reflect your individuality and aren't reflected in other parts of the application or in other essays. Choose the most important elements and spotlight them in this essay.

There are so many different ways to approach the response that I'm not going to suggest a structure. I do urge you to think deeply about what makes you You. Also, deliberate carefully and select those experiences and attributes that you want to highlight for Tuck.

If your transcript and test score show you're smart and [your resume](#) shows you're accomplished, Essays #1 and #2 will show how aware you are.

Tuck MBA application essay #3

Tuck students are encouraging, collaborative and empathetic, even when it is not convenient or easy. Describe a meaningful experience in which you exemplified one or more of these attributes. (300 words)

This question asks you to provide one experience that shows you contributing and supporting someone else's success. Your assistance could be on or off the job.

While Tuck hasn't given a timeframe, I would recommend that you go back not more than two years and certainly not more than four years.

A CAR approach will work well here:

- Challenge both for you and the beneficiary
- Action
- Result

Keep it specific and concrete or you will blend in with others writing in generalities. You're empathetic, helpful response to the other party's situation is key. Set the scene by [describing the situation](#). How did you help the other party succeed? What were the challenges you both faced? What were the results?

Tuck MBA application essay #4 (Optional)

Please provide any additional insight or information that you have not addressed elsewhere (e.g., atypical choice of evaluators, factors affecting academic performance, unexplained job gaps or changes). Complete this question only if you feel your candidacy is not fully represented by this application. (300 words)

If you have any of the elements mentioned in Tuck's question, by all means, address them here. You do NOT want the admissions committee guessing or assuming wrongly when they come across something anomalous.

If you feel your application represents your candidacy well, don't feel compelled to respond to the optional essay. If you believe, however, that your application is [missing key elements of your story](#), then briefly include them here. Whether it's a challenge that you've faced or a hardship overcome or other context for what you've achieved that will help the admissions committee appreciate your candidacy, include it.

But don't waste their time with drivel or material that's elsewhere in your application. Doing so would reveal a definite lack of judgment, and in Tuck terms, awareness.

Tuck MBA application essay #5 (To be completed by all reapplicants)

How have you strengthened your candidacy since you last applied? Please reflect on how you have grown personally and professionally. (300 words)

This is THE question for reapplicants. Why should they admit you this time around? How are you better than you were when they rejected you last time?

Dartmouth Tuck at a glance

Tuck average GMAT score: 724

Tuck average GPA: 3.54

Tuck acceptance rate: 29.5%

U.S. News ranked Tuck #11 in 2023.

For expert guidance with your Dartmouth Tuck MBA application, check out Accepted's [MBA Application Packages](#), which include comprehensive guidance from an experienced admissions consultant. We've helped hundreds of applicants get accepted to Dartmouth Tuck's MBA program and look forward to helping you too!

Dartmouth Tuck 2022-23 application timeline

Round	Application Deadline	Decisions Released
1	September 26, 2022	December 8, 2022
2	January 4, 2023	March 16, 2023
3	March 27, 2023	May 4, 2023
Round 1 Consortium	October 15, 2022	December 8, 2022

Round 2
Consortium

January 5, 2023

March 16, 2023

Applications are due by 5:00pm EST

Source: [Tuck website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions, and deadlines.

Duke Fuqua [2022 - 2023]

Leadership, teamwork, and ethics are essential elements of the [Duke Fuqua MBA](#), which is why you'll need to make sure you express your passion for these qualities in your application essays. Impress the Fuqua adcom by positioning yourself as an innovative leader and team player, as someone who can see the big picture, work collaboratively, and shape global business.

Duke Fuqua 2022-23 MBA application essay instructions

You'll need to provide your thoughts on one short-answer question and two longer essay questions as part of [your application](#).

Instructions for all written submissions:

- Responses should use 1.5-line spacing and a font size no smaller than 10-point.
- Do not repeat the question in the document you upload with your application as this will cause the essay to be flagged for plagiarism.
- Respond fully and concisely.
- Length requirements vary by question and are detailed below.
- Responses must be completed before submitting your application.

All submissions are scanned using plagiarism detection software. Plagiarism is considered a cheating violation within the Honor Code and will not be tolerated in the admissions process.

Duke Fuqua required short-answer essay question

Instructions: Answer the following question in 100 words.

- What are your post-MBA career goals? Share with us your first-choice career plan and your alternate plan.

What's your professional direction? And if you cannot progress in your career in the most direct way, what is the alternative route to your desired destination? Since you are dealing with a 100-word maximum, you will have to think long before you start drafting and write succinctly to get your point across.

Duke Fuqua MBA required essay #1 (25 random things about yourself)

The 'Team Fuqua' spirit and community is one of the things that sets the MBA experience apart, and it is a concept that extends beyond the student body to include faculty, staff, and administration. Please share with us "25 Random Things" about you. The Admissions Committee wants to get to know YOU – beyond the professional and academic achievements listed in your resume and transcript. Share with us important life experiences, your hobbies, achievements, fun facts, or anything that helps us understand what makes you who you are.

Your list will be limited to 2 pages (750 words maximum). Please present your response in list form, numbered 1 to 25. Some points may be brief, while others may be longer.

Have some fun with this list. It certainly allows a more creative approach than permitted by most essay prompts. Note that the question asks you to go "beyond the professional and academic achievements listed in your resume and transcript." So you can list your Pez collection or perhaps your brief membership in a rock band, or the fact that you took violin from ages 6-18, or your membership in a gospel choir, or your volunteer work in a hospital, your needlepoint, your favorite recipe or photo. Gosh – the list is endless. Just let it reflect you. Think of this list as an introduction to potential friends.

For more insight into this question and the motivation behind, [please read Megan Overbay's, the former Director of Admissions, advice](#). Yes, it's old, but I believe you will find it helpful. And

very friendly. For even more ideas, check out Associate Dean for Admissions [Shari Hubert's 25 Random Things](#) or [these examples from different Fuqua students](#).

[Watch: Shari Hubert, Associate Dean of Admissions at Duke University's Fuqua School of Business on How to answer the 25 Random Things Question >>](#)

Duke Fuqua MBA required essay #2 (The Fuqua community and you)

Fuqua prides itself on cultivating a culture of engagement. Our students enjoy a wide range of student-led organizations that provide opportunities for leadership development and personal fulfillment, as well as an outlet for contributing to society.

Our student-led government, clubs, centers, and events are an integral part of the student culture and to the development of leaders. Based on your understanding of the Fuqua culture, what are 3 ways you expect to contribute at Fuqua?

Your response will be limited to 1 page (500 words maximum).

Do your homework about Fuqua (and yourself) before responding to this question. What activities and groups appeal to you? How do you see yourself participating? Making a difference? Imagine how you would participate, collaborate and sometimes lead. While you can reference similar activities in the past, keep the focus of this essay on what you would do at Fuqua, and choose those three activities/groups that most appeal to you.

One approach to responding to this question: Address a letter to a close friend or colleague and tell them how you would contribute to this very participatory culture. That letter could easily morph into this essay.

Duke Fuqua MBA optional essay #3 (Tell us more)

If you feel there are circumstances of which the admissions committee should be aware, please explain them here (e.g. unexplained gaps in work, choice of recommenders, inconsistent or questionable academic performance). Note that you should NOT upload additional essays nor additional recommendations in this area. The Optional Information

section is intended to provide the admissions committee with insight into your circumstances only.

Your response will be limited to 1 page (500 words maximum).

Why isn't your current supervisor writing your rec? Why is there a six-month gap on your resume? [Why did your grades dip](#) during the first semester of your senior year? What are your responsibilities while working for a family business after having left a prestigious investment bank, and why did you make the change? If these questions aren't addressed elsewhere in your application, answering any of them (but hopefully not all) could be the topic of your optional essay.

Duke Fuqua at a glance

Duke Fuqua average GMAT score: 713

Duke Fuqua average GPA: 3.48

Duke Fuqua acceptance rate: 19.2%

U.S. News ranked Duke Fuqua #12 in 2023.

[Check out the Business School Selectivity Index for more stats.](#)

Has this blog post helped you feel more confident about approaching your Fuqua application? We hope so. It's our mission to help smart, talented applicants like you gain acceptance to your dream school. With so much at stake, why not hire a consultant whose expertise and personalized guidance can help you make your dream come true? We have several flexible consulting options—[click here to get started today!](#)

Duke Fuqua 2022-23 MBA application deadlines

Round	Application Deadline	Decision Notification
-------	----------------------	-----------------------

Early Action	September 7, 2022	October 20, 2022
1	September 26, 2022	December 8, 2022
2	January 5, 2023	March 10, 2023
3	March 28, 2023	May 2, 2023

* International applicants should apply in EA, Round 1, and Round 2 to allow time for visa processing.

Source: [Duke Fuqua website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

Emory Goizueta Business School [2022 - 2023]

Taken together, these essay questions cover a lot of ground: [your professional path and plans](#), your alignment with the program’s core values, and your interpersonal and communication responsiveness. Moreover, this vast ground is covered in few words – the written essays are short, requiring tough decisions about what key points and anecdotes to include and what to leave out. Write simply and directly to pack as much meaning and impact as possible into each word. Not least, ensure your video “personality” aligns with your written “personality.”

Emory Goizueta 2022-2023 MBA application essays

Emory Goizueta essay question #1

Define your short-term post-MBA career goals. How are your professional strengths, past experience and personal attributes aligned with these goals? (300 word limit)

This question challenges you to define your short-term goals in three dimensions: your past experience, your skills, and your unique character. Yet, with only 300 words, you can’t give a comprehensive, detailed delineation of those elements. I suggest discussing one point from each category that is relevant to your goals. The key to making this part of the essay work is specificity, detail, and anecdote – e.g. don’t just say you have a charismatic personality that brings people together; [show through a brief anecdote](#) how it lets you be the glue in a rough-and-tumble team. Then discuss directly the relevance of this quality to your short-term goal. The question’s emphasis on short-term goals suggests practicality and concreteness: what (type of) position and in what industry, to achieve what, and why (and, sometimes, where).

Emory Goizueta essay question #2

The business school is named for Roberto C. Goizueta, former Chairman and CEO of The Coca-Cola Company, who led the organization for 16 years, extending its global reach, quadrupling consumption, building brand responsibility, creating unprecedented shareholder wealth, and demonstrating a commitment to values and positive impact on society. Roberto Goizueta’s core values guide us in educating principled leaders to have a

positive influence on business and society. Provide a specific example of your leadership and explain what you learned about yourself through the experience. (300 word limit)

Respond to this question as a story (a very succinct story): describe a time you led in a situation of some significance that reflects a positive influence. It can (almost certainly WILL) be narrower in scope than “on business and society” given your early career status and relative youth 😊. Walk through it straightforwardly, focusing on your actions. In a final, brief paragraph reflect on what this leadership experience taught you about yourself; don’t list ten things, but rather focus on the one to two most meaningful points.

To select the best topic or experience to portray, look for something that is fairly recent and that has a clear impact. While most people will want to grab this opportunity to showcase their impact at work, it may make sense to select a non-work story if, for example, it reflects a situation or experience that truly distinguishes you in a relevant way and [illustrates substantial leadership](#) as well. Think strategically in selecting the topic and choose one that enhances your overall application and adds to the information found elsewhere.

Emory Goizueta essay question #3

What are you looking to gain from Goizueta’s MBA degree and how do you see yourself contributing to the Goizueta community? (200 word limit)

This essay should align smartly with essay #1 for the first part, what you hope to gain from the program. Discuss how it will be a bridge to your short-term goals. You can also express broader growth aspirations through the program – but always be specific, e.g. if you say you want to develop leadership presence, cite exactly how the program will assist that aim.

For contributions, also be specific: cite 2-3 ways you’ll contribute, strategically showcasing skills, qualities, experiences and/or other factors that are not presented elsewhere in the application, that distinguish you, and that will enhance the learning and/or social environments.

Video essay

Telling your story in the written essays is an important part of the application process, but we also want to hear you tell some of your story. The video essay lets every

candidate talk to the MBA Admissions Committee and we enjoy getting to know you through the “small talk” questions.

You can't prepare content obviously, but you can [prepare your approach and presentation](#). A great way to do that is to practice – literally give yourself questions and video yourself answering. (Even better, see if someone can ask you random questions so you are really prepared for anything without knowing what it is first.) Don't just stand in front of a mirror or talk into a room for 60 seconds. It feels a lot different to be talking while being videoed – if you're like most people you'll really benefit from doing it enough to make it second nature.

Additional information

If there is an important part of your story missing from your MBA application (e.g., unexplained gaps in work experience, choice of recommenders, academic probation issues), please use this section to provide a brief explanation. Please use bullets if you need to address more than one topic. (200 word limit)

Use this essay to address any extenuating circumstances. Obviously, be succinct. Think of this essay as an opportunity for you to provide context, not excuses.

Reapplicant essays

Applicants who have applied to Goizueta Business School in the past are required to answer the following questions:

1. Define your short-term post-MBA career goals. How are your professional strengths, past experience and personal attributes aligned with these goals? (300 word limit)

See tip for Essay 1 above. If your goal has changed since the previous application, explain why.

2. Explain how you have improved your candidacy for Goizueta Business School's MBA Program since your last application. (250 word limit)

This is **THE** key question for all MBA reapplicants. Goizueta just asks it explicitly. See [MBA Reapplication 101](#) for more advice.

Emory Goizueta at a glance

Emory Goizueta average GMAT score: 692

Emory Goizueta average GPA: 3.36

Emory Goizueta acceptance rate: 53.1%

U.S. News ranked Emory Goizueta #21 in 2023.

[Check out the Business School Selectivity Index for more stats.](#)

You've worked so hard to get to where you are in life. Now that you're ready for your next achievement, make sure you know how to present yourself to maximum advantage in your Emory Goizueta application. In a hotly competitive season, you'll want a member of Team Accepted in your corner, guiding you with expertise tailored specifically for you. [Check out our flexible consulting packages today!](#)

Emory MBA deadlines 2022-2023

	Application Deadline	Decision Notification
Round 1	October 5, 2022	December 7, 2022
Round 2	January 9, 2023	March 15, 2023
Round 3	March 22, 2023	May 10, 2023

Source: [Emory Goizueta website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

****Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.****

ESADE

ESADE MBA Essay Tips & Deadlines [2021 – 2022]

The ESADE (pronounced eh-SAH-day) MBA program in Barcelona, Spain, is a great option for applicants looking for a program that requires fewer than 2 years out of the job market but also provides an internship and even an international exchange option. ESADE offers a 12-month MBA, a 15-month option that includes an internship or exchange program, and an 18-month option that includes both an internship and an international exchange opportunity. Graduates do well: 90% secure a position within 3 months of graduating, increasing their salaries by an average of 113% over their pre-MBA earnings within 3 years of graduating. This really is an international student body: the 186 students in the class of 2020 hailed from 45 countries, and 85% of them choose to work outside of Spain upon graduation.

Resume/CV requirement

Please upload a copy of your Resume/CV.

The ESADE application form does not prompt the applicant to describe his/her accomplishments in each position, but allows space for a job description for each role. Savvy applicants will make sure that their resume/CV highlights the initiatives they led and the impact they made in each role.

ESADE MBA essay #1

Which aspects have you improved on during your academic and professional career so far? Which tools or values have helped you achieve this? *(Maximum 3000 characters including spaces)*

ESADE provides a “transformative” experience, but to benefit from it fully, students must be open to transforming. This essay provides an opportunity for you to demonstrate that you recognized areas in which you can improve, and then take action to do so. Among the most important aspects to ESADE are leadership, [teamwork](#), and organizational skills. The second part of the question is asking for applicants to analyze what enabled them to make these improvements: personality traits, introspection, trusted mentors, and even a comprehensive

professional evaluation system may be among the tools that applicants have found most useful. Sharing a story or two in this essay that show both the improvement and the tools/values at work will engage the reader and set a tone of interest for your entire application.

[Check out our podcast interview with Judith Puigbo, Associate Director of MBA Admissions >>](#)

ESADE MBA essay #2

How will your background, values and non work-related activities enhance the experience of other ESADE MBA students and add to the diverse culture we strive for at ESADE? (Note: The goal of this essay is to get a sense of who you are, rather than what you have accomplished) *(Maximum 3000 characters including spaces)*

ESADE has less than 200 students in each class, so each of them must be active to create a lively campus. This essay offers applicants an opportunity to demonstrate how they have helped create community in the past – on campus, in professional and social organizations, in their neighborhood, even in their family life. If an example from a professional environment is the one that best illustrates a value, then, yes, feel free to use it.

ESADE MBA essay #3

What are your motivations in pursuing a full-time MBA at this point in your life? Describe your mid-term and long-term visions for your post-MBA career path. What is it about ESADE you think will help you reach your goals? **(Maximum 3000 characters including spaces)**

This is a standard goals question. Applicants need to demonstrate that their [goals are ambitious but fully realizable](#). Anyone whose goals are not seen as reasonable cannot be accepted because they will graduate unhappy at the discovery of that reality – after losing 12-18 months of their lives and €72,000 of their hard-earned (or borrowed!) money.

ESADE MBA essay #4

Complete two of the following four questions or statements:

1. I am most proud of...
2. People may be surprised to learn that I...
3. What has your biggest challenge been and what did it help you learn about yourself?
4. Which historical figure do you most identify with and why?

(Maximum 3000 characters including spaces)

All of these essay prompts aim to uncover interesting aspects of your background, both professional and personal. These questions provide applicants a chance to round out the admissions committee's understanding of who they are, what [obstacles they have faced](#) in their lives, and what they've accomplished. These are very brief essays of approximately 180 words each, but stick to the character limits.

ESADE MBA essay #5

Please provide any additional information that you would like to bring to the attention of the Admissions Committee. This may include gaps in employment, your undergraduate record, plans to retake the GMAT or any other relevant information. *(Maximum 3000 characters including spaces)*

If you need to explain any of the standard issues – your direct manager doesn't know you're applying so you couldn't ask him to write a recommendation, you completed your coursework in December but did not receive your diploma until the following May, etc. – then this is the place to make those clarifications. Even if you do not have any of these loose ends to tie up, you may use this space to add further clarification about who you are that just didn't fit anywhere else.

You've worked so hard to get to this point. Now that you're ready for your next achievement, make sure you know how to present yourself to maximum advantage in your ESADE application. In a hotly competitive season, you'll want a member of Team Accepted in your

corner, guiding you with expertise tailored specifically for you. [Check out our flexible consulting packages today!](#)

ESADE MBA application timeline for 2021 – 2022

Deadline	Application submitted by:	Feedback given by:
1	October 5, 2021	November 23, 2021
2	November 23, 2021	January 18, 2022
3	January 11, 2022	February 15, 2022
4	February 15, 2022	March 15, 2022
5	March 15, 2022	April 19, 2022
6	April 19, 2022	May 24, 2022
7	May 24, 2022	June 7, 2022
8	June 7, 2022	June 28, 2022

Georgetown McDonough [2022 - 2023]

[Georgetown's MBA application](#) essay questions and video component remain the same as last year, however there are three essay options as opposed to last year's four.

My advice is below for each of Georgetown's prompts.

Georgetown MBA application essays 2022–2023

We want to hear your story. When responding to our required essays, be authentic and take time to reflect on your goals and past experiences. Craft a response that explains how these experiences led you to pursue an MBA.

Our goal at Georgetown McDonough is to craft a diverse class with people who have had varying personal and professional life experiences. As such, we want to give our applicants the opportunity to select one essay (from a list of three) that allows them the ability to best highlight their experiences, characteristics, and values that showcase the value proposition they can bring to the McDonough community. Please select one of the following three essays to complete in 300-350 words (approximately one page, double spaced) and include the essay prompt and your first/last name at the top of your submission.

The first issue you need to address is [which question to answer](#). All three prompts below ask you to use examples of either a specific challenging experience or a particular individual whom you view as a leader. The goal of your response is to allow the readers to see you as a distinctive contributor to the Georgetown McDonough community by showcasing how you have addressed one of these three experiences.

So which should you choose? Respond to the question that you can answer most enthusiastically and easily while providing insight that complements material presented elsewhere in your MBA application.

As you're choosing, [review Georgetown's mission](#) and the influence of Jesuit values on the

school. Then think about which of your experiences shows that you identify with those values and will contribute to Georgetown's community.

Also realize that regardless of the option you choose, Georgetown is asking for one example and your reflection on that example. It is not asking for a general, lofty treatise on a topic with no example, and it's not asking for multiple examples without analysis. It wants one example and a thoughtful response to its question(s) about that incident or individual.

Georgetown MBA essay option #1: Principled Leadership

Georgetown McDonough places a strong emphasis on principled leadership, providing both curricular and co-curricular opportunities to strengthen your leadership skills. Describe a time when you have led a team in a professional environment to implement a new idea or process. What leadership characteristics did you utilize? What could you have done to be more effective? And most importantly, what skills will you be able to bring to the teams you lead at McDonough?

To address the prompt, discuss when you have led in a professional setting and implemented, or created something new. What [character traits](#) and leadership skills did you use? Analyze their effectiveness, good and bad, and identify the most successful as those you will bring to Georgetown McDonough.

Georgetown MBA essay option #2: Hoyas for the Common Good

Georgetown McDonough embodies the ethos that people and organizations can and should contribute to the greater good. The admissions committee would like to better understand how you have demonstrated these values during uniquely challenging times. Describe a time where you have put the needs of others ahead of your own or ahead of the bottom line. We look forward to learning more about the challenge you faced, what unique characteristics you brought to that scenario, and what you learned from it.

This essay is asking for an anecdote. Tell the story of a time when you contributed "for the greater good," a cause that you believed in, or a value that is important to you. Alternatively,

describe how you created some societal benefit even if there was no benefit for you individually.

You can follow the structure that Georgetown McDonough provides. Start with the challenge you faced. Then describe how you addressed those challenges, and the results you achieved. Finally, what did you learn from this experience about responding to a challenge, about putting principle above principal, and about yourself?

Georgetown MBA essay option #3: The Georgetown Community

Georgetown McDonough is a diverse, global community. We look to understand the contribution that your personal background would make to our community. As appropriate, you may wish to address any obstacles or challenges you have overcome; any educational, familial, cultural, economic, and social experiences that have helped to shape your educational and professional goals; or how your background (e.g. first-generation student, resident outside the U.S.) or activities (e.g. community service and leadership) will contribute to our community.

This is a personal background essay. How has your unique background influenced you and the development of your goals? How will it allow you to contribute to the McDonough class and its rich diversity?

You could start this essay with a story that illustrates this distinctive and influential aspect of your background and then bring it forward. How has it motivated you? How has it shaped your values? How does it guide and influence your behavior, actions, and goals? And finally, as a result of its profound impact, how are you going to add to your class at Georgetown?

[Watch:](#) Shelly Heinrich, Associate Dean of MBA Admissions at [Georgetown McDonough](#), on the most common application mistakes

Georgetown MBA video essay

Building a cohort of diverse and unique individuals is important to the admissions team. We want you to bring your whole self to Georgetown McDonough. Throughout the application, we've learned about what you would add as a professional and leader. Just

as important is learning about your interests outside of work. In one minute, please describe a hobby, passion, or what you do for fun in your free time- and why.

- You may use your phone, computer, or other means to record the video, but please ensure all audio and visual components are clear. We recommend a well-lit room and minimal noise distraction.
- The admissions committee would like for you to appear in person during part of your video.
- We recommend unscripted, conversational videos – help us get to know the real you!
- Upload your video to an accessible website (such as YouTube, Vimeo, Youku, or Tudou), and submit the direct video URL into your online application.
- Please note that all videos must remain active and accessible to the admissions committee online for a minimum of five years for record retention purposes.
- For your privacy: Do not include your name in the title of your video. You may submit “unlisted” videos via YouTube or password protected videos through Vimeo. If using a password, please include immediately after your link in the text box below. [Ex: www.youtube.com/123, password: Hoyas]

Remember that your audience has already seen [your resume, essays](#), and probably the rest of your application; you certainly don’t want to bore them by rehashing what they just read.

What would you want them to know about you that they don’t know and that reflects the non-professional you? The fun you? The passionate, involved you?

You want to provide something different from spreadsheet skills or professional mojo here. Use the video essay to reveal something that is not work-related. Take the time to sketch out what you want to say in these sixty seconds. I don’t recommend that you write it out and memorize it, but definitely have a plan. And then [practice, practice, practice](#).

It can be strange to speak to a camera. Since by its very nature the camera gives no feedback and has no reaction, you need to either practice by yourself and view the videos of your practices so that you improve, or ask an encouraging friend to film you so that at least you have your friend's reactions to respond to. Another idea: ask a friend to have a video call with you, but with their camera turned off so that your friend can see you, but you don't see your friend. Then ask for feedback.

What is the Georgetown admissions committee looking for in this video? They are trying to imagine you as a member of their community. They also want to see how you present yourself without going to the trouble and expense of an interview.

Georgetown MBA optional essay

Please provide any information you would like to add to your application that you have not otherwise included (300-350 words, approximately one page, double spaced).

Please see [Optional Essays: When and How to Write Them](#).

Georgetown MBA reapplicant essay

Required for re-applicants: How have you strengthened your candidacy since your last application? We are particularly interested in hearing about how you have grown professionally and personally (300-350 words, approximately one page, double spaced).

This is a key question (whether asked explicitly or not) for all reapplicants to any MBA program. What have you changed? How are you "new and improved" since your previous application when you were rejected? Georgetown does you the favor of providing this explicit prompt so you can address this question while retaining the ability to address the main essays.

Georgetown McDonough at a glance

Georgetown McDonough MBA average GMAT score: 704

Georgetown McDonough MBA average GPA: 3.35

Georgetown McDonough MBA acceptance rate: 48.1%

U.S. News ranked Georgetown McDonough #22 in 2023.

[Check out the Business School Selectivity Index for more stats.](#)

You've worked so hard to get to this point in your journey. Now that you're ready for your next achievement, make sure you know how to present yourself to maximum advantage in your Georgetown McDonough application. In a hotly competitive season, you'll want a member of Team Accepted in your corner, guiding you with expertise tailored specifically for you. [Check out our flexible consulting packages today!](#)

Georgetown MBA application deadlines 2022 – 2023

	Application Deadline
Round 1	September 28, 2022
Round 2	January 5, 2023
Round 3	March 30, 2023
Round 4	May 2, 2023

Source: [Georgetown McDonough website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

****Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.****

Harvard Business School [2022 - 2023]

HBS kicks off the 2022-23 MBA application cycle

HBS has not changed its essay question (one of my favorites) this year, BUT it has provided a word limit (900 words). [Per Chad Losee, Director of HBS Admissions](#), the admissions staff hopes that “including a limit provides applicants with a little more direction and eliminates the stress about how much is too much to write.”

It should. 900 words gives you ample room, but will also prevent you from confusing quantity and quality.

He also emphasized that if you can tell your story in 500 words, that’s fine too. You are not required to use all 900 words.

For the last several years Harvard has been one of the few, if not the only, school with just two rounds. HBS uses an April deadline exclusively for HBS 2+2, its deferred admission program. Chad Losee, HBS Admissions Director, did not indicate in his [announcement](#) when the final 2+2 deadline would be.

Harvard is #2 in [Accepted’s Selectivity Index](#). However, that second-place selectivity status is misleading. The Harvard brand is matched perhaps only by Stanford, and the second-place standing is probably accounted for by class size more than anything else. Harvard’s non-COVID-affected class is more than double Stanford’s.

Let’s talk about Harvard’s MBA application

On to the Harvard MBA application and essay question itself: HBS clearly likes [the responses it has received](#) to the last several years’ excellent essay question because this year’s question is identical. The essay is again required, and there is a 900- word limit.

Harvard Business School MBA essay tips

There is [one question](#) for the HBS Class of 2025:

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 website provides the following advice as well:

We think you know what guidance we're going to give here. Don't overthink, overcraft, or overwrite. Just answer the question in clear language that those of us who don't know your world can understand.

Before you begin to complete your application, I have two suggestions for you:

1. Review [Harvard's criteria for admission](#), and its [MBA Application Tips: Essay video](#).
2. Watch the [embedded video](#) on the case method at HBS.

This is a great essay question. It allows you to choose what you want the school to know about you without having to fit that information into a framework required by a question that doesn't really align with your story. It also allows you to demonstrate judgment and communication skills, which are critical given [Harvard's residential culture](#), study groups, and case method. Finally, this essay is a chance for HBS to get to know you beyond your resume and the limited (and limiting) boxes. In fact, as Chad Losee says in his essay tip video, they want to get to know you through your essay. That's the essay's purpose.

Now THINK. What else – really and truly – do you want Harvard Business School to know about you? The HBS admissions committee has told you what they want to know in the other sections of the application. “What more” do you want the HBS readers to know?

Please note that your essay has to be additive. “What more” are the key words in the prompt. It [shouldn't be a resume in prose](#). And it shouldn't be a series of vague generalities and assertions that would apply to many others. Finally, it can't be a series of anecdotes with no meaning or significance associated with the experiences. It should reflect at least part of your unique story,

the part that you want HBS to know. Finally, your essay should reflect your motivations, values, and dreams.

The answer to HBS' question is not something I can give or even suggest to you in a blog post aimed at the many (for individual guidance, please see Accepted's [MBA Admissions Consulting](#)). It must be different for each of you. Again, refer to the HBS criteria, as you contemplate possible topics, but the options are infinite. A few possibilities:

- Provide context for events described in the required elements.
- Delve into your motivations for the decisions or commitments you have made.
- Discuss experiences that shaped your dreams for the future, which may just benefit enormously from an HBS education (caveat: HBS doesn't ask why you want to attend Harvard).
- [Examine challenges you have faced](#). These could be personal challenges, or perhaps interpersonal challenges.
- Envision something you would like to accomplish at HBS.
- Provide more depth on an activity or commitment that is particularly important to you.

Please don't limit yourself to these suggestions. I am offering them to stimulate your creativity, not to shut it down.

[\[Free Webinar: Get Accepted to Harvard Business School\]](#)

Since I've been in MBA admissions consulting (28 years now), HBS has valued concision. And, in today's tweet- and sound-bite-driven world, it is requiring short responses in the other portions of the application. Don't take the absence of a word limit on this essay as a license for verbosity. Make every word count, no pun intended. If you must pull a number out of me, keep it under

1200 words, preferably under 1000 words. And if you can say what you need to say in less than 800 words, do so. A few cautions and warnings regarding this essay – it is NOT:

- Stanford’s “what matters most to you and why?”
- The kitchen sink in which you throw everything.
- An autobiography.
- A resume in prose or a rehash of your transcript and honors.
- An ode to the awesomeness of Harvard. They don’t need you to tell them they have a great institution that you would be honored to attend. They’ve heard it before.

For expert guidance on your Harvard Business School application, check out Accepted’s [MBA Application Packages](#) that include advising, editing, interview coaching, and a resume edit for the HBS application. Looking to score some scholarship money while you’re at it? Accepted’s clients received over \$1 million dollars in scholarship offers in the last application cycle. [Explore our services](#) for more information on how Accepted can help you get into Harvard.

Harvard Business School at a glance

HBS MBA average GMAT score: 727

HBS MBA average GPA: 3.69

HBS MBA acceptance rate: 12.5%

U.S. News ranked HBS #5 in 2023.

Harvard Business School 2022-23 Application Deadlines

Round	Application Deadline	Decisions Released
-------	----------------------	--------------------

1	September 7, 2022	December 8, 2022
---	-------------------	------------------

2	January 4, 2023	March 29, 2023
---	-----------------	----------------

[Source: HBS website](#)

* Applications must be submitted online by 12 noon Boston time.

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

HEC Paris [2022 - 2023]

The HEC Paris MBA application essays – and there are many compared to most MBA applications these days – give the adcom a well-rounded view of you. They go beyond what you’ve done to capture how you think and respond, even how you imagine. Moreover, they require you to communicate complex thoughts and experiences succinctly. For the four shorter essays especially, don’t waste words on conventional introductory and concluding paragraphs. Jump right into your point or story and use straightforward sentences that [avoid wordy constructions](#) (e.g. “had the opportunity to”); don’t hesitate to use direct, declarative sentences. This writing approach has an added benefit: it conveys confidence.

Since there are several essays, I suggest first sketching out ideas for them all, then stepping back to assess how all these facets add up as a whole, and adjusting topics if/as necessary to avoid redundancy and [ensure a well-rounded presentation](#) that will make the adcom feel that they must invite you for an interview.

HEC Paris MBA application essays

HEC MBA essay #1

Why are you applying to the HEC MBA Program now? What is the professional objective that will guide your career choice after your MBA, and how will the HEC MBA contribute to the achievement of this objective? (500 words maximum)

This is a traditional [goals question](#) with a couple of twists.

First, the “why now” part should be explicitly addressed, even if it seems obvious. Briefly is fine – the essay overall should make this case ultimately.

Second, the “professional objective” is essentially your long-term career vision. The question implies that this vision or goal will drive your preceding steps, so present your shorter-term goal(s) in that context: show how they pave the way for you to pursue and achieve your ultimate professional objective.

Be brief but specific when discussing the HEC MBA – tie its program directly to achievement of your goals, and detail the 2-3 points about the program that are most meaningful to you.

Finally, connect the dots. This essay, well done, will convey how your goals grow organically from your experience and are achievable given your previous experience and an MBA from HEC.

HEC MBA essay #2

What do you consider your most significant life achievement? (250 words maximum)

Most significant life achievement – Wow. It probably didn't happen yesterday. And for many people it didn't happen at work... Few work accomplishments rise to the level of MOST SIGNIFICANT LIFE ACHIEVEMENT. Imagine if, for example, you state that boosting your organization's bottom-line (by whatever amount) is your greatest life achievement – [the adcom might wonder about your values](#) or whether you really have a life. Although, if you can say that at work you saved jobs or lessened negative environmental impacts or were instrumental in developing a new medical advancement, that would be more substantial and could possibly fit the bill.

For many people, this story will be personal – I think of clients who have persevered through, managed, and overcome major family crises. For others, it will involve impact with community, religious, and/or social organizations or groups; for yet others it could involve a major milestone such as a national sports ranking or photo exhibit or music performance.

Whatever topic you select, with only 250 words, simply [narrate the story](#) and include the results or impact. It would be fine to have a sentence or two of reflection on why it's so meaningful to you, but don't make a long explanation. The reason should be clear from the content.

HEC MBA essay #3

Leadership and ethics are inevitably intertwined in the business world. Describe a situation in which you have dealt with these issues and how they have influenced you. (250 words maximum)

Again, keep the structure simple: tell the story, and end with a brief discussion of how the experience has influenced you. Don't feel the need to present a very dramatic story – many such situations are gray, not black and white. It may seem like a challenge to identify an experience that encompasses both leadership and ethics. However, addressing an ethics challenge will almost inherently require leadership (even if informal), whether on your part or someone else's. [When you explain how it influenced you](#), don't just state generalities; give a specific example.

HEC MBA essay #4

Imagine a life entirely different from the one you now lead, what would it be? (250 words maximum)

This essay is an opportunity to show a different side of yourself. Describe an imagined life that reflects something meaningful to you. Make it vivid, [show your passion](#). Note that the question does NOT ask what you would do if not in your current life/role; it asks you to imagine a life. Use that openness to express your creativity. In doing so, however, avoid being abstract. Weave in and employ your actual knowledge and experience, e.g., if you love ballet and are an avid ballet-goer, you could build your imagined life in a way that portrays your knowledge of and passion for dance. The reader would learn something interesting about you – and your prospective contribution to the social milieu of the program.

HEC MBA essay #5

Please choose from one of the following essays: (250 words maximum)

- a) What monument or site would you advise a first-time visitor to your country or city to discover, and why?

- b) Certain books, movies or plays have had an international success that you believe to be undeserved. Choose an example and analyze it.

- c) What figure do you most admire and why? You may choose from any field (arts, literature, politics, business, etc.).

All these options are equally good – [choose the one](#) that resonates most with you; the one that you want to answer. It’s another opportunity to showcase your interests and passions. The “why” part is key: avoid platitudes, be specific and present focused, fresh insights.

HEC MBA essay #6

Is there any additional information you would like to share with us?(900 words max)

This question invites you to explain anything that needs explaining (e.g., gap in employment, choice of recommender, a bad grade, etc.) as well as to present new material that will enhance your application. If you choose to do the latter, make sure it’s a point that contributes to a clear and full picture of your candidacy. They give you a lot of words to work with; don’t think that you must use all 900!

HEC Paris at a glance

HEC MBA average GMAT score: 690

Class size (Class of 2021): 281

HEC MBA acceptance rate: 18.9%

[Check out the Business School Selectivity Index for more stats.](#)

For expert guidance with your HEC Paris MBA application, check out Accepted’s [MBA Application Packages](#), which include comprehensive guidance from an experienced admissions consultant. We’ve helped hundreds of applicants get accepted to top MBA programs and look forward to helping you too!

HEC Paris remaining MBA application deadlines for Jan 2023 intake

Application due	Decision received
1 June 2022	9 July 2022

15 August 2022

17 September 2022

15 September 2022

22 October 2022

15 October 2022**

19 November 2022

15 November 2022**

17 December 2022

**Application deadlines may be subject to change*

*** For non EU nationals, we encourage you to apply sooner due to housing and student visas*

Source: [HEC Paris website](#)

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Indiana Kelley [2022 - 2023]

These questions are a straightforward mix of professional and personal. The adcom wants assurance that you have a clear professional focus and a solid plan for making productive use of the [Kelley MBA](#) resources. Beyond that, they're looking for engaging applicants who are willing to share their life experiences and understand what they can contribute. Strive for balance and coherence among the essays overall: use them to present different facets of your character while avoiding contradictory qualities (i.e., you can be a bold risk-taker in one and a tender-hearted soul in another, but not a bold risk-taker in one and overly cautious in another).

Indiana Kelley 2022-2023 MBA application essays

Kelley MBA essay question #1

Discuss your immediate post-MBA professional goals. How will your professional experience, when combined with a Kelley MBA degree, allow you to achieve these goals? Should the short-term goals you have identified not materialize, what alternate career paths might you consider? (500 words)

This question encourages you to [present your goals](#) in the context of your experience and to integrate your MBA plans with both. With only 500 words, be selective and strategic about what points from your career to discuss. Also, the question specifies short-term goals. While it would be fine to add a sentence or so about longer-term goals or overall career vision, keep your goals discussion focused on the same time frame the question focuses on: immediately post-MBA. This question is asking for linkages among your experience, your short-term goals, and your anticipated MBA experience, so make an essay plan or outline that forms an integrated message out of these elements.

In answering the last point, continue the linkage approach: the alternatives you identify should build on your experience in some way and be consistent with your expressed career interests. Show that you are adaptable and strategic, informed about the options, and resourceful in your thinking.

Kelley MBA essay question #2

Please respond to one of the following short essay prompts. (300 words max)

- a. My greatest memory is...
- b. I'm most afraid of...
- c. My greatest challenge has been...
- d. I'm most proud of...

Consider which question will give you the best avenue to both (a) round out your profile and (b) showcase an interesting and relevant aspect of your life and/or experience.

Once you [decide on a topic and question](#), write this short essay in mini-story format. Sometimes the story itself will convey the message and/or insight, sometimes you may want to add a concluding sentence with this information. And be sensitive to the tone and presentation of the question – it really is asking for something engaging, meaningful, and lively.

Kelley MBA essay question #3

Share a brief fact about yourself that your classmates would find interesting, surprising, or noteworthy. (25 words max)

Your topic selection here should balance the topic in essay 2 and reflect another aspect of you. Also, if you choose an older story above, make this one more recent. (It's fine to have them both be recent, but not great to have them both from far in the past.)

Kelley MBA essay question #4 (Optional)

Is there anything else that you think we should know as we evaluate your application? If you believe your essays and credentials represent you fairly, you shouldn't feel obligated to answer this question. (300 words max)

This question first and foremost invites you to explain anything that needs explaining (e.g., gap in employment, choice of recommender if not a direct supervisor, etc.). As far as unnecessary points, that last phrase is a polite warning that anything extra must be pretty darn important.

For expert guidance with your Indiana Kelley MBA application, check out Accepted's [MBA Application Packages](#), which include comprehensive guidance from an experienced admissions consultant. We've helped hundreds of applicants get accepted to top MBA programs and look forward to helping you too!

Indiana Kelley at a glance

Kelley MBA average GMAT score: 679

Kelley MBA average GPA: 3.33

Kelley MBA acceptance rate: 31.5%

U.S. News ranked Indiana Kelley #22 in 2023

[Check out the Business School Selectivity Index for more stats.](#)

Indiana Kelley 2022-2023 MBA application deadlines

First	October 15
Second	January 5
Third	March 1
Final	April 15

Source: [Indiana Kelley website](#)

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Do you need help gaining admission to Kelley or any other top MBA program? That's what we do! Explore our [MBA Admissions Consulting Services](#) and work one-on-one with an experienced admissions advisor who will help you GET ACCEPTED.

INSEAD [2022 – 2023]

Communication is key for INSEAD – in part because it is a key factor that their recruiters look for. Hence the INSEAD application elicits your communication effectiveness. First, [INSEAD](#) asks you to write reflective essays – and to do so succinctly. Balancing this emphasis on written communication is a video component – the adcom wants to see you articulate your thoughts in a spoken, interpersonal setup as well. Ultimately, verbal acuity really matters in the INSEAD program because the ability to comprehend, synthesize, communicate, and act on complex ideas across cultures is central to [global leadership](#).

Motivation is the second driving interest of the INSEAD adcom. The application form terms its three essays “Motivation Essays.” Keep that word “motivation” in clear focus as you draft those essays; it indicates that you should express not just what you’ve done but why – what drives you; what propels your choices, decisions, and actions. These written essays are the first “getting to know you” element. Taken together in both form and content, the written and video components should portray both sophisticated communication abilities and self-awareness of who you are and what inspires you, moves you, propels you forward.

INSEAD MBA 2022-2023 motivation essays

INSEAD MBA essay #1

Give a candid description of yourself (who are you as a person), stressing the personal characteristics you feel to be your strengths and weaknesses and the main factors which have influenced your personal development, giving examples when necessary.

(Maximum 500 words)

This question gets to a key point: how well do you know yourself, and are you able to openly acknowledge your motivations and shortcomings? (Perhaps one could interpret it as “Are you mature?”) Note that “strengths” and “weaknesses” are plural – and they should be personal, not professional, characteristics. A personal weakness such as “impatience with detail” could certainly have professional impact, but don’t cite a weakness that is purely work-related.

I suggest 2-3 strengths and 1-2 weaknesses. Provide examples for all of them – these examples can vary in length – sometimes a sentence will suffice. Also, try to bring in anecdotes/examples from outside work and from work. Sometimes, one anecdote can cover both a strength and a weakness, and, also, sometimes, a strength, taken to excess, can turn into a weakness – just possibilities to keep in mind when deciding on content for the essay.

The main formative factors you choose to cite may be related to and integrated with the strengths/weaknesses; in addition, you can discuss key elements of your background that differentiate or distinguish you and are truly key to your personal development.

(NOTE: There is potential for some overlap in this essay with Essay 2, so look at both questions together and organize content before writing them.)

INSEAD MBA essay #2

Describe the achievement of which you are most proud and explain why. In addition, describe a situation where you failed. How did these experiences impact your relationships with others? Comment on what you learned. (*Maximum 400 words*)

With only 400 words to describe 2 significant experiences, and the specified discussion points, use stories that can be told without a lot of background information. And keep in mind Essay 1 – don't use stories that reflect exactly the same messages.

“Achievement of which you are most proud” is a high bar, and it can be from either work or outside of work. It also should be something that [reveals qualities or attributes about you that are positive and relevant](#). I suggest using something from the last two to three years. Luckily you don't have to write about the failure about which you are most ashamed... [Discuss a failure](#) that is specific, fairly recent, and meaty enough to have rattled you a bit. Again, work or non-work topic is fine.

In discussing what you learned from the experiences and how they impacted your relationships, either identify one specific thing each for each story, or integrate “impact relationship” and “what you learned” into one point – avoid broad learnings, as targeted, specific insights will be more thoughtful and illuminating.

INSEAD MBA essay #3

Describe all types of extra-professional activities in which you have been or are still involved for a significant amount of time (clubs, sports, music, arts, politics, etc.). How are you enriched by these activities? (*Maximum 300 words*)

Simply discuss the range of [activities you participate \(or have participated\) in](#) – those that are major passions, and those that are “just fun” – clarifying their relative role and importance in your life. Be straightforward in how they enriched you – insight is what’s important. Imagine you are meeting with clients or superiors – between the business dealings (and perhaps over a drink), you and they chat about non-work interests – approach this essay like such a conversation. Not quite as casual as with a peer, but still conversational, straightforward, and connecting on a person-to-person level.

INSEAD MBA essay #4 (optional)

Is there anything else that was not covered in your application that you would like to share with the admissions committee? (*Maximum 300 words*)

Use the optional essay to explain anything that needs explaining and/or to give them one more reason to accept you. DON'T use it for a superficial summary, a restatement of your other essays, or anything similarly boring and trite. If you choose to write it, [produce a tight, focused essay](#) revealing something you haven't yet discussed.

INSEAD MBA video component

After you submit your application, you will receive a link inviting you to provide a video interview. Your application will be deemed complete only after you submit [your video interview](#). Without indication of topic from the adcom, you should be ready for anything – redoing will not be possible. For this application component, presentation matters. If they only wanted content, they could have had written questions. They are looking to see how you respond in “real time” as part of their initial assessment. Find that perfect balance – be yourself, and be professional. Polished, but not slick or contrived. This “perfect balance” will be different for different people, depending on their culture, their personality, their profession. If you haven't had formal training

in presentations, it would be a good idea to try some self-videos with random questions and analyze them, looking as well as listening.

Listen: [Virginie Fougea, Global Director of Admissions & Financial Aid on What Prospective MBAs Need to Know >>](#)

For expert guidance with your INSEAD MBA application, check out Accepted's [MBA Application Packages](#), which include comprehensive guidance from an experienced admissions consultant. We've helped hundreds of applicants get accepted to INSEAD's MBA program and look forward to helping you too!

INSEAD MBA application deadlines for August 2023 intake

Round 1	September 6, 2022
Round 2	November 15, 2022
Round 3	January 10, 2023
Round 4	March 7, 2023

Source: [INSEAD website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

Do you need help gaining admission to INSEAD or any other top MBA program? That's what we do! Explore our [MBA Admissions Consulting Services](#) and work one-on-one with an experienced admissions advisor who will help you GET ACCEPTED.

London Business School [2022 - 2023]

If you are looking for a globally focused MBA program in a city bursting with culture, finance, and industry, then [LBS](#) is certainly a program to consider.

Strong applications to London Business School demonstrate applicants' global interest (even without global experience per se), curiosity to learn with people from diverse backgrounds and experiences, and a passion for impact.

London Business School 2022-2023 MBA application essay questions

London Business School required essay question

What are your post-MBA goals and how will your prior experience and the London Business School programme contribute towards these? (500 words)

This is a mainstay in the LBS application, a straightforward career goals question. You need to demonstrate in the first paragraph that you know what you would like to be doing after the MBA, and it had better excite LBS. They are looking for applicants with a global outlook, committed to challenging the status quo and making an impact on business.

In general, I find that this essay needs to apply one-third of the word limit to [defining your goal](#), one-third to summarizing what you have gained from your career and how it has prepared you for your goals, and one-third to how the London Business School education will complement that experience to propel you to your goals. Please note: 1/3, 1/3, 1/3 are guidelines, not rigid rules.

London Business School optional essay question

Is there any other information you believe the Admissions Committee should know about you and your application to London Business School? (500 words)

LBS has allotted a decent amount of space for this essay, which is a subtle hint that they are open to hearing more from applicants here. I always advocate writing the optional essay, but in

this case I am highly recommending it since the one required essay will leave you little space to share details about your past experiences.

In particular, [examples of your leadership](#), changing the status quo, making an impact, or navigating cultural differences would make great use of this space if you didn't have room for them in the required essay.

For expert guidance with your London Business School MBA application, check out Accepted's [MBA Application Packages](#), which include comprehensive guidance from an experienced admissions consultant. We've helped hundreds of applicants get accepted to b-school and look forward to helping you too!

London Business School MBA application deadlines for 2021 – 2022

We have four application deadlines each year – [see application calendar](#) – you can expect similar deadline dates for the 2022 intake.

Source: [London Business School website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

Michigan Ross [2022 - 2023]

The Michigan Ross MBA program is thriving. Its graduates are getting jobs throughout the United States and the world.

Here are a few of the stats:

- 98% of 2021 grads had at least one job offer within three months of graduation.
- McKinsey and Amazon were the 2021 top employers of Ross grads, and the school's [2021 Employment Report](#) shows that consulting and tech snagged roughly 60% of all Ross MBAs.
- The average GMAT score for the entering class of 2021 was 722, way up from the previous year's 710.
- The average GPA stayed the same at 3.5.
- Ross accepted 20.2% of applicants to the class of 2023.
- According to [Accepted's Selectivity Index](#), Ross placed tenth.

There's opportunity in these numbers. The Michigan Ross MBA program is a fantastic option that is slightly easier to get into than other top programs.

Michigan Ross MBA essays: 2022-23 application tips

Ross kept the basic structure and essays that it had last year with one more significant change in its career goals essay, as you'll see below. [A career goals essay](#) combined with short answer questions that provide a little bit of choice characterize the Ross application. The short answer questions give you the means to paint a unique, multi-dimensional picture of yourself and also to provide the Ross admissions committee with insight into "your values and what you would add to the Michigan Ross community." Keep that goal in mind as you respond. Use your

responses to provide context for events described elsewhere and perspective on your values and your ability to contribute while at Ross and beyond.

Remember, the application is a way for the admissions committee to meet you.

Michigan Ross MBA application short-answer questions: Part 1

Select one prompt from each group of the two groups below. Respond to each selected prompt in 100 words or less (<100 words each; 200 words total).

While I wish Ross would have given you more room to answer these questions, make the most of what you've got. For the short answers, you're going to have to ask yourself [which prompt most speaks to you](#).

Answer the question in each group that is easiest for you to answer and that allows you to present events and experiences that complement each other and the information provided in other parts of the application. You want to minimize repetition and overlap.

Ross hasn't labeled the groups thematically. It seems to me that Group 1 is an opportunity for you to talk about something you're proud of — [your identity](#) or a contribution you made. Group 2 relates to handling a difficult experience or situation and your resilience.

Again, choose the individual questions that allow you to present yourself best to show that you "stand out" as [Ross instructs](#) at the top of the page. Both groups ask for a behavioral response, where you discuss one experience or situation and reflect on it. You don't have room for more.

Think a lot about what you want Ross to know about you as you choose the questions to answer. The question tells you what they want to know. Now answer it in such a way that allows you to tell them what you want them to know.

Group 1

- I want people to know that I:
- I made a difference when I:
- I was aware that I was different when:

Group 2

- I was out of my comfort zone when:
- I was humbled when:
- I was challenged when:

Given the [100-word limit on each response](#) to these behavioral questions, describe the incident or situation and succinctly analyze it in terms of the prompt. For example, why do you “want them to know” about X (Group 1, #1) or why were you humbled or out of your comfort zone (Group 2, #1-2).

Michigan Ross MBA application short-answer questions: Part 2

Pick one thing from your resume and tell us more. (100 words)

Choose an item that you’re proud of. Perhaps an item where you led or empowered teammates to achieve, but the bullet point did not give you room to go into the interpersonal challenges and triumph. Perhaps there were unusual resource constraints that your bullet point couldn’t bring out and your leadership, organizational skills, and initiative were crucial to success. Obviously with 100 words, you don’t have space to be verbose or repetitive. Tell them something they don’t know in those 100 words.

Part 3: Career goal

What is your short-term goal? (25 words)

What do you want to do post-MBA and in what industry do you want to do it? If you have something you want to achieve in the short-term, include it, but if you don’t have it, don’t force it.

Why is this the right short-term career goal for you? (150 words)

These reasons for your short-term goal could include:

- How the distinctive elements of your background shaped your goal.

- What you hope to accomplish in that position or how it will prepare you for a longer-term goal.
- The aspects of that role that appeal to you and times when you have enjoyed similar work in the past.
- The values that you will be realizing in that role.
- An achievement or challenge that you faced and how it has influenced your goals. Tell the story of that experience and how it influenced your short-term MBA goals.

Those are just a few ideas. You can come up with others. While this is the longest Ross essay, it is still only 150 words. Make every word count.

Michigan Ross optional statement

Is there something in your resume or application that could use some explanation? You might want to discuss the completion of supplemental coursework, employment gaps, academic issues, etc. Feel free to use bullet points where appropriate.

[Use this statement if necessary](#) to provide context for circumstances that affected your performance or that may lead admissions readers to the wrong conclusion about your abilities.

Ross doesn't provide a word limit, but keep it short.

For expert guidance with your Michigan Ross MBA application, check out Accepted's [MBA Application Packages](#), which include comprehensive guidance from an experienced admissions consultant. We've helped hundreds of applicants get accepted to top MBA programs and look forward to helping you too!

Michigan Ross at a glance:

Michigan Ross average GMAT score: 722

Michigan Ross average GPA: 3.53

Michigan Ross acceptance rate: 20.2%

U.S. News ranked Ross #10 in 2023.

[Check out the Business School Selectivity Index for more stats.](#)

Michigan Ross 2022-23 application deadlines

	Application Deadline	Decisions Released
Round 1	September 19, 2022	December 9, 2022
Round 2	January 8, 2023	March 17, 2023
Round 3	April 3, 2023	May 5, 2023

*All applications are due by 11:59pm ET on the date listed. International students can apply in any round, but are encouraged to apply in Round 1 or 2 to allow sufficient time for visa processing.

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

Source: [Michigan Ross website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

MIT Sloan [2022 - 2023]

This year's [MIT Sloan MBA](#) application, like most MIT applications in the last fifteen years, includes its signature cover letter and resume. It also retains the video component.

Below is must-know advice based on our experience helping thousands of successful MBA applicants:

MIT Sloan MBA cover letter and resume

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.

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)

MIT helpfully provides insight into what it's looking for in the cover letter. Like all cover letters, this one is a marketing document. If you apply for a job, you research the firm to learn what it values and is seeking. Based on your research, you send your resume with a cover letter designed to make you as attractive to the company as possible, one that shows you have what the firm wants.

Similarly, your MIT Sloan cover letter should show that you have what MIT is looking for. Make your case for admission using your accomplishments, specifically those where you show the qualities mentioned above. How do the talents revealed in your examples demonstrate fit with the MIT Sloan program, its tight-knit community, and its innovative, culture of doers? [Your](#)

[resume](#) should reveal above-average progression on the job and increasing responsibility, as well as the creativity and contribution that MIT Sloan requires.

In making your case and mentioning your accomplishments, highlight your role and the impact on the entities you contributed to. Those results are “your stamp on the world” so far.

Note: this is not an essay. Make sure your letter is formatted as a professional letter with a date, address, header, salutation, and close.

Please submit a **one-page** resume. This will help us easily track your academic and career path. Try to focus on your work results, not just your title or job description. Here are some pointers on formatting:

- One page limit
- Times New Roman font
- Size 10 font
- Word or PDF formats only

Provide the following information in reverse chronological order:

- Education: Please include relevant awards, scholarships and professional societies
- Work Experience: Please include company name, title, results-oriented bullets that demonstrate your skill set, and dates
- **Additional information: Please include extracurricular activities/community service, technical skills/certifications, and special skills/interests, and languages spoken (if applicable)**

For MIT Sloan’s detailed resume formatting instructions, visit the [MIT Sloan website](#).

In your resume, go beyond mere job descriptions to highlight achievement. If your title is “consultant,” saying that you “consulted on diverse projects globally” is redundant and uninformative at best. Writing that you “Led a 6-member team working on a biotech outsourcing project to Singapore with a budget of \$X; it came in on time and under budget.” conveys infinitely more.

Quantify your impact as much as possible. You want the reader to come away with a picture of you as an above average performer on a steep upward trajectory who has the creativity and hands-on, problem-solving focus that demonstrates you belong at MIT Sloan.

[<<Applying to MIT Sloan? Listen to our podcast interview with the Director of Admissions>>](#)

MIT Sloan MBA 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 second) in length
- Single take (no editing)
- Speaking directly to the camera
- Do not include background music or subtitles

The video statement was introduced at MIT Sloan about five years ago. Your goal here: [deliver your statement with poise and presence](#). I suggest you outline a 60-second statement that you would use to introduce yourself to your classmates (not the admissions committee members; they’re just important flies on the wall who happen to be listening in).

Don't be too casual; your classmates are your future professional network and social group, but do be friendly and remember to smile. What would you tell them about yourself? What would show that you are already a member of MIT's community – you just don't happen to pay tuition yet?

A few tips for the video part of this exercise: Practice in front of a webcam so that you get used to talking to a little lens that has no effect, feedback, or expression. Recording yourself on video is not the same as talking on Skype with another human being. I suggest you put a smiley face beneath or above the camera to remind you to smile at appropriate points in your statement. Then view your practice videos looking for poise and presence. During some of the practices, maybe have a friend present to encourage you, but also practice without anyone else in the room. [We at Accepted are happy to help you prepare too.](#)

For the real video statement, dress in business or business casual attire. If you're not confident that your attire is appropriate, it probably isn't; dress more conservatively. Make sure your location is quiet and that roommates, pets and children are in a location where they won't be heard or disturb you. Make sure your background is neutral and not a distraction. Blank walls make a great background.

[Watch: Two big mistakes people make when applying to MIT Sloan >>](#)

MIT Sloan at a glance

MIT Sloan average GMAT score: 728

MIT Sloan average GPA: 3.6

MIT Sloan acceptance rate: 12.1%

U.S. News ranked Sloan #5 in 2023.

[Check out the Business School Selectivity Index for more stats.](#)

For expert guidance with your MIT Sloan MBA application, check out Accepted's [MBA Application Packages](#), which include comprehensive guidance from an experienced

admissions consultant. We've helped applicants get accepted to MIT Sloan's MBA program and look forward to helping you too!

[CREATE A SUCCESSFUL MIT SLOAN MBA APPLICATION! >>](#)

MIT Sloan application timeline for August 2023 entry

	Application Deadline	Decisions Released
Round 1	September 29, 2022	December 14, 2022
Round 2	January 18, 2023	April 3, 2023
Round 3	April 11, 2023	May 18, 2023

*Applications must be submitted by 3:00 p.m. EST

Source: [MIT Sloan website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

Northwestern Kellogg [2022 - 2023]

If there is one theme I heard over and over during my interactions with Kellogg representatives, whether at AIGAC or on [an Accepted podcast interview with former Admissions Dean Kate Smith](#), it's "intentionality." They want to see it in you.

They really want to understand why you're making the choices that you are making. Keep that theme in mind as you respond to [Kellogg's questions](#). What has motivated you in the past and what is motivating you today? What are your intentions and goals for the future? I believe those questions form the underlying foundation of the Kellogg MBA application and should be front of mind as you answer the questions posed.

The most significant change to Kellogg's MBA application this year is video optionality. The video has been required in the recent past. However, it's pretty clear that Kellogg would really like you to submit that video. So unless stage fright is paralyzing, we recommend you submit it. It's a great opportunity for you to share a little more about you. Don't dread it. Use it.

Kellogg MBA application

Kellogg is unique in that we ask you to complete written essays as part of the application and provide the opportunity for you to record a short video. They are your chance to tell us why you think Kellogg is the right place for you. Take some time to think through the experiences that led you here and how they have shaped where you want to go.

Kellogg MBA essay #1 (Required of all applicants)

Kellogg's purpose is to educate, equip & 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)

First things first: Kellogg is asking for ONE recent experience. Not more. Unlike many similar essay questions, Kellogg is not limiting you to professional settings. You do have the option to use a non-professional leadership experience.

I'd try to keep your example within the last two years. Presumably, you are going to choose something you're proud of. If it's from longer ago, a reader may wonder what you've been doing lately.

You can use a CAR (Challenge – Action – Results) framework for this response. Start with the **challenge** or challenges that you faced by simply describing the situation and obstacles. Then relate your **actions**. How did you motivate others to move in one direction? How did you influence and persuade?

Finally, what were the **results**? How did you create value, not just for yourself but for your team, group, department, company, club, or whatever entity you were contributing to? Succinctly quantify the results if you can. And what did you learn about leadership, collaboration, and influence?

While it isn't a requirement, and I can imagine instances where this may not be true, examples where you led by virtue of your stature and others' respect for you will be more compelling than those where you led by virtue of station and title.

Kellogg MBA essay #2 (Required of all applicants)

Values are what guide us in our life and work. What values are important to you and how have they influenced you? (450 words)

This is a real stop-and-think question. (Actually, aren't they all? Yes, but this one probably will require a little more thought.)

What values are important to you and how have they influenced your behavior, your life, and your dreams for the future?

The value(s) you focus on could be a particular religious or philosophical approach to life. It could be something political or something more personal like mindfulness, healthy living, inclusion, service to others, helping the less fortunate, or any number of values. There really are many possibilities.

However, the tough part of the question isn't listing values; it is discussing how these values have influenced you. How are you a different person because of them? How do these values guide your behavior? Are you intentional about living up to your values?

Since Kellogg provides a 450-word limit, you don't have a lot of room to discuss many values. I'd focus on one or two and discuss their impact on your daily or weekly life. If the impact of your value has led you to have an impact on others, briefly include the ripple effect too.

Kellogg MBA additional information

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.).

This is a straightforward question asking you to provide context that could cause an application reader to come to the wrong conclusion about some aspect of your application. Key elements of any response to this question:

1. It should be succinct and to-the-point.
2. You should take responsibility for any errors on your part that contributed to whatever you're writing about.
3. You should show that the circumstances ended or are no longer affecting your performance.
4. You should not whine, blame, or go into lengthy, over-the-top apologies.

Certain applicants will respond to additional 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)

This 250 word question has three parts, but the underlying question is why is the One-Year program appropriate for you. Another way to look at this question: What do you want to do post-MBA? What experience has so far prepared you to do it? What in the 1Y program will enable you to achieve that goal?

To answer this question, you need to have a goal, the experience to support it, and knowledge of how you are going to take advantage of the 1Y program to complete your preparation for realizing that purpose.

Once again, this question is all about intentionality and purpose.

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. 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)

Before you answer this question, you may want to listen to the [interview with former assistant dean Kate Smith about the MBAi program](#).

Where have you seen the need for leaders with knowledge of business and AI-driven technology? Where have you seen business stumble or opportunities missed because of a lack of leaders versed in both fields?

How would you be able — after attending the MBAi program — to lead in a similar situation. How will the program help you handle a similar situation?

To answer this question well, you have to have relevant experience and a knowledge of the MBAi program.

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)

This is a fairly straightforward question. Choose the value you want to focus on. Discuss a situation where you embodied this value. The more successful the outcome, the better.

The hard part of the question is the “why” part. Don’t ignore it.

JD-MBA applicants: Please discuss your post-JD-MBA career goals and why the JD-MBA Program is the right program to help you reach those goals. (250 words)

The question is clear. What do you want to do that requires a JD/MBA and why is Kellogg’s JD/MBA program the right place for you to achieve your goals.

Reapplicants: Since your previous application, what steps have you taken to strengthen your candidacy? (250 words)

This is the key question for any reapplicant. How are you a better candidate today than you were last time? What self-assessment have you done? What did you do to improve your candidacy and address any shortcomings?

Kellogg MBA video essay [Optional]

We’ve read your essays, we’ve read your resume — now we want you to bring all that to life in a video. 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.

The most significant change to Kellogg’s MBA application this year is video optionality. The video has been required in the recent past. However, it’s pretty clear that Kellogg would really like you to submit that video. So unless stage fright is paralyzing, we recommend you submit it. It’s a great opportunity for you to share a little more about you. Don’t dread it. Use it.

Here are some things to keep in mind as you prepare to complete this section:

- Video Essays are due 96 hours after the application deadline.

- A video essay link will appear on your application status page after you submit your application and payment.
- You will need an internet-connected computer with a webcam and microphone.
- The video should take about 20-25 minutes to complete, which includes time for setup.

After submitting your application and payment, you will be able to access the video essay through your application status page. You will be asked to answer three questions:

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. We want 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.

Again, the CAR (Challenge-Action-Response) format is perfect for this kind of question. Take up to 20 seconds to structure your answer in your head using this framework and add lessons learned. It's about 15 seconds each for the challenge, your actions, the results, and lessons learned.

- There are practice questions that you may complete as many times as you like to get comfortable with the format and technology. The practice questions and

experience will simulate the actual video essay experience, so this is meant to be a useful tool to help you feel prepared.

- We encourage you to practice so you are comfortable with the format once it is time to complete the official questions. You will not have an opportunity to re-do the answer to the official video essay questions.
- You will have 20 seconds to think about the question and up to one minute to give your response.

To prepare for your video session, you need to practice for the experience of talking to a camera with no responses from another human being. For tips on how to prepare and behave during the video session, see Kellogg's "Video Essay" on its [Application Process page](#) as well as my [Tips for Video MBA Essay Questions](#).

Also, since the questions are fairly open-ended and give you the opportunity to introduce whatever aspect of your life you want, prepare what you want them to know that isn't discussed elsewhere in your application or on other video responses.

Typically topics would be:

Video 1: This is about as broad as they come! What would you like them to know about that is central to your identity?

It could be a challenge you've overcome. It could be a hobby or non-professional interest. It could be an experience or achievement not mentioned elsewhere. Remember they are viewing this video with a desire to understand what you're going to add to the Kellogg community.

Video 2: Why a Kellogg MBA? What do you want to do that Kellogg is uniquely well equipped to help you achieve?

Video 3: What challenges have you faced? For the second and third questions, again think of experiences that will help you respond to those questions and that also aren't discussed in any depth in the other parts of the application. These videos should complement each other and

also add to the school's knowledge of you by presenting insight not found in the written portion of your application.

What is Kellogg looking for?

[Watch this short clip](#) where Kate Smith, former Assistant Dean of Admissions & Financial Aid at the Kellogg School of Management, talks about the type of applicants that Kellogg is looking for and the common thread that unites the Kellogg community.

For expert guidance with your Kellogg MBA application, check out Accepted's [MBA Application Packages](#), which include comprehensive guidance from an experienced admissions consultant. We've helped hundreds of applicants get accepted to Kellogg's MBA program and look forward to helping you too!

Kellogg 2021-22 MBA application deadlines

Round 1	September 15, 2021
---------	--------------------

Round 2	January 5, 2022
---------	-----------------

Round 3	April 6, 2022
---------	---------------

Disclaimer: Information is subject to change. Please check with individual programs to verify Kellogg's essay questions, instructions, and deadlines.

NYU Stern [2022 - 2023]

In addition to its traditional two-year, full-time MBA, NYU Stern offers a menu of options in graduate management education including a one-year Tech MBA and a one-year Fashion and Luxury Goods MBA.

Stern MBA students can select up to three specializations or choose not to specialize at all.

NYU Stern 2022-23 MBA application

Short answer: Professional aspirations

(150 word maximum, double-spaced, 12-point font)

- What are your short-term career goals?

This is a fairly typical short-term [MBA goals question](#). At the heart of this question: What do you want to do after you graduate that requires an MBA and why is the MBA the best next step for you on this path? You should be able to answer Stern's short answer question, or you shouldn't be applying.

Stern last year had a question that was longer (500-word limit) and asked for more information. This year, Stern put your response on a diet. What do you want to do immediately post-MBA?

However, you can answer that question in one sentence and you do have room for more than one sentence. Provide a little context. What motivates you to pursue this post-MBA goal? Was there an experience that shaped it? Is there some larger or longer-term goal that motivates the short-term one? You won't have room to answer all these questions, but strategically choose those that are most relevant.

NYU Stern MBA essay #1 (Change: _____ It)

In today's global business environment, the only constant is change. Using NYU Stern's brand call to action, we want to know how you view change. Change: _____ it. Fill in the

blank with a word of your choice. Why does this word resonate with you? How will you embrace your own personal tagline while at Stern? Examples:

- Change: Dare it.

- Change: Dream it.

- Change: Drive it.

- Change: Empower it.

- Change: Manifest it.

- Change: [Any word of your choice.]

(350 word limit)

[I interviewed NYU Stern's Executive Co-Director of Admissions, Rabia Ahmed](#) for episode 340 of Admission Straight Talk, and she had a different verb from those listed above when I asked her this question. Her response should not be copied, but you might find it inspiring (18:57).

As you approach this question, obviously you have to think about what change means to you. But more important than the specific verb you choose to fill in the blank, is the rest of the question. Why are you choosing it? Can you provide a succinct example that illustrates its importance? Finally, given your reasons and the verb, how will you embody this motto while at Stern.

To answer the last part of the questions, do you research. What are the curricular and extra-curricular opportunities for you to live your tagline while at NYU Stern?

NYU Stern MBA essay #2 (Personal expression a.k.a “Pick Six”)

Describe yourself to the Admissions Committee and to your future classmates using six images and corresponding captions. Your uploaded PDF should contain all of the following elements:

- A brief introduction or overview of your “Pick Six” (no more than 3 sentences).
- Six images that help illustrate who you are.
- A one-sentence caption for each of the six images that helps explain why they were selected and are significant to you.

Note: Your visuals may include photos, infographics, drawings, or any other images that best describe you. Your document must be uploaded as a single PDF. The essay cannot be sent in physical form or be linked to a website.

In [my interview with Stern’s Associate Dean of MBA Admissions & Innovation Isser Gallogly](#), he explained that today images are used for communications as much as words. He strongly feels that images combined with a few sentences and captions may be more comfortable for applicants accustomed to communicating on Instagram, Facebook, etc. So let your visual talents shine. You can go deep into one special interest, or let your six picks show different facets of you and your experience.

You can use word clouds, graphs, infographics, charts, and of course pictures. Basically anything two-dimensional that will go into a PDF for uploading can work for Pick Six.

Where the short answer question is all about your professional goals, the “Pick Six” essay is about personal expression – you as a human being. While you have the option of including something professional or related to your goals, make sure that this essay complements the earlier ones. Let your individuality (not weirdness) shine in this essay. This can be a great place to reveal personal interests, hobbies, or community service commitments.

NYU Stern MBA essay #3 (Additional information – optional)

(250 word maximum, double-spaced, 12-point font)

Please provide any additional information that you would like to bring to the attention of the Admissions Committee. This may include current or past gaps in employment, further explanation of your undergraduate record or self-reported academic transcript(s), plans to retake the GMAT, GRE, IELTS or TOEFL, or any other relevant information.

Stern provides several suggestions regarding what to include in this essay. However, if you have something significant you would like the admissions committee to know and that topic isn't mentioned above, this question is open enough so that you still should [write this optional essay](#). Just don't duplicate what's found elsewhere.

Here are three tips for applicants from Lisa Rios, NYU Stern Assistant Dean of MBA Admissions:

1. **Explore.** We encourage people from all different educational and professional backgrounds from around the world to explore our MBA programs. Looking to pivot careers? Check out the two-year Full-time MBA program that typically includes a summer internship. Committed to a career in tech, or fashion, beauty, and luxury? Stern's one-year Focused MBA programs with experiential learning built into the curriculum might be a great fit. Talk to students. [Meet us on the road](#). [Attend a virtual event](#)!
2. **Be genuine.** Community is a hallmark of the Stern MBA experience, and we are looking to get to know the real **you**! Use the Pick Six personal expression essay and other aspects of the application to show us your passions and what is most important to you.
3. **How will you embrace change?** The world needs future leaders who are agile and ready to drive change, likely without a roadmap. Stern is the place where you will learn to make change your ally, through coursework, Stern Solutions experiential projects with companies, and more. How will you embrace change?

Watch: Rabia Ahmed, Executive Director of Strategic Marketing and Admissions at NYU Stern [talk about what Stern is looking for](#).

For expert guidance with your NYU Stern MBA application, check out Accepted's [MBA Application Packages](#), which include comprehensive guidance from an experienced admissions consultant. We've helped hundreds of applicants get accepted to NYU Stern's MBA program and look forward to helping you too!

NYU Stern at a glance

NYU Stern MBA average GMAT score: 729

NYU Stern MBA average GPA: 3.59

NYU Stern MBA acceptance rate: 19.5%

U.S. News ranked NYU Stern #12 in 2023.

NYU Stern 2022-23 MBA application deadlines

First deadline:	September 15, 2022
-----------------	--------------------

Second deadline:	October 15, 2022
------------------	------------------

Third deadline:	January 15, 2023
-----------------	------------------

Fourth deadline*:	March 15, 2023
-------------------	----------------

*Focused MBA 4th Deadline for US citizens and Permanent Residents only: February 15, 2023;
Notification: April 1, 2023

Source: [NYU Stern website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

Oxford Saïd [2022 - 2023]

Oxford lets your resume, recommendations, application form, and transcript(s) speak for themselves. The one required MBA essay question indicates that the adcom wants a glimpse of you beyond these core elements. It seems like a simple question – but there is a little twist in it that amplifies its importance in the application and its connection between you and the admissions readers. Also realize that the adcom learns about you from this essay not just through the details of the topic you present but also through your decision to use that topic. That decision reflects your values, your understanding of fit with [Oxford](#), and your overall perspective.

Oxford Saïd 2022-23 MBA application essay

Tell us something that is not covered in your application which you would like the Admissions Committee to know about you. (Maximum 250 words)

While the “something” will be the topic of the essay, the real heart of this essay question lies in the phrase “which you would like the Admissions Committee to know.” It almost posits a dialogue between you and the adcom; it sets up a relationship, a dialogue. It’s personal; they’re talking to YOU. Reading the spirit as well as the literal meaning of these words, you can infer that the adcom is looking for a story or a message that gets to the essence of [who you are](#) in some way.

Therefore, don’t try to find the most dramatic or exotic topic possible; this essay doesn’t have to shout. Rather, it should incisively reveal a fresh dimension of you – one that is relevant to the application and that will add to the Oxford Saïd community.

That leaves a lot of room for topic choice. I suggest committing to one topic and discussing it in as much depth as is possible in 250 words. Make this single essay vivid and memorable by basing it on your actual experience, which gives the adcom not just information about you but also your unique perspective on an aspect of your life.

As for topic, be strategic in selecting one that is relevant, will engage the Oxford adcom, and [enhance your fit](#) for Oxford Saïd.

Oxford Saïd at a glance

Saïd median GMAT score: 690

Saïd class size: 350

94% of the Saïd MBA class are international students.

[Check out the Business School Selectivity Index for more stats about top b-schools.](#)

Has this blog post helped you feel more confident about approaching your Oxford Saïd application? We hope so. It's our mission to help smart, talented applicants like you gain acceptance to your dream schools. With so much at stake, why not hire a consultant whose expertise and personalized guidance can help you make your dream come true? We have several flexible consulting options—[click here to get started today!](#)

We've helped hundreds of applicants get accepted to top MBA programs and look forward to helping you too!

Oxford Saïd 2022-2023 MBA application deadlines

Stage 1	Wednesday, 31 August 2022
---------	---------------------------

Stage 2	Wednesday, 12 October 2022
---------	----------------------------

Stage 3	Wednesday, 4 January 2023
---------	---------------------------

Stage 4	Wednesday, 22 March 2023
---------	--------------------------

Source: [Oxford Saïd website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

****Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.****

Stanford GSB [2022 - 2023]

In terms of its application, Stanford is once again re-using its essay questions. And there's good reason for the recycling: Stanford has excellent questions that succinctly [get to the heart of what Stanford wants to know](#) about you. They are not easy questions to answer, but they are thoughtful, probing ones.

A few years ago, Stanford GSB also added [optional short answer questions](#) to its application.

In a recent webinar with Kirsten Moss, she emphasized that the optional essays are truly optional. Stanford last year admitted students who wrote the optional essays and those who did not. You'll see that sentiment echoed in GSB's instructions. I definitely believe that Stanford intends them to be genuinely optional.

You should write the optional essays if you have experiences not presented in the required essays, that address the optional questions and that will reinforce the portrayal of you as [a change agent and consequential member of your community](#), however you define that community. And most of us are members of multiple communities.

If you have nothing to add, write nothing. However, I suspect most applicants will benefit by responding to the optional questions. Give GSB more reasons to admit you.

Stanford gives a lot of advice and guidance on its website as to what it's looking for in the essays. You should access that advice in addition to reviewing my suggestions below.

Stanford GSB 2022-23 MBA application essay questions

Essays help us learn about who you are rather than solely what you have done.

Other parts of the application give insight to your academic and professional accomplishments; the essays reveal the person behind those achievements.

We request that you write two personal essays.

In each essay, we want to hear your genuine voice. Think carefully about your values, passions, aims, and dreams. There is no “right answer” to these questions—the best answer is the one that is truest for you.

Stanford MBA Essay A: What matters most to you, and why?

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 superficially straightforward question has been Stanford’s first for at least the last seventeen years, but it is actually one of the most difficult, if not the most difficult, MBA essay questions to answer. Superficial responses will fail. The prompt demands introspection. Before you put finger to keyboard or pen to paper, [really reflect on what you value](#), how you have acted upon those principles, and why you live by them. Stanford’s advice urges reflection. The question requires it.

When I reflect on our many successful Stanford clients, initiative in the face of need is the common thread among them. They are always the ones who showed, especially in Essay A, that they do not turn away when they see a problem or need for action. They seize the initiative when faced with an opportunity to contribute. They are comfortable expressing emotion and their values, and their actions reflect both, but particularly the latter. Think purpose-driven, principled lives and [leadership](#).

More than anything else, initiative and self-awareness characterize the successful Stanford MBA applicant. Implication: You have to know your values and those times you have acted upon them. Yes I wrote that a few seconds ago, but it bears repeating. Climbing Mt. Everest or suffering from terrible social ills is not a requirement of admission, but you do have to know the person occupying your skin.

Stanford MBA Essay B: Why Stanford?

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.

Two words. That's it. Now that question is succinct, and really says what they want to know.

Two pieces of information are required to answer this question well: A clear MBA goal and an in-depth understanding of [Stanford GSB's curriculum](#). (Folks: It's not the ranking, brand, or location.)

This question is a variation of a standard [MBA goals question](#). For this forward-looking question, discuss why you want an MBA from Stanford. The best way to do so is in terms of your desired post-MBA professional direction. Then explain how specifically Stanford's highly customizable program will help you travel down that path.

Do your homework. You need to know what are [the distinctive characteristics of the Stanford MBA program](#), or you simply can't answer the question. Understand the flexibility inherent in Stanford's curriculum, its integrated approach to management education, its entrepreneurial culture, and how all these elements (and others) will help you learn what you need to know to realize your aspirations. Recognize that the curriculum allows for personalization based on your goal and your past experience, specifically your previous business education.

Please do NOT write that you want to attend Stanford because of "the flexibility inherent in Stanford's curriculum, its integrated approach to management, its entrepreneurial culture..." That phrasing is too general for your specific reasons (and besides the Stanford adcom can google the phrase if they see it too often and see that you found it here). Go deeper and be more distinctive in your writing so that you really tie your goals to different facets of Stanford's MBA program.

Length

Both essays combined may not exceed 1,050 words. We recommend up to 650 words for Essay A and up to 400 words for Essay B. We often find effective essays that are written in fewer words.

Additional information

If there is any information that is critical for us to know and is not captured elsewhere, include it in the “Additional Information” section of the application. Pertinent examples include:

- Extenuating circumstances affecting your candidacy, including academic, work, or test-taking experiences
- Academic experience (e.g., independent research) not noted elsewhere

This section is not meant to be used as an additional essay.

Is there something significant, or “critical” in Stanford’s words that you would like Stanford to know about as they evaluate your application and that isn’t included elsewhere? It could be context for an academic dip or blemish. It could be a challenge you overcame. It could be an achievement not provided elsewhere, or an experience that you are proud of and believe will enhance your candidacy.

If so, use this additional information section to succinctly tell that part of your story.

Stanford MBA optional short-answer questions

In this section, we provide an optional opportunity for you to discuss some of your contributions more fully.

What do we mean by “optional”? We truly mean you have the opportunity to choose. If you feel that you’ve already described your contributions well in other areas of the

application, congratulations, you're done! If not, feel free to use this opportunity to tell us more.

Optional short-answer question

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)

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?

I think this question gets to the heart of the initiative, impact, and leadership we've seen in successful Stanford applicants. It gives you more opportunity to show those times when you've made a difference.

While the question is optional, [Stanford wants people of impact](#). Show the Stanford GSB that you are that kind of person. All the essays should lead Stanford to that conclusion.

Using a CAR approach with each example would be very effective for these short responses:

Challenge: What was the situation or issue you were addressing?

Action: What did you do?

Result: What was the impact of your actions on you and others and why does it matter?

Given the character limit, you clearly need to be concise.

Optional question

In this section, we provide an optional opportunity for you to discuss your background more fully and how it has shaped your perspective.

We know that each person is more than a list of facts or pre-defined categories. Please feel free to elaborate on how your background or life experiences have helped shape your recent actions or choices- (up to 1,200 characters, or approximately 200 words).

This question is about your identity. It's about getting to know you and what motivates you. How has that identity, that core of who you are, that core of most significant influences and experiences expressed itself in your recent actions?

There are so many ways to approach this question, but you have so little room. You can start with a specific experience or an element of your background that was highly influential and that you want to discuss. Briefly tell that story, and then discuss how it shaped your behavior or decisions. Alternatively, you could start with the outcome of that experience and then discuss what molded you to behave or think in that way.

If you choose to answer this short question, make sure it adds to the reader's knowledge of you. Don't merely repeat what's in other parts of your application.

Stanford GSB at a glance

Stanford GSB average GMAT score: 738

Stanford GSB average GPA: 3.78

Stanford GSB acceptance rate: 6.2%

U.S. News ranked Stanford GSB #3 in 2023.

[Check out the b-school Selectivity Index for more stats.](#)

For expert guidance with your Stanford GSB MBA application, check out Accepted's [MBA Application Packages](#), which include comprehensive guidance from an experienced admissions consultant. We've helped hundreds of applicants get accepted to Stanford's MBA program and look forward to helping you too!

Stanford GSB 2021-22 MBA application timeline

Round	Application Deadline	Decisions Released
1	September 13, 2022	December 8, 2022
2	January 5, 2023	March 30, 2023
3	April 11, 2023	May 25, 2023

Your completed application, including your [letters of reference](#) and [application fee payment](#), is due at 4:00 p.m. Pacific Time on the deadline date for the round in which you apply.

[Source: Stanford GSB website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar](#)!

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

Toronto Rotman [2022 - 2023]

The [University of Toronto's Rotman School of Management](#) is one of the leading business schools in Canada. Known for its design approach to MBA education and strong emphasis on problem solving, Rotman's program continues to grow in renown.

Through the uniquely engaging essay question and the opportunity to shape a rich and in-depth message over a generous word limit, this essay invites you to demonstrate the self-knowledge and personal insight that convey your fit with the values and culture of the program.

Toronto Rotman 2022-2023 MBA application

Rotman MBA essay question

Our admitted students stand out by doing interesting things with their personal and professional lives — [something we describe as the 'spike factor'](#); what are the things that you have done in your life that demonstrate Passion/ Grit/ Resilience/ Innovation/ Drive/ Ambition and more? This can cross all or any aspects of life outside of work – hobbies, volunteerism, awards, entrepreneurial ventures, sports and the arts. We believe that exposure to a rich diversity of viewpoints makes for a superior learning experience, and pride ourselves on building a diverse class of exceptional individuals who will go on to make the School proud as professionals and alumni.

Explain your spike factor (something unique about yourself) that you believe will contribute to the Rotman community and is aligned with [Rotman values](#). (up to 1000 words)*

Optional – Please upload 1-3 of your 'spikiest' pictures to the supplemental items section of your application here. Note: Your photos must be uploaded as a single PDF.

"Spike factor." Those words say a lot. You should make this essay, and the points it contains, not just interesting – it should also bring a grin to the reader's face, or make them nod and think "Yes!" They should feel a tingle of enjoyment on reading it.

[\[Listen: Toronto Rotman’s MBA admissions director, Imran Kanga discussed “Spike Factor”>>\]](#)

“Explain.” This word on the other hand can mislead you into lengthy exposition. Make any explanation short and sweet. You do have to explicitly explain your “spike factor” because the question directs you to. But you don’t have to do it at the start of the essay, and you don’t have to do it at length. Consider starting the essay with an anecdote to engage the reader.

Once you decide on the spike factor that you will present, find 1-3 illustrative anecdotes from outside of work and from work that illustrate it – if more than one, make sure they show different contexts or facets of the spike factor. Be strategic about which anecdotes you use; i.e., what are some meaningful “zoom-in” moments or experiences from your life (at least 1 relatively recent) that would enhance your application in relevant ways? Use this essay to fill in the mosaic of who you are.

[The emphasis on the word “diverse/diversity”](#) in the question prelude indicates that the adcom appreciates reflections that are not only individual perspectives but that the applicant feels connect her to a broader group in some way. If you portray such a connection, great; just make sure it adds a distinctive nuance or message.

As for that spike factor – dig into your own experience and personality to identify a point that shows what makes you tick. You will then make that point distinctive, vivid, and memorable through your examples and stories.

Rotman MBA required video interview

The video interview component is a required part of Rotman Admissions process designed to give all candidates guaranteed “face time” with the Admissions Committee and showcase your personality, characteristics, passions, and values. You will have an opportunity to test the technology, and then will be asked two taped questions, followed by a real-time written response (no video with this component.) Both questions are personality/values based and are designed to be answered without any advanced preparation and will only take a few minutes to complete. The written question is designed to simulate the typical email communications you will create as a Rotman MBA student. **After your application has been submitted, you will receive an invitation via email to complete your video interview within 2 business days.**

Without knowing what the questions are, it's best to [approach the video interview](#) with both your application and the Rotman program fresh in your mind. This will help you to avoid both (a) being redundant and (b) being contradictory or inconsistent. I suggest viewing and approaching it as a continuation of the dialogue started in your essay. It presents special challenges, particularly for non-native English speakers and writers who may typically take more time to polish their writing in English. While it's natural for a follow-up piece like this essay to be less polished and less thought through than essays on which you reasonably spend more time, it should not sound like a different person or present such a gap in English writing fluency that it raises doubts about your authorship of the written portions of the application. If you are worried about these elements – practice. Give yourself sample topics and a 5-10 minute response window. Use tough questions, to make the actual one (hopefully) seem easier!

You've worked so hard to get to this point in your journey. Now that you're ready for your next achievement, make sure you know how to present yourself to maximum advantage in your Rotman application. In a hotly competitive season, you'll want a member of Team Accepted in your corner, guiding you with expertise tailored specifically for you. [Check out our flexible consulting packages today!](#)

Toronto Rotman MBA application deadlines 2022-2023

Round	Application Deadline	Decision Notification
Early Round	September 2, 2022	October 14, 2022
Round 1	October 3, 2022	December 16, 2022
Round 2	January 13, 2023	March 17, 2023
Round 3	March 6, 2023	May 5, 2023
Round 4	April 28, 2023	May 31, 2023

* To be considered for specific Combined Program awards we advise applicants to the JD/MBA, MGA/MGA, Skoll/MBA and Pharma/MBA Programs to apply by the Round Two deadline.

** All international applicants (excluding US Citizens) are highly encouraged to apply by Round Three in order to ensure ample time for visa processing after accepting the offer of admission.

Source: [Toronto Rotman](#) website

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

****Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.****

UC Berkeley Haas [2022 - 2023]

While Haas has made it very clear that you need outstanding academics to get in, they will not compromise their values to maintain those stats. The Four Defining Leadership Principles are taken very seriously by Haas' administration and admissions team. You need to show you share and live by those principles if you are to receive serious consideration at Haas. The Four Principles are:

1. Question the Status Quo
2. Confidence Without Attitude
3. Students Always
4. Beyond Yourself

Keep those principles very much at the forefront of your mind as you prepare your Haas application.

Haas is one of the few schools that doesn't have an essay about goals. Don't be surprised, however, if you are asked about your goals and how Haas will help you achieve them [when invited to an interview](#).

Haas School of Business Application Essays

Be sure to visit the [Haas website](#) which provides excellent resources and advice.

Haas MBA essay #1

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

A successful essay will share a specific and personal experience that helps the reader get to know you better, giving insight into your character, values, or how you would uniquely contribute to the Berkeley-Haas community.

This question asks about something that “[makes you feel alive when doing it.](#)” Since most of us like to feel alive, we’ll return to that kind of activity again and again for the sense of vitality it gives us. This activity could be a hobby. It could be a responsibility tied to giving in a community service activity. It could be something to do with nature. Hiking, scuba diving, parachuting, gardening, or thousands of other activities could fit the bill. Perhaps it’s something that ties you to your tradition and belief system. The possibilities are endless.

However, while the options may be limitless, the word count is not: 300 words. A possible structure for this essay would be to start with a vivid description of the activity and then go into why it makes you feel “alive.” The why is probably going to be harder than describing the activity, but make sure you do it.

Try to connect to relevant elements of Haas’ Four Principles without parroting them mindlessly.

Haas MBA essay #2

What kind of leader do you aspire to be and why? (300 words max)

How do you define “leader” in this dynamic environment? What qualities do you need to develop further to be a successful leader?

Can you give an example of a time when [you succeeded in a leadership role](#) by revealing some of the qualities required for leadership, as you define it? That example would serve as a great start to this essay. Then acknowledge what you need to develop and improve to become the kind of leader you really want to be. If your example also reveals that you share Haas’ 4 principles you will further strengthen your case for admission.

[Watch: Eric Askins, Executive Director of Admissions discusses how the adcom looks at an application >>](#)

Haas MBA supplemental information

- If you have not provided a letter of recommendation from your current supervisor, please explain. If not applicable, enter N/A.

The most common reason for not asking a supervisor for a letter of recommendation is that you feel doing so will limit your opportunities for good projects and advancement. It is a perfectly acceptable reason for not requesting a recommendation from a specific supervisor.

You can then request one from a supervisor who has left the firm or perhaps a supervisor at a company where you worked previously.

- List, in order of importance, up to five significant community and professional organizations and extracurricular activities in which you have been involved during or after university studies. Include the following information for each using the format below:
 - Name of organization or activity
 - Nature of organization or activity
 - Size of organization
 - Dates of involvement
 - Offices held
 - Average number of hours spent per month
- List full-time and part-time jobs held during undergraduate or graduate studies indicating the employer, job title, employment dates, location, and the number of hours worked per week for each position held prior to the completion of your degree.
- If you have ever been subject to academic discipline, placed on probation, suspended, or required to withdraw from any college or university, please explain. If not, please enter N/A. (An affirmative response to this question does not automatically disqualify you from admission.)

If you need to answer anything except “N/A” to this question, don’t even think of writing “N/A.” If admitted, Haas will do a background check and lying on the app is worse than disclosing what happened.

If you do have to write about any of the topics in this question, make sure you briefly describe what happened, take responsibility for any mistakes, and discuss what you learned as a result. Do not whine about the unfairness of it or blame others.

Haas MBA Optional Information

We invite you to help us better understand the context of your opportunities and achievements.

1. What is the highest level of education completed by your parent(s) or guardian(s)?

- No High School
- Some High School
- High School Graduate
- Some college or university
- Associate’s degree (2-year)
- Bachelor’s degree
- Master’s degree
- Doctoral or professional degree
- Unknown
- Decline to state

2. What is the most recent occupation of your parent(s) or guardian(s)?

- Unemployed
- Homemaker
- Laborer
- Skilled worker
- Professional

3. If you were raised in one of the following household types, please indicate.

- Raised by a single parent
- Raised by an extended family member (grandparent, aunt/uncle, niece/nephew, cousin)
- Raised in a multi-generational home
- Raised in foster care

4. If English was not the primary language spoken in your childhood home, please indicate.

5. If you have ever been responsible for providing significant and continuing financial or supervisory support for someone else, please indicate.

- Child
- Spouse
- Sibling
- Parent
- Extended family member (grandparent, aunt/uncle, niece/nephew, cousin)
- Other

Please elaborate on any of your above responses. Alternatively, you may use this opportunity to expand on other hardships or unusual life circumstances that may help us understand the context of your opportunities, achievements, and impact. (300 words maximum)

Simply and honestly answer the short answer questions and then elaborate in the space provided if relevant, or use this essay to discuss hardships, disadvantages, or “unusual circumstances” that are the context for the rest of the application.

In providing that context, especially when talking about hardships overcome, provide enough information for the admissions committee to understand the hardship, but not so much that you end up writing a pity essay or you end up appearing somehow “damaged” or broken.

[Overcoming hardship](#) can strengthen a person. That’s the kind of image you want to create if you choose to write on the topic. Yes, you may have experienced something difficult, maybe

even tragic or terrible, but you have overcome this and are stronger as a result. The reader's reaction? Admiration, not pity.

For an example, listen to [Ida Valentine: Investment Banker, Inspirational Speaker, HBS 2021](#).

Haas MBA Additional Optional Information

This section should only be used to convey relevant information not addressed elsewhere in your application. This may include explanation of employment gaps, academic aberrations, supplemental coursework, etc. You are encouraged to use bullet points where appropriate.

The point of any responses to this question should be to provide context for events, usually negatives, while at the same time conveying that the context no longer exists or no longer affects your performance. It's also a good idea to provide evidence that you have moved past that circumstance and are performing at the level required by a top MBA program like Haas.

For expert guidance with your Berkeley Haas MBA application, check out Accepted's [MBA Application Packages](#), which include comprehensive guidance from an experienced admissions consultant. We've helped hundreds of applicants get accepted to Berkeley Haas' MBA program and look forward to helping you too!

Source for questions: [Haas website](#)

Berkeley Haas 2022 – 2023 MBA application timeline

	Application Deadline	Decision Notification
Round 1	September 22, 2022	December 15, 2022
Round 2	January 5, 2023	March 23, 2023
Round 2	April 6, 2023	May 11, 2023

Source: The deadline chart can be viewed inside [Berkeley Haas' online MBA application](#).

Stay on top of MBA deadlines with the [MBA Admissions Calendar](#)!

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

****Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.****

UCLA Anderson [2022 - 2023]

Accepted's [B-School Selectivity Index](#) shows that UCLA Anderson is 23rd in selectivity and 17th in the U.S. News' ranking. Its average GMAT is 713, up six points from last year. The acceptance rate at Anderson climbed from 20.7% for the class that entered in 2016 to a high of 34.4% for the class that entered in 202. However it has since declined and for the class that entered in 2021, it was 29.8%. Many other MBA programs also saw increasing acceptance rates during the period that Anderson experienced the increase.

The essay advice that UCLA Anderson provides on its website is excellent, not just for Anderson's essays, but for most MBA essays. [Read it carefully.](#)

UCLA Anderson 2022-2023 MBA application

We look forward to learning about your perspectives and plans via your essay responses. Essays complement the answers you provide throughout the application to show us your whole profile. The best applications are introspective, genuine and succinct in directly answering our questions and showing clear plans for the future.

UCLA Anderson MBA essay question

For the 2022-2023 application year, we have [one essay question](#) that is required for first-time applicants and optional for reapplicants:

Tell us about a recent personal or professional achievement and how it connects to your MBA goals. (250 words maximum)

Strong essays describe the impact of your achievement and clarify its connection to your future MBA plans in the short- and long-term. We look forward to learning about the specific ways your achievement helped set you up for future success.

First create an inventory or list of your achievements – activities that you are proud of, where you shouldered responsibility, and made a difference. Obviously you will choose one that

connects in some way to your goals, but also think about which of your achievements show that you share [Anderson’s innovative, collaborative values](#).

You only have 250 words to succinctly describe the challenge you faced, what you actually did to meet it, and the results or impact of your initiative, leadership, and actions. You can use a CAR (challenge – action – response) structure for this part of your response. Another and extremely brief approach is known as “ABT,” which stands for “And, But, Therefore.” Similar to CAR, you will tell your story using this structure:

- This and this was the situation or challenge.

- But, I did A, B, C, to address the problem(s)..

- Then, X,Y, and Z were the results.

Finally, tie the achievement story you just told to your “future MBA plans in the short- and long-term.” The connection could be the impact you had and would like to have more of. It could be dealing with a certain kind of challenge or problem that you feel you are particularly well-suited to do and which your goals will give you more of. There are many ways to make the connection, just ensure that your goals are clear in your response as well as the connection to your achievement.

UCLA Anderson MBA optional question

No preference is given in the evaluation process to those who choose to respond to this optional essay, so please use your best judgment:

Are there any extenuating circumstances in your profile about which the Admissions Committee should be aware? (250 words maximum)

If there are extenuating circumstances that would add perspective or context for a weakness, you can discuss them here. A few years ago, UCLA added the following: “Please do not submit redundant information in the Optional Essay.” Good advice for all optional questions. For more suggestions, please see [Optional Essays: When and How to Write Them](#).

Special instructions for reapplicants

Reapplicants are those who applied to the MBA program within the last two application years, so those who applied three or more years ago are considered new applicants.

Reapplicants may answer one or both of the essay questions above as options, and they must provide additional updates within text boxes given in the application for any new test scores, career developments, or other changes since their last application.

UCLA Anderson at a glance

UCLA Anderson average GMAT score: 713

UCLA Anderson average GPA: 3.47

UCLA Anderson acceptance rate: 29.8%

U.S. News ranked UCLA Anderson #17 in 2023.

[Check out the Business School Selectivity Index for more stats.](#)

You've worked so hard to get to where you are in life. Now that you're ready for your next achievement, make sure you know how to present yourself to maximum advantage in your UCLA Anderson application. In a hotly competitive season, you'll want a member of Team Accepted in your corner, guiding you with expertise tailored specifically for you. [Check out our flexible consulting packages today!](#)

UCLA Anderson 2022-2023 MBA application deadlines

	Application Deadline	Decisions Released
Round 1	October 5, 2022	December 14, 2022
Round 2	January 4, 2023	March 22, 2023

Round 3

April 12, 2023

May 17, 2023

Source: [UCLA Anderson website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

University of Texas McCombs [2022 - 2023]

McCombs combines its rigor with a passionate community, including passion for the program. The single required question below reflects this value; it invites you to [demonstrate deep familiarity with the program](#) connected to your unique vision for the future. It has a practical slant; convey concrete goals and make a case for how this program is ideally suited to prepare you for them.

It has introduced some significant changes to its essays. It has gone from two required essays to one required essay. It dropped the “Please introduce yourself” question/video and retained with only minor edits the question that is and was last year a must.

For great advice, listen to [Get Accepted to UT Austin McCombs](#), a podcast interview with Rodrigo Malta, UT Austin’s Director of Admissions.

UT McCombs Application Essays

McCombs Required MBA Essay

Picture yourself at graduation. Describe how you spent your time as a Texas McCombs MBA to achieve your personal and professional goals. (500 words max)

The key here is to [show that Texas McCombs is the right program for you](#), professionally and personally, that you understand the program, and that you have a plan to use its resources productively.

It will be most efficient and intuitive for many people to start with the last part of the question first: your personal and professional goals – what you will be doing upon graduation and beyond; what position, what company, where geographically, what you will be accountable for. Other people may prefer to start by describing their time at McCombs; perhaps you commenced your MBA with one career goal in mind but your exposure there to classes/topics, classmates, professors, etc. inspired a new professional focus and purpose.

Either way, in discussing your time in the program, be specific. Describe what academic coursework (including electives) prepared you, and highlight other aspects of the academic

program as relevant. Also note activities that contributed to your goals, such as study groups, clubs, etc. Finally, consider adding some insight into [the personal growth you gained](#) while at Texas and how this prepares you for your post-MBA life.

The question in essence is asking for a story – use the story framework in structuring the essay and selecting contents. It will make the essay more effective by allowing you to enjoy the process of creating it.

[Listen: A Note about applying to b-school from Rodrigo Malta, Managing Director, MBA Recruitment and Admissions at UT McCombs](#)

McCombs MBA Optional Essay

If applicable, applicants can provide an optional statement in the essay section of the application. Applicants should only provide an optional statement if there is something they wish to address about their candidacy that is not addressed elsewhere.

If you [write the optional essay](#), present information that is essential for the adcom to have in order to fully understand your candidacy. If you do not have any concerns to address, you could explore a **relevant** topic not addressed in your application. Be succinct; don't take the lack of word limit as an invitation to write a book. If you believe your candidacy is well represented without the optional essay, totally fine; don't write it just to write it.

UT McCombs at a glance

UT McCombs average GMAT score: 708

UT McCombs average GPA: 3.48

UT McCombs acceptance rate: 35.5%

U.S. News ranked McCombs #18 in 2023.

Has this blog post helped you feel more confident about approaching your application? We hope so. It's our mission to help smart, talented applicants like you gain acceptance to your

target schools. With so much at stake, why not hire a consultant whose expertise and personalized guidance can help you make your dream come true? We have several flexible consulting options—[click here to get started today!](#)

UT McCombs 2022-2023 MBA application timeline

Round 1	October 11, 2022
---------	------------------

Round 2	January 5, 2023
---------	-----------------

Round 3	March 28, 2023
---------	----------------

Source: [Texas McCombs website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

University of Washington Foster [2022 - 2023]

Are you seeking an MBA program with a strong record of job placement in the technology industry? Then the [University of Washington Foster School of Business](#) may make an excellent choice for you.

A full 45% of the class of 2021 joined the technology industry after graduation. Next in magnitude is the consulting industry with only 24% of graduates landing these roles. Functionally, graduates tend toward marketing/sales – 37% of the 2021 class, finance/accounting – 18% of the class, and consulting (including consulting roles outside of the consulting industry) – 22% of the class. Yes, Foster is a somewhat regional school since 64% of graduates stay in Washington State after graduation, but that also means that there is a strong local alumni network in Washington’s startup and technology ecosystem – think Amazon and Microsoft – where many of its alumni are concentrated.

University of Washington Foster School of Business application essays

Foster MBA essay #1

Tell us your ideas about what lies ahead for you in your career. What are the gaps or deficiencies currently preventing you from pursuing these potential career paths? How do you plan to use your time in the Foster MBA program to fill these gaps and advance your career? *(750 words maximum)*

This is a nice amount of space to explain what you’ve gained so far in your career and what you need to learn to reach your career goals. As with any [goals essay](#), make sure to show the connection between your future goals and the career you have established thus far. At least half of this essay should discuss the gaps/deficiencies in your knowledge and skills and how Foster’s curriculum and activities will fill them.

Foster MBA essay #2

Tell us about an experience that inspired or confirmed your decision to pursue the MBA. *(500 words maximum)*

The experience that you share in this essay not only has to have inspired you to pursue the MBA, it needs to inspire the admissions committee to want to meet you! Experiences in which you have stepped out of your comfort zone to lead new initiatives and make exciting impacts will [demonstrate that you have the potential to thrive at Foster and in your future career](#).

Foster MBA essay #3 (optional)

Include this essay if you have additional information you believe would be helpful to the admissions committee in considering your application. *(500 words maximum)*

Most people cannot be summarized in two essays. If that is the case for you, then you should consider submitting this additional, optional essay. Obviously, you can use this space to explain a gap or provide context for a GMAT/GPA weakness, but if you do so, I recommend sharing some additional information to assuage any of the admissions committee's concerns. For example, if your Verbal GMAT score is lower than you would have liked, you might consider sharing an example of your strong communication and presentation skills to counterbalance that weakness.

Foster MBA essay #4 (optional diversity, equality & inclusion)

At the Foster School of Business, we embrace diversity as one of the foundations of both successful business strategy and a world-class educational experience. We share the University's dedication to promoting the understanding and appreciation of human differences, and the constructive expression of ideas. We welcome you to share some of the ways you have practiced inclusion, promoted equity or supported the advancement of underrepresented groups. *(500 words maximum)*

If no example stands out in your mind of how you have promoted diversity or inclusion, then make a few lists for yourself reflecting times when you:

1. **Practiced inclusion** – made your workplace, club, or group more hospitable to groups than were underrepresented.
2. **Promoted equity** – taken steps to reduce racial disparities.

3. **Supported the advance of underrepresented groups.** Participated in organizations or your workplace to encourage and support members of under-represented groups, encourage their success, and increase their numbers.

READ: [7 Simple Steps to Writing an Excellent Diversity Essay >>](#)

Resume

Outline your work experience in reverse chronological order. Be sure to include company name, a brief description of the organization (or a web address), your job title, and detailed information about your responsibilities and achievements.

Feel free to use up to three pages for your resume, and include all significant work experience since graduating from high school. Include educational background as well as your activities and community involvement [and noted elsewhere in the application: awards, honors, certificates or other forms of recognition (academic, community, military etc.) you have received].

This is one of my favorite parts of the Foster application. You cannot fit all of your achievements into your application essays or the little text boxes in the application, so go ahead and share details of your accomplishments in [your resume](#). The three-page limit allows you to describe the challenges you overcame and impacts you made in each professional role and in the community.

[Watch: Amber Janke, Dir of MBA Recruitment and Admissions at Foster explains the school's holistic application review process >>](#)

Video Interview

All applicants will be asked to submit a video interview, and will receive an email within 3-4 business days after the application deadline to which they applied with instructions on recording the video interview. The video interview allows us to get to know you better and to assess your communication skills and your ability to think on your feet as we review your application and consider your candidacy.

Once applicants receive the video interview invitation via e-mail, they will have approximately 4-6 days to complete this requirement. The email will provide instructions on recording the video interview. Applicants can test their video and sound before recording their video interview, answer practice video interview questions, and ask for technical support if needed within the video interview system. The email instructions will include the deadline to submit the video interview, and applicants must complete this requirement in order for their application to remain under review.

The video interview must be submitted in order for the application to be reviewed. Applicants will be contacted if they are selected for an admissions interview later in the application review process.

A growing trend in MBA admissions is this addition of online automated video interviews to complement the picture an applicant presents of himself/herself in his/her written application. Questions are randomly generated from hundreds in a database and are not in any way linked to the content of your application. You may be asked to describe your strengths and weaknesses, for example, or tell about a recent project you initiated at work or even what you do in your free time. You will have 90 seconds to respond and can even press the space bar to stop recording if you finish your response in advance of that limit.

The purpose of the video exercise is, as Foster says, to see how you “think on your feet.” However, it also gives the Foster admissions committee a chance to assess your presence and delivery. The admissions office will be judging your ease of speech and personality more than they will be seeking signs of your drive or measuring your ambition during the video exercise. Since more employers are using video as a screening tool, Foster also wants to see how you will appear to a potential employer.

University of Washington Foster at a glance

Washington Foster MBA average GMAT score: 704

Washington Foster MBA average GPA: 3.42

Washington Foster MBA acceptance rate: 35.2%

U.S. News ranked Washington Foster #22 in 2023.

[Check out the Business School Selectivity Index for more stats.](#)

You've worked so hard to get to this point in your journey. Now that you're ready for your next achievement, make sure you know how to present yourself to maximum advantage in your University of Washington Foster application. In a hotly competitive season, you'll want a member of Team Accepted in your corner, guiding you with expertise tailored specifically for you. [Check out our flexible consulting packages today!](#)

University of Washington Foster School of Business MBA 2022-23 remaining application deadlines

Round 1	October 4, 2022 (11:59 pm PDT)
---------	--------------------------------

Round 2	January 3, 2023* (11:59 pm PDT)
---------	---------------------------------

Round 3	March 14, 2023 (11:59 pm PDT)
---------	-------------------------------

* Final deadline for international applicants

Source: [University of Washington Foster website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

UVA Darden [2022 - 2023]

If you are excited about the prospect of taking on the decision maker's role by using the case method to navigate real-life business situations, then consider applying to [University of Virginia's Darden](#) MBA program. Darden is one of the largest case publishers in North America, and because of Darden's commitment to the case study method, a Darden student will examine many, many business cases throughout the course of their two-year Darden MBA studies.

The Darden essay questions serve to draw out people who will thrive in this case-oriented, experiential academic environment and process. Participants in the case method must make their points succinctly yet incisively, hence the essay word limits are tight. The essay topics however have breadth, taken all together, enabling the adcom readers to identify applicants who will bring something to the table from all aspects of their life.

Here are the essay questions and related tips for writing the essays as effectively as possible.

Darden MBA short answer questions

For the 2022–23 application cycle, we will again feature short essay questions, which provides a broader platform to showcase your background and personality. These questions are a great opportunity for you to help the Darden Admissions Committee understand who you are and who you will be at Darden.

Darden MBA essay #1

Given that you will be forming lifelong connections with your classmates that extend beyond the classroom, what is important for your classmates to know about you that is not on your resumé? (200 words)

Darden is one of the smaller MBA programs, with 351 students in the class of 2023. That class size means that every single student needs to be congenial and contribute a unique perspective.

With the brevity of this essay, the hardest part may well be identifying the best topic(s). I suggest one or at most two topics; the key will be to dig in and [provide enough anecdote and detail](#) to really make it come alive for the reader. Potential topics include a relevant formative

experience or relationship or a non-work activity or passion. Ground the essay in example and detail. To select the best topic, look at the application overall including the other essays and think about what would really add to and further animate this holistic picture.

Darden MBA essay #2

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

First, note that the requested example can come from work or outside work – while it’s great to show that you promote an inclusive work environment, if you have a dynamite, impactful example from outside of work, feel free to use that. [Keep in mind that “inclusive” can include, beyond obvious](#) things like ethnicity, geographic background, sexual orientation, etc., less obvious things like political perspective, socio-economic background, atypical academic path, etc. Devote most of the essay to narrating the story, showing how it promotes inclusivity. At the end add a reflection with some specific detail about how this will enable you to help create an inclusive global community at Darden.

Darden MBA essay #3

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)

The question itself guides you through the requisite details to provide. Even with the tight word limit, I suggest contextualizing the requested information in a couple of ways. First, with just a phrase or sentence, indicate how the goals arose – what is the “origin story”? Also, express what you hope to accomplish, what impact you’d like to have, by pursuing and achieving the stated goals. These two elements together constitute your motivation, and that is what will allow the adcom to feel engaged by (and ideally invested in) these goals.

UVA Darden at a glance

UVA Darden MBA average GMAT score: 715

UVA Darden MBA average GPA: 3.52

UVA Darden MBA acceptance rate: 29.9%

U.S. News ranked UVA Darden #14 in 2023

[Check out the Business School Selectivity Index for more stats.](#)

For expert guidance with your UVA Darden MBA application, check out Accepted's [MBA Application Packages](#), which include comprehensive guidance from an experienced admissions consultant. We've helped hundreds of applicants get accepted to top MBA programs and look forward to helping you too!

UVA Darden MBA 2022-2023 application deadlines

Round	Application Deadline
Early Action	September 8, 2022
1	October 5, 2022
2	January 5, 2023
3	April 5, 2023

All applications for the full-time MBA are due by 11:59 p.m. ET on the deadline day.

Source: [UVA Darden website](#)

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

Wharton [2022 - 2023]

Wharton changed its first essay questions and left its second required question and optional questions as they have been for the last couple of years. They did not change the questions this year. The “change” to the first question is really more of a clarification. Wharton is more specific in what it’s looking for. And that should help you provide a better answer.

Wharton MBA application essay questions

Wharton MBA 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 question is future-focused and exclusively professional. What do you want to do professionally that you can’t do now and that a Wharton MBA will help you do? What “soft” and “hard” skills do you hope to acquire at Wharton? How will a Wharton MBA – the education, the credential, and the experience – when combined with your past experience and education help you achieve your dreams?

In [Blair Mannix’s words during an Admissions Straight Talk interview](#):

“We want students to self-reflect on why they want this degree. We want students to explore the pivotal moment (when they decided they wanted to do this) and unpack the talent and treasure they can bring to the MBA. Spend the time and really think about the top three things you will get out of the program.”

As with most [MBA goals questions](#), Wharton wants to see how you plan to connect your Wharton education to your future. Keep in mind that Wharton has an incredibly rich curriculum. How will you take advantage of its premier offerings to prepare yourself to realize your vision?

To answer this question well, you need to have professional direction and you need to know which of Wharton’s myriad resources make it perfect as the next stop on your professional journey.

There are many ways you could structure your response. You could start with a pivotal experience that either illustrates what you seek to accomplish or that shaped your short-term and long-term goals. Then why this experience — hopefully [an accomplishment](#) — is important to you and how it relates to the question. In doing so make sure you answer all elements of Wharton’s essay question.

Wharton MBA 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)

Start with the end in mind: How do you intend to contribute to the Wharton community?

To answer that question, research the co-curricular opportunities and pedagogical approach at Wharton. How will you contribute? Based on your experience, what difference do you intend to make? How will you participate, and yes, contribute?

Now decide on the aspects of your experience and background that prepared you to have your intended impact. You can highlight achievements, [challenges overcome](#), initiatives you’ve led, and teamwork, and that’s just for starters.

And now you’re ready to write.

You can start this essay with the impactful experience from your past and then analyze the lesson you learned from that accomplishment. Then bring it forward and apply it to your intended role at Wharton.

Alternatively, you can start with your intended impact at Wharton and then go back to your past experience.

Regardless of how you structure your essay, you want Wharton to see you as a giver and contributor.

Wharton MBA additional essay question (Required 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)*

The name of the [MBA reapplicant](#) game is Growth and Improvement. Wharton is asking for reflection, and you need to provide it, but also show how that reflection led to action and improvement. Show Wharton that you are a better candidate this time than last.

Wharton MBA optional essay question

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.

“Addressing extenuating circumstances” means that you should describe those circumstances in a straightforward way. Give the admissions committee context. Avoid excuses and whining. If possible, provide evidence that those circumstances either no longer exist and/or will not affect your performance.

Also note that this question is broad enough where you can use it to bring to the committee's attention an interest, achievement, obstacle overcome that you would like them to know about and that isn't covered elsewhere.

What's next?

For expert guidance with your Wharton MBA application, check out Accepted's [MBA Application Packages](#) which include comprehensive guidance from an experienced admissions consultant. We've helped thousands of applicants get accepted to top MBA programs and look forward to helping you too!

Wharton at a glance

Wharton MBA average GMAT score: 733

Wharton MBA average GPA: 3.6

Wharton MBA acceptance rate: 18.2%

U.S. News ranked Wharton #1 in 2023.

Wharton 2022-23 application deadlines

Round 1	September 7, 2022
Round 2	January 4, 2023
Round 3	March 29, 2023
Deferred Admissions Round	April 26, 2023

*To be considered for a round, you must submit a complete application by 5:00 p.m. Eastern Standard Time (EST) on the day of the deadline.

Source: [Wharton website](#)

Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions and deadlines.

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#)

[[Click here](#) to add the calendar to your Google calendar; or [here](#) to add the calendar to another app.]

Yale SOM [2022 - 2023]

This application is unchanged from last year. As applicants have done for the last few years when applying to [Yale SOM](#), you need to make the most of its single required essay, but you also need to take the time to [make every box in the application a homerun](#). They are not afterthoughts; your job descriptions and activity history are very important. Write and edit them carefully. Focus on achievements. Quantify when possible and keep front and center Yale's commitment to "educating leaders for business and society."

Yale SOM essay question

Describe the biggest commitment you have ever made. *(500 words maximum)*

The question evolved from a conversation with Professor of Organizational Behavior Amy Wrzesniewski, who noted, "Reading about future plans is helpful, but actions speak louder than words." In your response, we are looking to learn about how you have approached a particular commitment, whether personal or professional, and the behaviors that support it. You should be less concerned about what we want to hear and instead focus on being honest with yourself in selecting and describing the commitment that has been most significant to you.

This question is based not only on the stated premise that actions speak louder than words, but on the additional premise that [past behavior predicts future behavior](#).

You want to show that you are a person who follows through on commitments. So when did you make a commitment and follow through? Do you make big commitments? What are the results? What impact have you had as a result of your biggest commitment? What was the impact on you?

An anecdotal response, [telling the story](#) of the commitment you made, could be very effective. What was the challenge or problem that triggered the commitment? How did you follow up? What was the outcome and why is it significant? Did you successfully solve that initial problem or achieve your goals in meeting that challenge?

You can start with the moment of challenge or the moment of triumph. If you choose the latter, then go back, provide context, and tell your story of commitment, resolve, hurdles overcome, and challenges handled. If the impact has lasted – on you and others – succinctly include that part of the story too.

Optional information

If any aspect of your candidacy needs further explanation (unexplained gaps in work experience, choice of recommenders, academic performance, promotions or recognition, etc.), please provide a brief description here. *(200 words maximum)*

As Yale says, this essay is optional. It is an opportunity for you to provide context for something in your application that may cause the application reader to come to an incorrect and undesirable conclusion. Yale gives a couple of examples above. I would add a sudden dip in your grades due to illness or family problems that are no longer affecting your performance.

Yale SOM application video component

Yale also has a video component to its application. The questions are not posted ahead of time and they vary from applicant to applicant. The key element to preparation here is practice. Practice talking into a webcam without feedback from another human being. Practice the 60-90 second timeframe. Rehearse answers to typical interview questions in this format. Remember the STAR (Situation – Task – Action – Result) or CAR (Context/Challenge – Action – Result) framework in structuring your answers.

Yale suggests that you practice via video chat with a friend, but have your friend turn off their webcam and just provide feedback at the end of your response. I also suggest you put up a smiley face somewhere so you can see it and remind yourself to smile. 😊

[Watch: Bruce DelMonico](#), Assistant Dean and Director of Admissions at Yale SOM, talks about the resume, essay, and video questions.

Yale SOM at a glance

Yale SOM average GMAT score: 726

Yale SOM average GPA: 3.67

Yale SOM acceptance rate: 23.6%

U.S. News ranked Yale SOM #7 in 2023.

Has this blog post helped you feel more confident about approaching your Yale application? We hope so. It's our mission to help smart, talented applicants like you gain acceptance to your dream school. With so much at stake, why not hire a consultant whose expertise and personalized guidance can help you make your dream come true? We have several flexible consulting options—[click here to get started today!](#)

Yale SOM 2022-23 MBA application deadlines

	Application deadline	Admissions decision
Round 1	September 13, 2022	December 6, 2022
Round 2	January 5, 2023	March 24, 2023
Round 3	April 11, 2023	May 18, 2023

Source: [Yale SOM website](#)

***Disclaimer: Information is subject to change. Please check with individual programs to verify the essay questions, instructions, and deadlines.**

Stay on top of MBA deadlines with the [MBA Admissions Calendar!](#) [[Click here](#) to add the calendar to your Google Calendar; or [here](#) to add the calendar to another app.]

Conclusion

You've taken an important step towards creating a successful application by reading *Top MBA Essay Questions: How to Answer Them Right*.

Now it's time to move from general tips to personalized advice tailored just for you. Here's how it works:

1. [Explore our MBA admissions consulting & editing services](#) and find the option that best suits your needs.
2. You'll be paired with an admissions expert who will work with you 1-on-1 to help you discover your competitive advantage and use it to get accepted to your dream school.
3. Shoot us an email letting us know when you've been accepted. It makes our day!

Need help figuring out which service is best for you? [Click here for more guidance](#).

GET ACCEPTED!