

LEADERSHIP ESSAY

● Brainstorming Guide

PROMPT

At Berkeley Haas, we are redefining leadership. We value different opinions and perspectives, recognizing that we always have more to learn about others' lived experiences and histories. We encourage speaking up and listening, and courageously use our power to address barriers and drive change for positive impact.

Tell us how a Berkeley Haas MBA would enhance your leadership profile, incorporating specific examples.

This essay can feel intimidating, so let's break it down into parts to help you form your response:

- 1. Pay close attention to the set-up for this question** | Our four Defining Leadership Principles - Question the Status Quo, Confidence Without Attitude, Students Always, and Beyond Yourself - are at the heart of this prompt.
- 2. Deeply reflect on your own leadership profile** | Map your leadership attributes. How have you helped to cultivate inclusive communities? When have you demonstrated curiosity about the experiences of those around you? Identify some specific examples.
- 3. Paint a picture** | How will your leadership profile transform with an MBA from Berkeley Haas. Lean into the description, how have you already excelled as a leader and where are your opportunities for growth?

Use the grid below to help you brainstorm, following these guides:

- Fill in the grid with specific examples from your professional or personal experience that map to the different elements of the prompt.
- Do your best to fill in as many spaces as possible, citing multiple examples when relevant.
- Eventually, the grid will become a visual representation of your current leadership strengths and leadership gaps. Use this as a starting point to tell us how the Berkeley Haas MBA would enhance your leadership profile.

Values from the leadership prompt...	Examples from professional experience	Examples from personal or extracurricular experience
I valued different opinions and perspectives		
I learned about others who were different from me		
I spoke up		
I listened		
I used my power to address barriers		
I used my power to drive change		
I had a positive impact		