

APPLICATION STRATEGY

Our worksheet to help you strategize your application



Below is a breakdown of the three main categories by which your application will be evaluated. Take time to determine your strengths and areas for improvement in each category. Then consider your potential – the contributions you’ll bring and learning opportunities you might gain during an MBA program. This will help inform your strategy and personal brand.

	ACADEMIC PREPARATION	PROFESSIONAL EXPERIENCE	PERSONAL QUALITIES
How we Evaluate	We want to understand your past academic performance and ensure that you’re prepared for the rigor of an MBA program.	We want to learn about your professional potential, including work experience, job offers, and career goals.	We’re interested in understanding your leadership style and the unique perspective you’ll bring to our community.
Application Sections	<ul style="list-style-type: none"> o Test Scores o Transcripts o Academic History 	<ul style="list-style-type: none"> o Personal Data II & Employment History o Letters of Recommendation o Resume 	<ul style="list-style-type: none"> o Personal Data I o Essays o Interview
Strengths			
Areas for Improvement			
Contributions			
Learning Opportunities			
Two-Sentence Tagline			