

CAREER GOALS ESSAY

● Brainstorming Guide

PROMPT

How will the Haas MBA help you achieve your post-MBA career goals?

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

- 1. Reflect on your ambition** | What are your goals and aspirations for the future? Where do you aspire to see this degree take you?
- 2. Now for the "why"** | How do your goals, passions, and imagination align with your intended path?

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

- Fill in the grid with specific examples 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 post-MBA goals.
- Use this as a starting point to tell us how the Berkeley Haas MBA would enhance your career trajectory.
- We want insight into your voice – be genuine.
- Goals can change or evolve over time.

Essential Questions	
Where do you see yourself in five to seven years?	
What are your long-term post-MBA goals?	
Do you see yourself pivoting or transitioning into another industry or function? If yes, what pivots do you expect to make?	
What are the resources that drew you to Berkeley Haas?	
What do you believe is missing from your current leadership profile?	