**Full-Time MBA Admissions**  
**Career Goals Brainstorming Guide**

**General questions…**

- Why MBA? Why now (versus in another 1-2 years)?
- Short term career goals? Long term career goals?
- Are these goals realistic and achievable? How does your long term goal build on your short term plan?
- Do you have target firms or positions in mind already? Do they hire MBAs?
- Do you know anyone at these firms? Are you able to schedule an informational interview with someone and do your due diligence?
- Do you have a backup plan if your target job is unattainable?
- What have you done - professionally and personally - to help you achieve these goals?
- Why would a firm in your target industry want to hire you - what skills or experiences do you bring to the table?
- What is your “roadmap” for reaching this goal?
- What skill gaps do you need to fill while in business school?
- What specific resources - inside and outside the classroom - will you utilize to fill these gaps?
- Why is Haas the right program to facilitate your future success?

**Specific advice for career switchers…**

- Why are you interested/passionate in this career?
- What have you done to prepare for this switch?
- Can you demonstrate knowledge of this industry, function, companies?
- How will your background compare to others wanting to go into the same field who have more related experience? In other words, what will be your competitive advantage??

**Specific advice for aspiring entrepreneurs…**

You don’t need to have a business plan or path to profitability, but…

- Why are you interested/passionate about this field?
- What business problem are you trying to solve?
- Why is there a need for this product or service in the marketplace?
- Who is your target customer?
- Do you plan to start your business while in MBA, or later down the road?