

PERSONAL BRANDING BRAINSTORMING GUIDE

WANT MORE RESOURCES?

Application Bootcamp »

Authenticity is the name of the game when it comes to your essays. There is no “right” or “wrong” answer, only your answer. The Admissions Committee wants to get to know you both professionally and personally, and the essays lend insight into how you will engage in all facets of our community (academics, careers, student life, etc.).

Focus your energy on understanding your motivations, experiences, and goals – in other words, understanding your personal brand. These insights should serve as your “north star” for the essays (and the application in general).

Please note that this outline is intended to nurture your creative thinking process, but there are many other ways to approach the essays. Following this approach is completely optional and has no bearing on your application outcome.

THOUGHT STARTERS

1. What is your “superpower”? What do you do better than anyone else?
2. What are your weaknesses? What would you like to improve?
3. What matters most to you, and why?
4. What kind of a legacy do you want to leave on your friends, family, co-workers, organization, or community?
5. What skills or attributes do people frequently praise you for?
6. What adjectives do people consistently use to describe you?
7. What energizes or inspires you? What is your “true north”?
8. Identify a couple of consumer brands that you like and list the top 3-5 adjectives that come to mind when you consider those brands (warm-up). Then, do the same for you, as if you were a brand being promoted to the admissions committee. What adjectives immediately come to mind?
9. What experiences – professional and personal – would best showcase these adjectives?
10. What attributes, experiences, or skills are missing from this list that are important to showcasing your fit with our culture and readiness for an MBA?