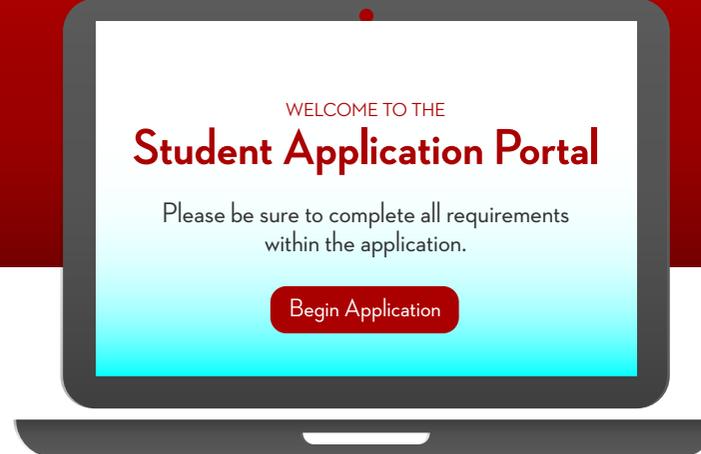


MBA APPLICATION 101:

What Will You Contribute to the Program?



Completing an MBA application can seem like a daunting task. No matter how confident you are in your own ability and drive to succeed, it can be tough to think through what really distinguishes you from all of the other qualified candidates.

We've outlined some **key tips to help you build the best possible MBA application** by demonstrating the value that you'll bring to the program.

Highlight Your Unique Academic Background

Many universities pride themselves on building diversity within their MBA cohorts, both in demographics, as well as in diversity of experience.

When crafting your MBA resume or personal statement, try to **emphasize any part of your academic past that could be enlightening for your classmates.**

Make Your Experience Work for You

MBA admissions committees seek both **well-rounded individuals with a variety of strengths and perspectives and individuals with work experience.** Don't presume that "experience" is only "work experience"; consider any experience outside the workplace where you can demonstrate a significant value add to your cohorts experience.

Emphasize Your Proactiveness

Discussion of your experience shouldn't just be limited to where you've worked; it's also about what you've done there. **The strongest MBA applications and resumes show a documented history of accomplishments that not only help yourself, but help others in your organization as well.**

Don't Shy Away From Failure

The reality is that no one's professional journey is an uninterrupted string of successes, and MBA admissions committees don't expect yours to be. **What they do want to see is how you respond to any challenges or setbacks you may face along the way.**

YOU HAVE SUCCESSFULLY SUBMITTED
YOUR APPLICATION TO THE
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