

mbaMission

The Perfect B-School Application

Jeremy Shinewald

Founder/President, mbaMission



Be sure to visit mbaMission's new Facebook Page at www.facebook.com/mbaMission. From now until January 31, for every 20 people who "like" our page, we'll randomly select one person to receive a copy of our brand new book, *The Complete Start-to-Finish MBA Admissions Guide*.

January 24, 2011

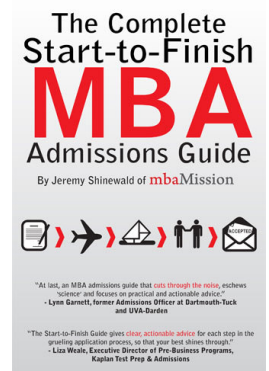


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Section 1:

The Myth of Perfection



The Myth of Perfection

Anxiety: I Did Not Go to an Ivy!

- Have you ever heard of Fundacao Getulio Vargas in Brazil? Do you know anyone at the Univ. of Calgary or Univ. British Columbia?
- 500 institutions have been represented in HBS's last three classes.
- At Stanford (not an Ivy) 151 schools were represented among its 385 students in its Class of 2011.
- Academic, professional, community, personal stories are crucial

Reality: Performance, Not Pedigree!

The Myth of Perfection

Anxiety: I Don't Know Any Alumni!

- Wharton has more than 81,000 alumni. What if they all recommended a candidate?
- An internationally renowned individual recommends ten people to HBS each year. They tell him that he has no right to 1% of their class.
- A strong applicant without alumni ties is still strong; a weak applicant with alumni ties is still weak.
- The AdCom wants a diversity of experiences. The vast majority of applicants don't know a high-ranking alumni.

Reality: YOU Get You In

The Myth of Perfection

Anxiety: I Am Not a Banker/I Am a Banker!

- Kellogg wants marketing candidates. Chicago wants “quant jocks.” (Are you really going to tell a marketing story if you have no marketing experience?)
- *“Because we want to discover who you are, resist the urge to ‘package’ yourself in order to come across in a way you think Stanford wants. Such attempts simply blur our understanding of who you are and what you can accomplish. We want to hear your genuine voice throughout the essays that you write and this is the time to think carefully about your values, your passions, your hopes and dreams.”*
— Stanford Director of Admissions Derrick Bolton
- Pandering is boring; write about yourself, your goals and ambitions

Reality: The AdCom Wants Distinctiveness

The Myth of Perfection

Anxiety: Statistically Speaking, I Don't Measure Up!

- If there was a simple formula, wouldn't the admissions office do away with the time/resource consuming admissions process?
- Admissions committees read files holistically and seeks evidence of an applicant's ability to contribute to class and perform at the highest levels
- Listen to admissions officers, not chatter on message boards
- Admissions committees want your full story, not some simple stats

Reality: There is No Simple Admissions Formula

The Myth of Perfection

Anxiety: I Have a Small/Big Flaw!

- Do your best to “perfect” your essays, but a typo won’t “kill”
- Many problems – drunk driving conviction, plagiarism – can be overcome
- Honestly address your flaws/problems/weaknesses; write an optional essay and move on!

Reality: You Won’t Be Rejected for Arbitrary Reasons

The Myth of Perfection

Anxiety: Your MBA's Rank Determines Your Future!

- “All I have to do is get in, and I am set for life!”
- Most major firms recruit across MBA schools, and a pool is selected for summer and full-time jobs.
- Your B-school will be forgotten after the first week—your performance will be crucial.
- GMAC study: Lower-ranked schools offer higher ROI (185% vs. 118% over a ten-year period).

Reality: You, Not the School, Determine Your Future!

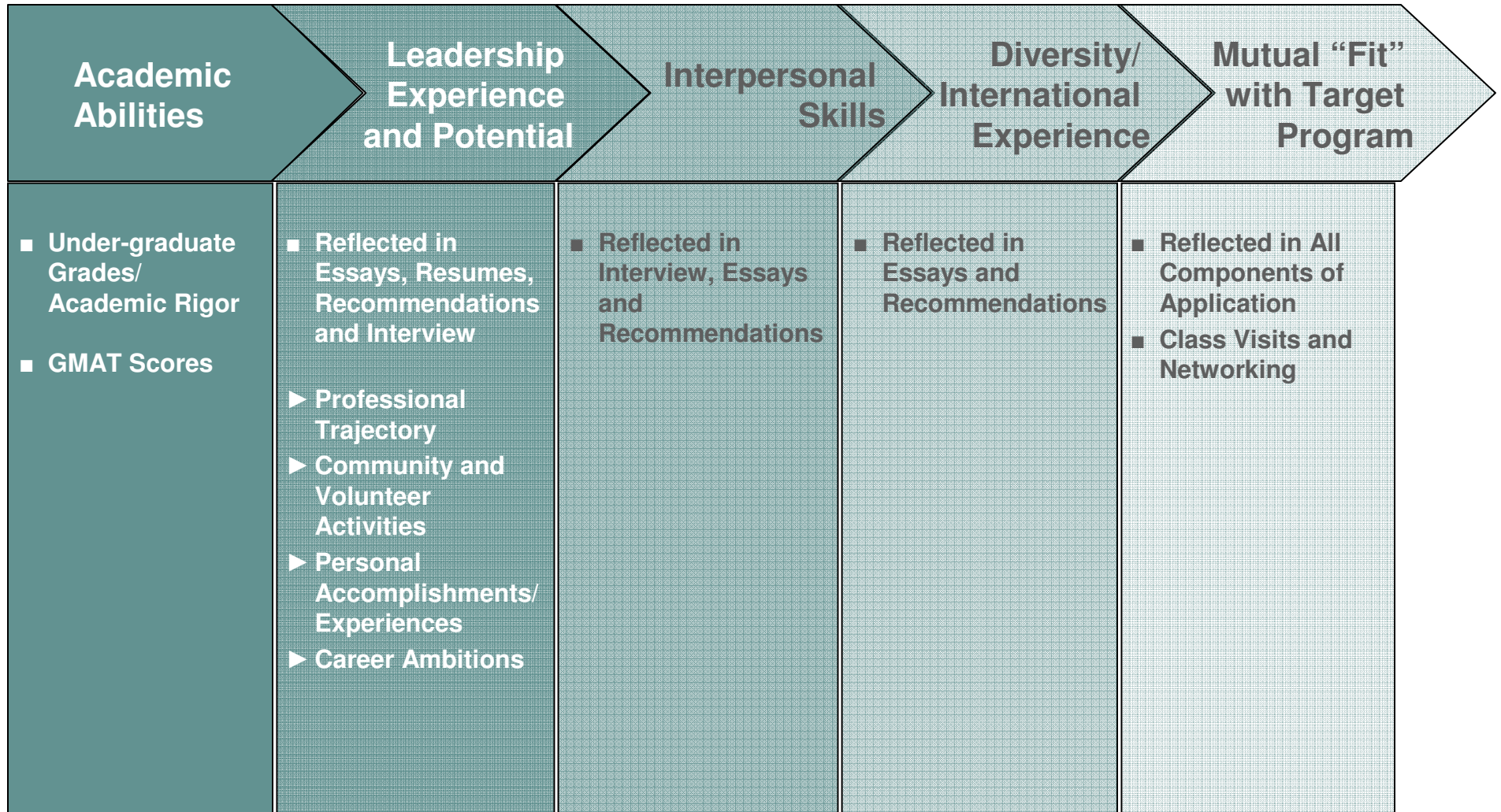


Part 1:

**Creating My Long Term Plan:
“No Time Like the Present”**



Creating My Long Term Plan



Creating My Long-Term Plan

Academic
Abilities

Leadership
Experience
and Potential

Interpersonal
Skills

Diversity/
International
Experience

Mutual "Fit"
with Target
Program

What Are My Next Steps? Prepare for the GMAT

- Enroll in a Class
 - Nine-Week Class + Four Weeks of Study = April/May Test
 - May Need to Take the GMAT Two or Three Times

The Crucial Question: What Should My Target Score Be?

Creating My Long-Term Plan

Academic
Abilities

Leadership
Experience
and Potential

Interpersonal
Skills

Diversity/
International
Experience

Mutual "Fit"
with Target
Program

What Are My Next Steps? Bolster Your Academic Profile

- Enroll in a Winter/Spring Course
 - Recover from Poor Academic Performance
 - Establish Academic Competencies
 - New York: NYU, Baruch, Fordham, Rutgers, Pace
 - Calculus, Statistics, Economics, Finance, Accounting

The Crucial Question: What Constitutes a Good GPA?

Creating My Long-Term Plan



What Are My Next Steps?

Engage in Community/Leadership Activities

- ❑ Community Service: Why?
- ❑ Community Service Is Not a “Sentence”
- ❑ It Is Not Too Late

The Crucial Question: Do I Have Enough Leadership Experience?

Creating My Long-Term Plan

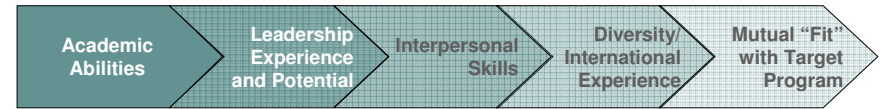


What Are My Next Steps? Advance Personal Goals

- ❑ An Aspect of the Process that Is Fully in Your Control
- ❑ Unique Opportunity to "Own" Your Story
- ❑ Take advantage of existing opportunities
 - CFA
 - Marathon
 - Publication
 - Travel/Languages

The Crucial Question: Is This Even Relevant?

Creating My Long-Term Plan



What Are My Next Steps?

Get to Know Your Target Programs

- ❑ Reputation/Prestige → Rankings vs. Reality
- ❑ Location → Urban Campus vs. College Town
- ❑ Class Size → Intimacy vs. Anonymity
- ❑ Teaching Method → Lecture vs. Case
- ❑ Core Curriculum → Mandatory Core vs. Flexibility
- ❑ Recruiting → Target Firms Come to Campus?
- ❑ Specializations → Marketing, Finance, International?
- ❑ Alumni Base → Size, Depth, Loyalty?
- ❑ Facilities → Modern vs. Antiquated
- ❑ Professors → Teaching vs. Research

Creating My Long-Term Plan

What Are My Next Steps?

Get to Know Your Target Programs

Academic
Abilities

Leadership
Experience
and Potential

Interpersonal
Skills

Diversity/
International
Experience

Mutual "Fit"
with Target
Program

CHICAGO BOOTH

- ❑ Reputation: *Business Week* #1
- ❑ Location: Chicago (3rd in USA)
- ❑ Class Size: 550 per class
- ❑ Teaching Method: Flexible
- ❑ Core Curriculum: No Core
- ❑ Recruiting/Specialization: Finance Only?
- ❑ Alumni: 42,000
- ❑ Facilities: Harper Center (2004)
- ❑ Professors: Research/Teaching

VS.



Tuck School of Business at Dartmouth

- ❑ Reputation: *Business Week* #14
- ❑ Location: Hanover ("college town")
- ❑ Class Size: 240 per class
- ❑ Teaching Method: Case Emphasis
- ❑ Core Curriculum: First Yr. (1 Elective)
- ❑ Recruiting/Specialization: Consulting Only?
- ❑ Alumni: Less than 10,000
- ❑ Facilities: Upgrade in 2008
- ❑ Professors: Teaching/Research

Finding the “Right” Target Schools

What are the differences between MBA programs?

CHICAGO BOOTH

- ❑ Reputation: *Business Week* #1
- ❑ Location: Chicago (3rd in USA)
- ❑ Class Size: 550 per class, No sections
- ❑ Teaching Method: Flexible (“targeted?”)
- ❑ Core Curriculum: No core
- ❑ Recruiting/Specialization: Only finance?
- ❑ Alumni: 42,000
- ❑ Facilities: Harper Center (2004)

VS.

Kellogg School of Management

- ❑ Reputation: *Business Week* #4
- ❑ Location: Evanston (“college town”)
- ❑ Class Size: 480 per class, Sections dissolve throughout core curriculum
- ❑ Teaching Method: Emphasis on team projects
- ❑ Core Curriculum: Nine class core
- ❑ Recruiting/Specializations: Consulting only?
- ❑ Alumni: 55,000; Team Kellogg?
- ❑ Facilities: “Dungeon”; new building?

Creating My Long-Term Plan

What Are My Next Steps?



Get to Know Your Target Programs:

- Preliminary Steps:
 - Admissions Blogs
 - mbaMission Blog
 - mbaMission Insider's Guides
 - Chat Boards
 - Q&A Sessions
- The Extra Mile:
 - Visit Campuses NOW
 - Meet with Alumni
 - Meet with Current Students

The Crucial Question: Fit, Really?



Part 2:

**Creating My Long Term Plan:
My 12 Month Calendar**



Creating My Long Term Plan

- February
 - Pursue Firm Sponsorship
 - Meet with Alumni and Students
 - Continue with GMAT Studies
 - Advance Community and Personal Objectives

- March
 - Identify/Reconnect with Recommenders
 - Visit a Target School (or Two)
 - Prepare Your Resume
 - GMAT Studies/ Advance Comm./Personal Objectives

Creating My Long Term Plan

- April
 - Identify/Reconnect with Recommenders
 - Visit a Target School and Narrow Choices
 - Complete Informational Interviews
 - Continue GMAT Studies/Community Work
- May
 - Take the GMAT (Hopefully Once!)
 - Define Target Schools
 - Start a Summer Course
 - Brainstorm and Start Writing Essays

Creating My Long Term Plan

- June
 - GMAT Again?
 - Do Well on those Midterms
 - Continue Writing Those Essays

- July
 - GMAT One Last Time?
 - Meet with Recommenders

- August
 - Complete Coursework
 - Follow-Up With Recommenders

Creating My Long Term Plan

- September
 - Polish Essays and Seek Feedback
 - Harangue Recommenders

- October
 - Submit Round One Applications
 - Visit Remaining Target Schools
 - Take a Deep Breath

- November
 - Plan Interviews
 - Evaluate Progress and Consider New Target Schools

Creating My Long Term Plan

- December
 - Polish Essays and Seek Feedback
 - Interview with Target Schools
- January
 - Submit Round Two Applications
 - Enjoy Acceptances
 - Plan Interviews
 - Waitlist Letters
- February
 - Visa/Scholarships/Reassess Targets?

Creating My Long-Term Plan

“What Is This Session Really About?”

Present to May 2011 (5+ Months!)

- Take a GMAT Class and the GMAT
- Bolster your Academic Profile
- Engage in Community Activities
- Advance Personal Goals
- Visit Campuses
- Meet with Alumni/Current Students
- Connect with and Evaluate Recommenders
- Prepare Your Resume
- Conduct Informational Interviews or Job-Shadow
- Firm Sponsorship?
- Prepare Responses to Short-Answer Sections

May 2011 – Jan. 2012

- ▶ Apply to Business School
- ▶ Apply to Business School
- ▶ Apply to Business School
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- ▶ Apply to Business School
- ▶ Apply to Business School
- ▶ Apply to Business School
- ▶ Apply to Business School
- ▶ Apply to Business School
- ▶ Apply to Business School
- ▶ Apply to Business School
- ▶ Wait for Decisions

Time Management!



Section 3:

Questions and Answers



mbaMission: Boutique Admissions Consultants

About mbaMission

- Elite Communicators
- Unique MBA Experience
- Not a Website, a Firm – Our Team is Front and Center
- External Validation, Not Arbitrary Success Rates
- Already Working for You
- Admissions Experience
- Complete Start to Finish Package
- Blog/Events/Book

mbaMission: Boutique Admissions Consultants

We will guide you through our “Complete Start to Finish Process”:

- Candidate assessment, application strategy and program selection
- Brainstorming and selection of essay topics
- Outlining and essay structuring
- Unlimited essay editing
- Letter of recommendation advice
- Resume construction and review
- Interview preparation, mock interviews and feedback
- Post-acceptance and scholarship counseling

mbaMission: Boutique Admissions Consultants

Akiba Smith-Francis, Senior Consultant

- Harvard College, Harvard Business School, Kennedy School of Government
- McKinsey & Co.
- Board of Directors, Cool Kids Learn and Smith Leadership Academy
- Publications: *Moxy Magazine*

Monica Carpenter-Okrah, Senior Consultant

- Harvard Business School
- J.P. Morgan
- Co-Author, “65 Successful Harvard Business School Application Essays,” St. Martins Press, 2004
- Chief Marketing Officer, HBS Alumni Club of Charlotte (700+ members)

mbaMission: Boutique Admissions Consultants

Lynn Moloney, Senior Consultant

- Harvard Business School
- Managing Editor at Inc. and Fast Company
- Editorial Department at Vanity Fair
- Started a marketing consulting firm

Jessica Shklar, Senior Consultant

- Harvard College, Harvard Business School (Distinction)
- Six Sigma Master Black Belt, Quality Leader and a Senior Vice President for Chase Home Finance
- Extensive Internal and External Corporate Publications

mbaMission: Boutique Admissions Consultants

Every candidate has a unique story to tell.

We have the creative experience
to help you tell yours.

Contact mbaMission

mbaMission

www.mbamission.com

Jeremy Shinewald
info@mbamission.com

Free Consultation:

www.mbamission.com/consult.php



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