



ADMISSIONADO

DEALING WITH A **DING!**



Co-hosted by our pals at





THE NEXT THIRTY MINUTES



“You must unlearn... what you have learned.” -
Master Yoda

- 1. Jon's Amazing Presentation.**
- 2. Meet our Lucky Participants**
- 3. Ask Questions**



THE HARD FACTS ABOUT BUSINESS SCHOOL APPS

It ain't pretty, folks:

- On average 77% or more of all applicants to top 25 programs are DINGED.
- This percentage is only higher for international applicants...and the dinged %s are growing.
- You are tired, exhausted, and sad. You feel, well, rejected.
- In fact, you feel so rejected that you've decided to spend some of your time with me.



But let's not focus on all that. Instead, let's diagnose what went wrong.



STEP 1: DIAGNOSE WHAT WENT WRONG

If you were dinged, one of three things has happened:

- 1) **There are weaknesses in your background.**
 - Work experience, extra-curriculars, etc.
- 2) **If not your background, then the app itself was weak.**
 - Essays, LORs, etc.
- 3) **If your background and app are both strong, then...**
 - Timing, Age, School Selection, Interview, etc.



Your first step is to figure out which of these categories you fall into.



STEP 2: THAT'S WHERE WE COME IN

We at Admissionado have done 17,000 MBA applications in seven years.

- All Admissionado MBA consultants are bonafide badasses. Seriously.
 - All grads from TOP b-schools in the U.S. and Europe
 - Strategists, mentors, really cool dudes/women who are out there doing really cool things.
- Last year, over 50% of our client base was international.
- **Each year about 1/5 of our business is reapplication-based.**



(Dr. Jon Frank)

Don't trust all the misinformation out there folks. Very important with reapps especially, where there is no time (or room for error) to spare...



WHY REAPPLICATIONS MAKE SO MUCH SENSE

There are many reasons why your reapp is a worthwhile cause:

- Time, Energy, Effort.
 - You have already invested so much of it. While it stings to do it all again, **you will be BETTER at it.** Ever lose all your work the night before your paper was due? This time it will go quicker.
- Also, this time you will be more realistic (*more on this shortly*).
- Finally, now you have an **interesting BRAND.**
 - You have something to write about. You have the gift now of an instant ANGLE in your application. The “how have I improved my background” story has LEGS!
- *The story of our client who applied to HBS and Wharton in 2012. Got into Wharton, Dinged at HBS. She turned down Wharton and applied to BOTH the next year with us. And what happened? She got into both. DONE.*



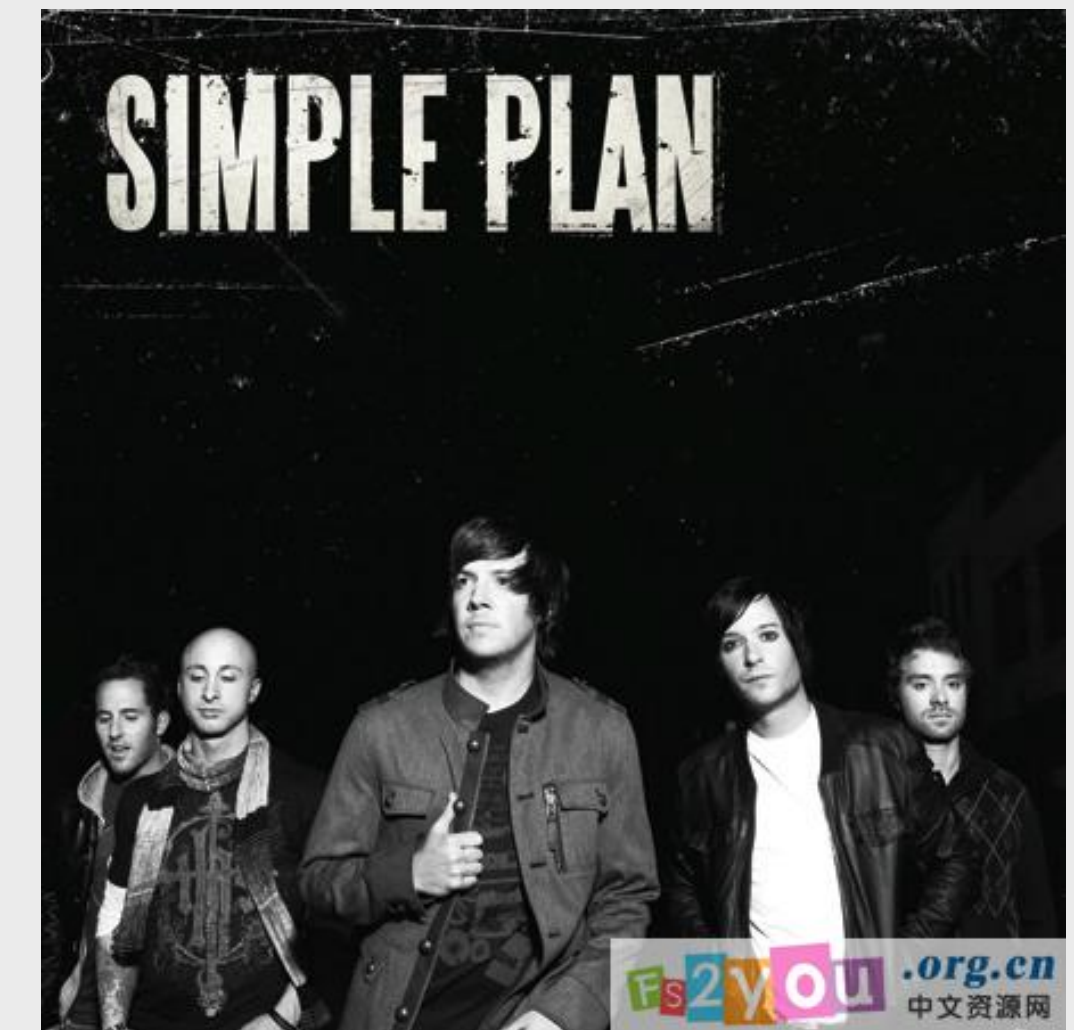
YOUR REAPPLICATION PLAN OF ATTACK IS SIMPLE

Just tell the schools how you've improved since last year. Done.

But don't just take our word for it.....

Dean at Booth: "Do not rely on last year's application to provide us with that information. Ask your recommenders to update their letters. Avoid regurgitating information you used last year..."

Dean at HBS: "I will never understand people who simply submit much of the same materials, after being dinged."



Let's make this even more clear, shall we?



ADMISSIONADO'S REAPPLICATION BIBLE

The following are the three surefire steps to a successful MBA reapplication:

- Demonstrate that you have improved your candidacy
- Demonstrate that you have improved your candidacy
- Demonstrate that you have improved your candidacy



I will demonstrate I have improved my candidacy!

Get the point? 😊 Let this be the one thing you remember.

Now, let's revisit what went wrong. Remember the three categories?

1. Weaknesses in your background. (Work experience, Extracurrics)
2. Weaknesses in your application. (Essays, LORs)
3. Less Tangible weaknesses...elsewhere. (Timing, School Selection, Interviews)

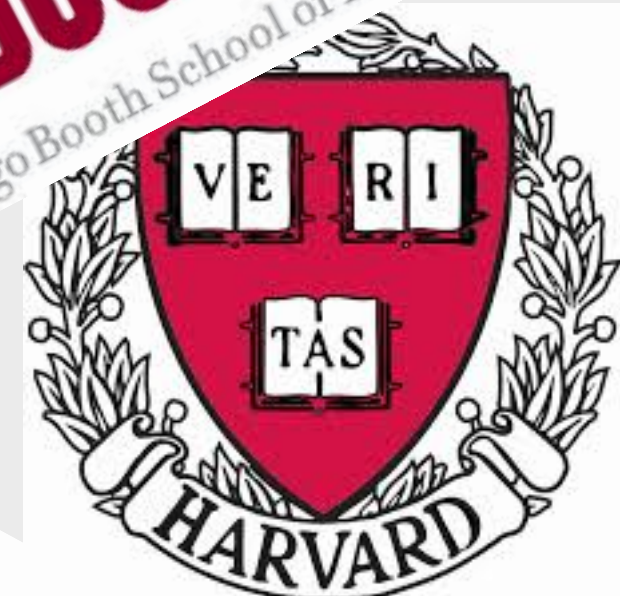
Let's get a touch more specific, shall we?



LET'S GET SPECIFIC: SCHOOL SELECTION

Sharpening your list of schools

- Maybe you didn't make a strong enough connection (Let me tell you about my experience at CBS....)
- What else can you do?
 - Well...be more realistic, and safer. The time to take risks has come and gone, sadly.
- Also, pick schools where you are NOT a reapplicant, of course...
- We can also be more STRATEGIC.
 - USC for real estate, CMU for IT, etc.
- Finally let's DIG DEEPER in making connections with schools, and alums.





LET'S GET SPECIFIC: CAREER GOALS

Can I change my career goals?

- Absolutely you can. You would be well-advised to do so, most likely. But you have to do so...strategically of course.
- That is, what is the CONNECTION between the old goals and the new ones?
 - Banking into PE.
 - Real estate management into RE investment.
- Don't forget typical career goal stuff
 - Connecting your past and future.
- How about adding in a dose of REALITY? Perhaps last year your goals made sense but they weren't that realistic. And now they are.
 - Investment Banking into Commercial
 - Entrepreneurship into product management etc.

All these approaches will lead to a MUCH more credible career goal your second time around.



MEET OUR PEEPS

Peep #1: Let's call him "Rolls Royce."

- British (UK) (currently residing in Greece)
- GMAT 720, Q40 V48 AWA6.0 IR8
 - HBS (R1) - dinged without interview
 - MIT Sloan (R1) - dinged after interview (met admissions officer in Europe)
 - Columbia (R2) - dinged without interview
 - Stanford (R2) - dinged without interview
 - Wharton (R2) - dinged after interview (met admissions fellow on campus)





MEET OUR PEEPS

Some Good News for Rolls:

- Very international experience
- Unusual international experience
- He stays w his jobs, some of which have brand names
- Neat, professional resume



Some Bad News for Rolls:

- Age. Maybe...too good experience-wise. Like, “too accomplished.” Maybe.
- Low GPA, and just a decent GMAT (720).



MEET OUR PEEPS



Essay-wise:

Essay 1) Career Goals: Short term, return to the bank. Long term, Micro Finance.

[But lots of focus on all that micro credit stuff in your app—what about your ACCOMPLISHMENTS?]

Essay 2) How to contribute to Wharton? Mostly a focus on making the world a better place. Social impact etc.

We do get one paragraph on what you've done: My professional experience working for the leading global shipping bank has instilled core competencies in multi-tasking and handling internal and external cross-cultural and cross-discipline issues. A typical ship financing will involve a ship built in South Korea being acquired by a company incorporated in Liberia, with Greek shareholders and a Norwegian charterer, all subject to English law. Understanding the local culture and customs of each counterparty in order to manage a transaction from start to finish is a skill I have honed during my career.



MEET OUR PEEPS

Optional Essay) Low GPA.



So ultimately, we needed to address our weaknesses better. And put our best foot forward—WORKwise. I don't feel like we know what you're great at. Instead we focused on lots of other stuff.

Remember folks, this is BUSINESS school.

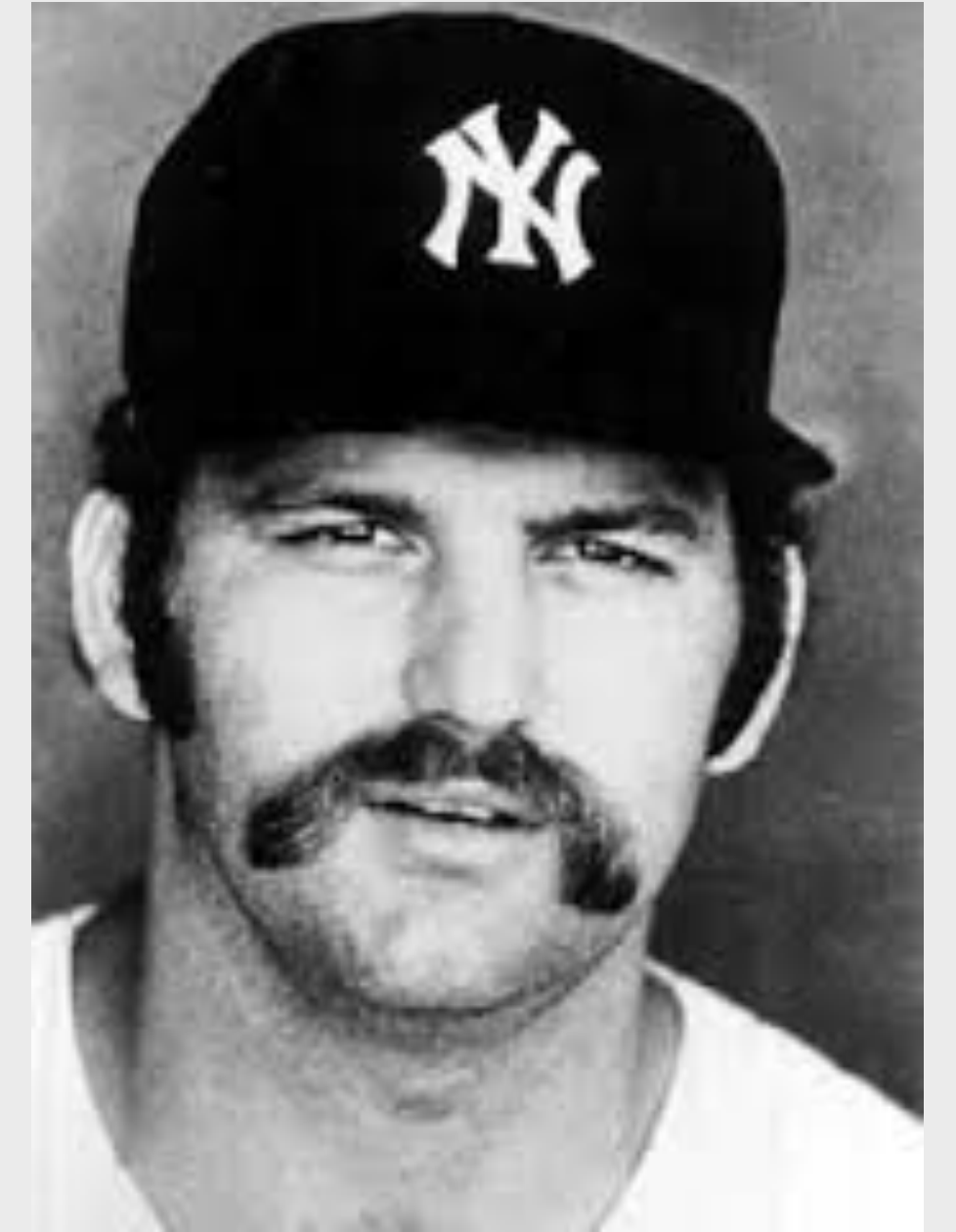
Also have we laid out clear logic for our long-term goal? Maybe. But it's almost like we tried too hard to do that piece, at the expense of our greatest strengths...



MEET OUR PEEPS

Peep #2: Let's call him Larry Xiao.

- Nationality: 1st Generation Asian American to attend college
- Age: 26
- GMAT: 680
- Dinged: Kellogg, Anderson, Fuqua, Possibly Darden R3





MEET OUR PEEPS

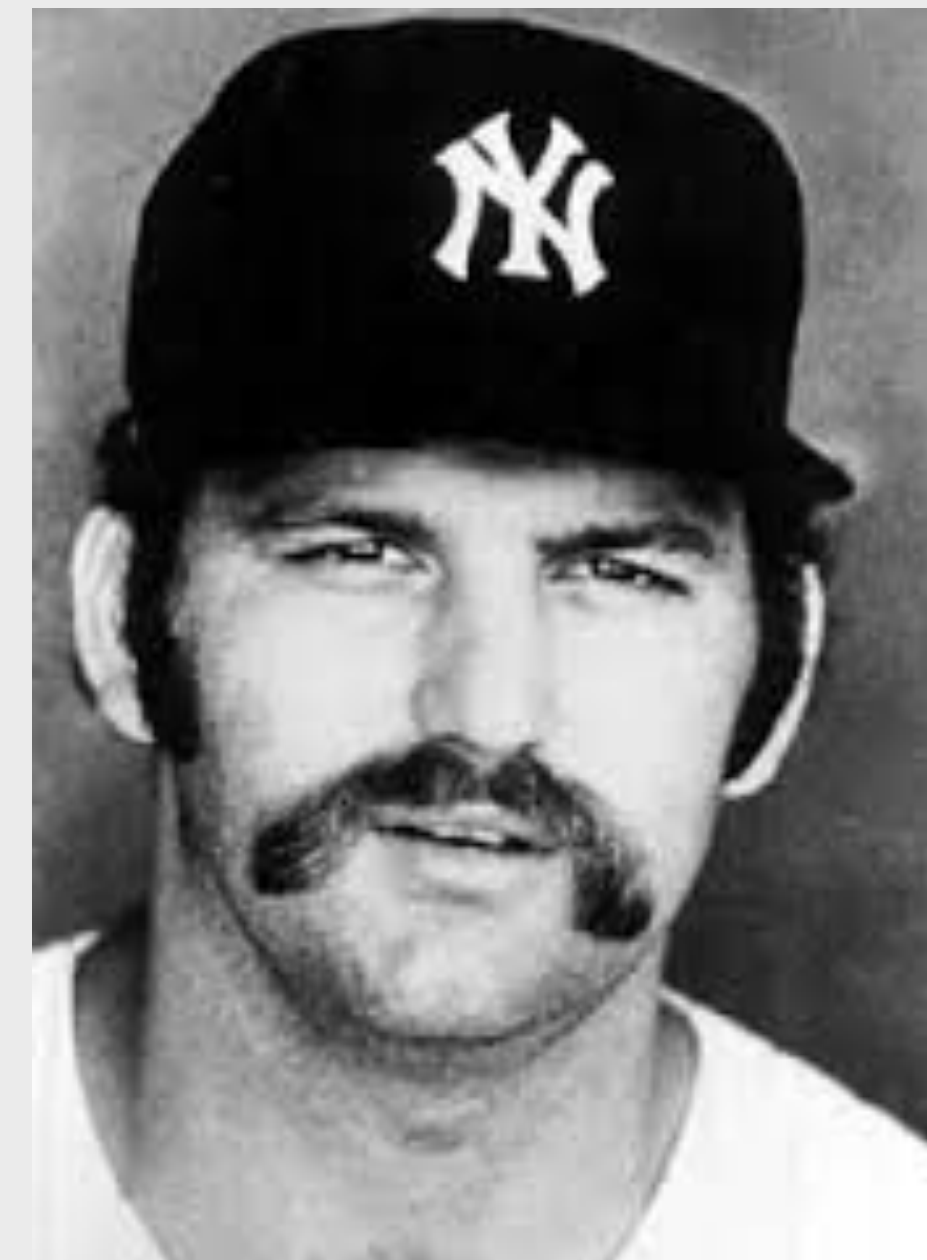
Peep #2: Our Dear friend “Larry Xiao.”

Larry Greatnesses:

- Some neat recent trading/finance experiences.
- Some solid extra-curriculars.
- A couple big name employers.

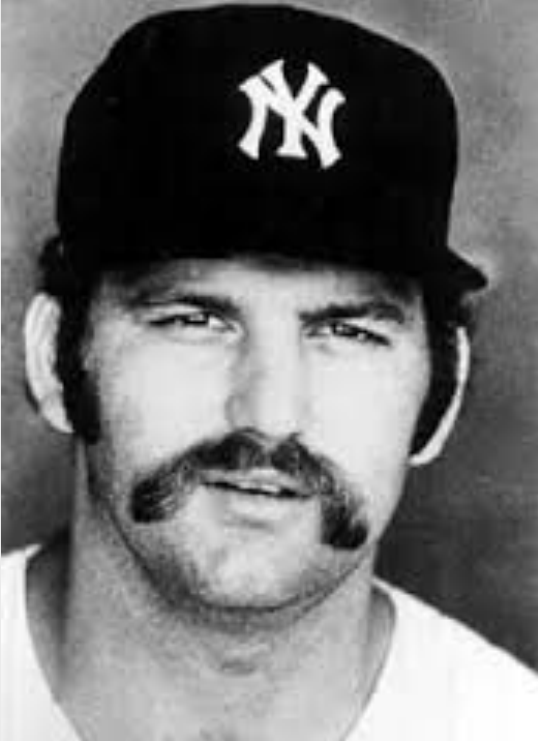
Lars Problems:

- Not a ton of work experience. At one firm, etc.
- Work gap(S)
- Resume is a bit goofy
- But really the challenge is in the ESSAYS





MEET OUR PEEPS



Peep #2: Let's call him Larry Xiao.

Kellogg Essay 1:

Greatest obstacle: my parents had it tough as an immigrant. We had a tough experience. It has made me stronger.

[But what does this have to do with YOU? And how does it make you better at business?]

Kellogg Essay 2:

Leadership: Villanova Rugby. [But you weren't captain. Also you didn't really do AMAZING stuff. Meh. What bout "why youll be a good business leader?]

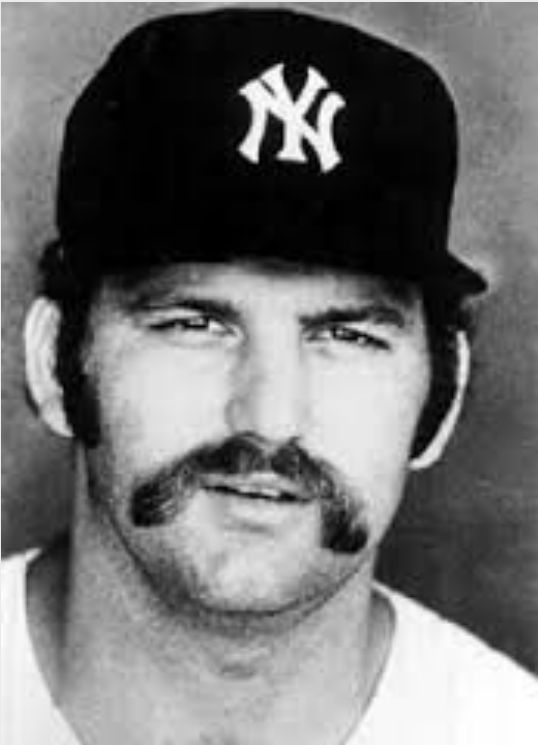
Kellogg Essay 3:

Career Goal: Actually it makes sense. [But: The culture on Wall Street has always been about greed and excessive risk-taking. Bankers are compensated by the amount of revenue they bring to the firm.]



MEET OUR PEEPS

Peep #2: Let's call him Larry Xiao.



Kellogg Optional:

Family is important to me—so I resigned and moved home to support the fam.

Why Kellogg Essay:

My past experiences coupled with today's economy create an interest in Kellogg's curriculum. The course in Leadership and Crisis Management understands that companies are increasingly in the public and the government, and at risk of legal actions. Case studies and crisis simulation exercises will present realistic challenges... the Business Strategy course will be highly beneficial to my future goal in asset management...Kellogg is also known for community service.

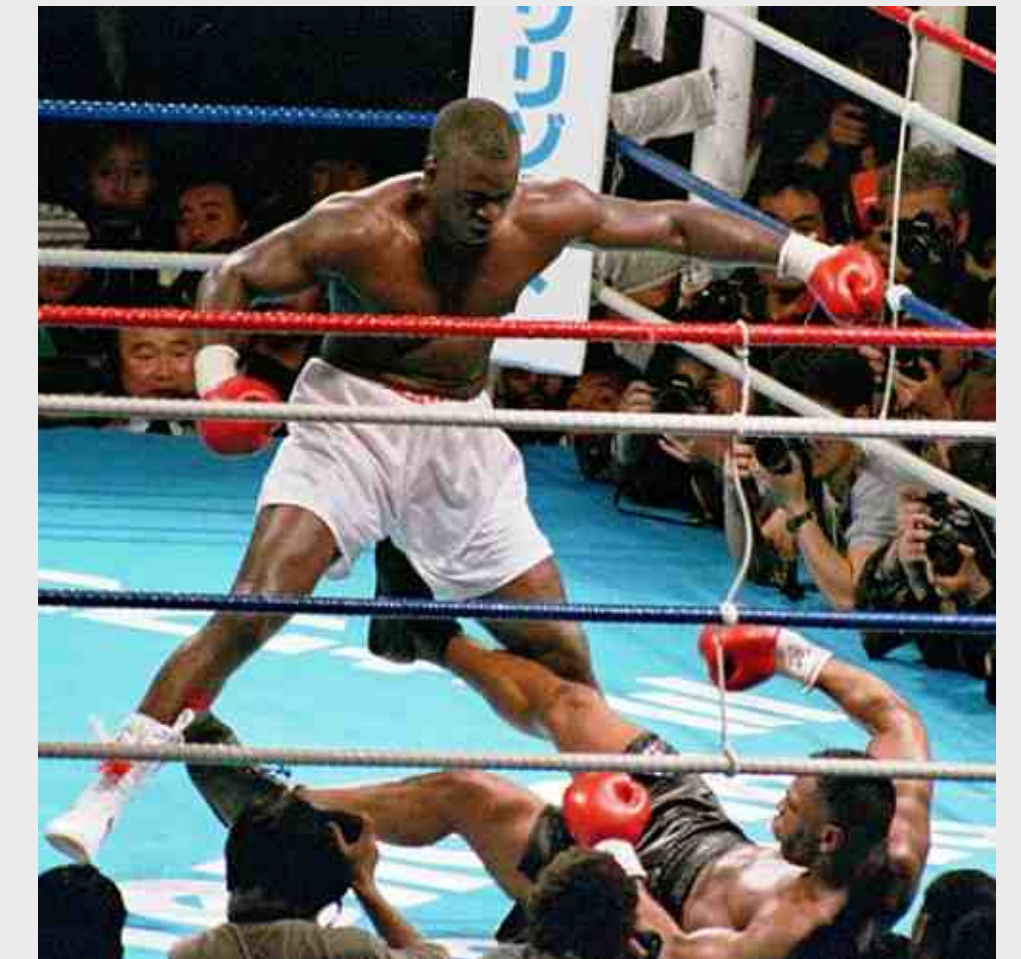
[But why Kellogg?]

And big picture, you haven't done maybe the most important thing: proven that you're a shooting star at WORK.



IN CONCLUSION

- Anyone who claims that a reapp is easy, is lying. Don't believe a word that such "experts" say, ever.
- This is especially true for **international applicants**, and **over-represented groups**.
- But it IS possible to make good things happen, no matter where you're from. The key is to prove that you have worked hard to **IMPROVE your application over last year**.
- And never forget, this is BUSINESS school. Not meaning of life school.
- And as always, we are here to help. 😊 Let's start by answering a few questions...





LET'S DIG IN, SHALL WE?



**FREE DING ANALYSIS WITH PURCHASE OF
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***Questions? Ready to get into b-school?
Email Claudia@admissionado.com. She'll hook you up.***



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