

B-School Admissions: *Just what ARE they looking for?*

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Founder / Managing Director



Agenda

Introduction

Objectives

The Admissions Office & the 4 Questions

Preparing for the Future: Practical Advice

Q&A



I've climbed the heights you are currently climbing

Academics

- Stuyvesant High School (NYC)
- Harvard University (BA with Honors)
- Columbia Business School (MBA)
- Rutgers Law School (JD)



Career Highlights

- International Management Consulting – Bain & Company
- Wall Street Finance – JP Morgan
- Fortune 500 – Johnson & Johnson, Wyeth, Eli Lilly
- Licensed Attorney, NJ

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Along the way, I have learned what it takes to get to the “next level”



Admissions Representative

- Harvard University – 15 yrs.
- Columbia Business School – 10 yrs.

Corporate Recruiting Experience

- Bain & Company – college students
- Johnson & Johnson – MBA students
- Wyeth – MBA students

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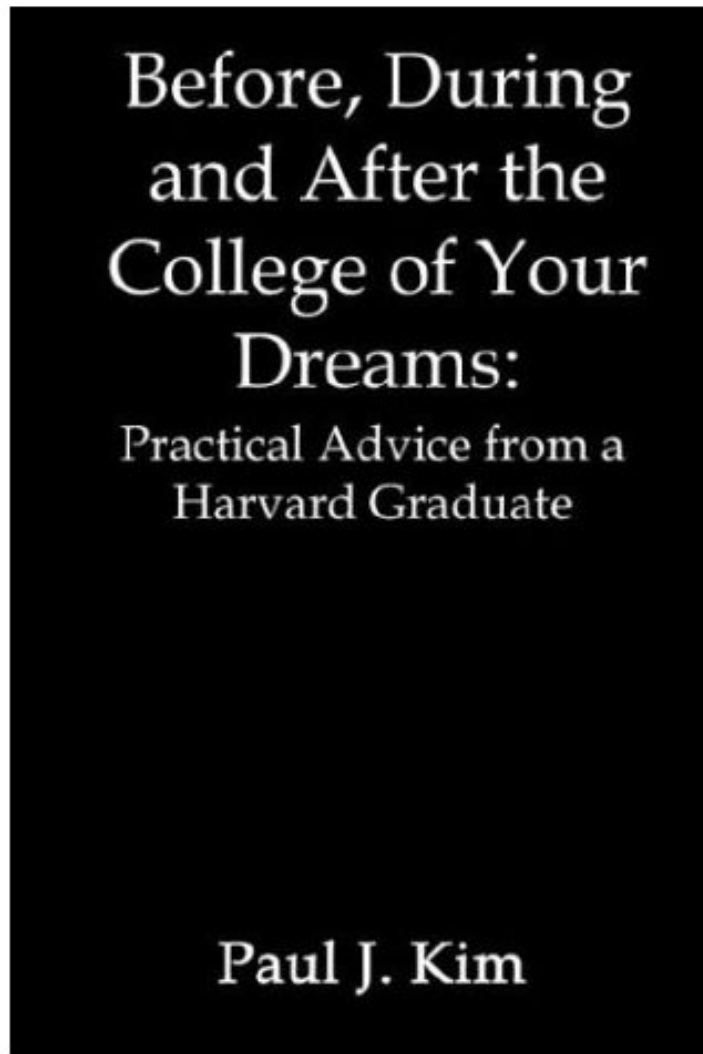
... advised candidates & parents ...

Seminar Speaker & Advisor

- Young Professionals – yKAN (NYC)
- University Groups – Princeton, Rutgers
- Parent Associations – High Schools in NYC & Atlanta
- Church and Civic Groups in NY, NJ, PA
- Korean Consulate of NYC



. . . wrote a book about my perspectives . . .



- Published in 2003; 264 pages; ISBN: 978-1410790927
- Available at Amazon.com and Barnes & Noble
- Key Topics Covered
 - ✓ Preparing for college admissions
 - ✓ Transforming college into a foundation for one's future career
 - ✓ Developing a rewarding career after college

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... and served as a consultant ...



Serving clients since 1990

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Specialties:

- Admissions Strategies
- Personal Essays
- Admissions Interviews
- Resumes



. . . with solid client results since 1990



Colleges Include

- Amherst
- Columbia
- Cornell
- Dartmouth
- Duke
- Georgetown
- Notre Dame
- Princeton
- Swarthmore
- U Penn
- West Point
- Yale

MBA Programs Include

- Columbia
- Dartmouth
- Harvard
- Kellogg
- Stanford
- U Chicago
- UC Berkeley
- Wharton



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Lost in Translation

What happens when you think in one language and speak in another? E.g., Korean into English?

- “You are born well.”
- “Look at me. Look at me once.”
- “There’s no soup today.”
- “Let’s let you be and look at you.”

Check your perspective!

Objectives

- To understand how MBA admissions officers *fundamentally* evaluate candidates
- To see the bigger picture beyond MBA admissions



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Marketing 101: Know Your Customer

Admissions Committees are under constant pressure . . .

- University Administration
- Faculty
- Alumni
- “The Ratings Agencies”

Key Patrons & Constituents

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Marketing 101: Know Your Customer

. . . to produce entering classes that meet certain requirements

- Ability to do the work
- Be a contributing member of the school community
- Have the potential to be an alum who makes the school look good
- Be willing to matriculate if accepted

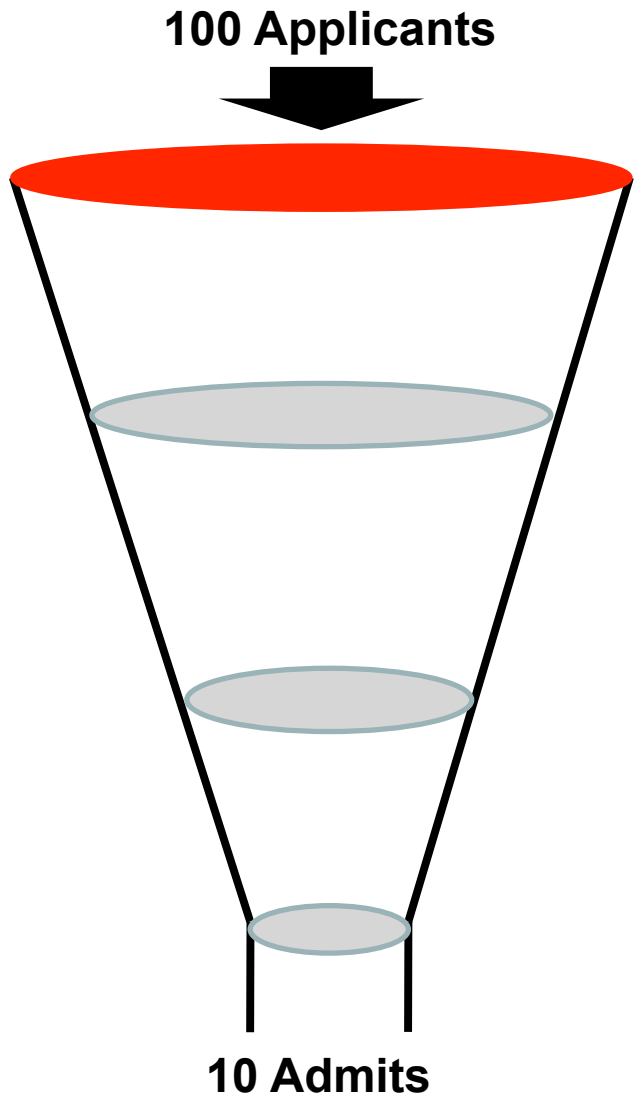
The 4 Critical Questions

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Admissions Screening Process



- **Question 1**

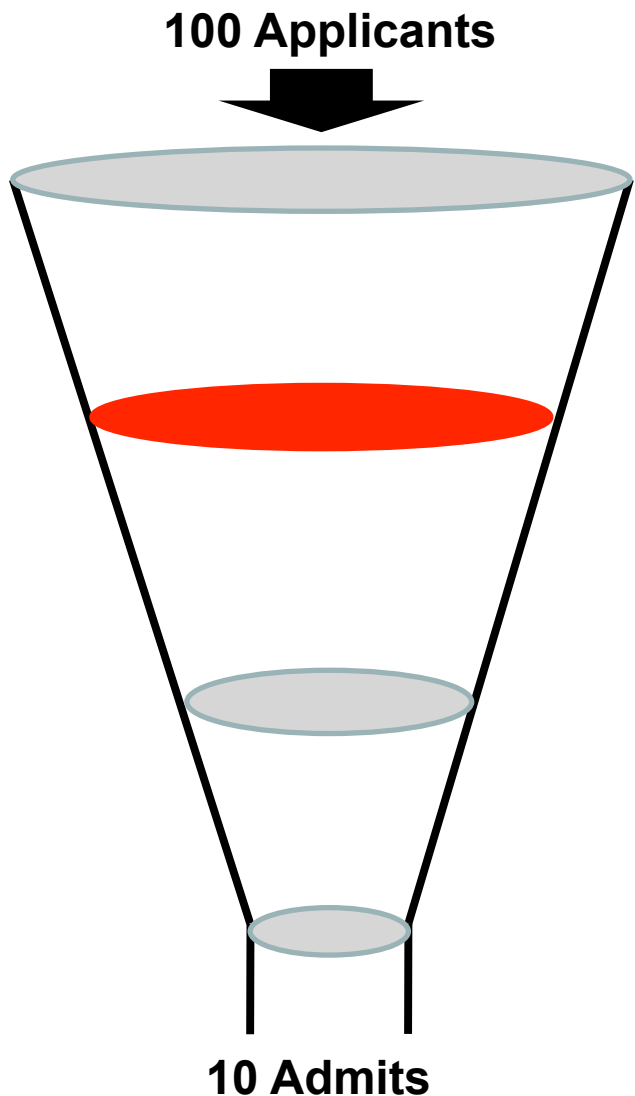
- ✓ *Are you able to do the work?*
(School's retention rate)

- **Assessed Via**

- ✓ Academics: Transcript, GPA, GMAT
- ✓ Professional Licensure: Objective measurements (CPA, CMA, CFA, Esq., etc.)

~80% of candidates meet the academic requirements!!

Admissions Screening Process



- **Question 2**

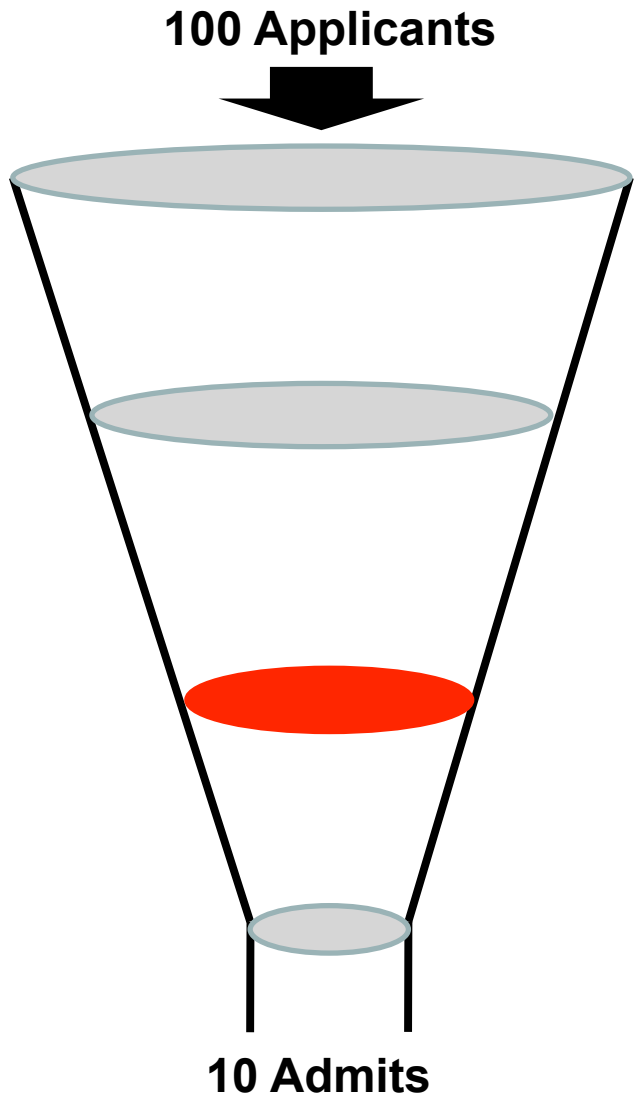
- ✓ *Will you be a contributing member of the school community?*

(School culture - “15 / 168” Rule)

- **Assessed Via**

- ✓ Track Record: Breadth & depth of work experience & activities
- ✓ Essays: Personal perspective that you bring to campus
- ✓ Interview: Interpersonal skills & “roommate” test
- ✓ Recommendations

Admissions Screening Process



- **Question 3**

- ✓ *Will you be an alum who makes the school look good?*

- (Employment & salary rates)

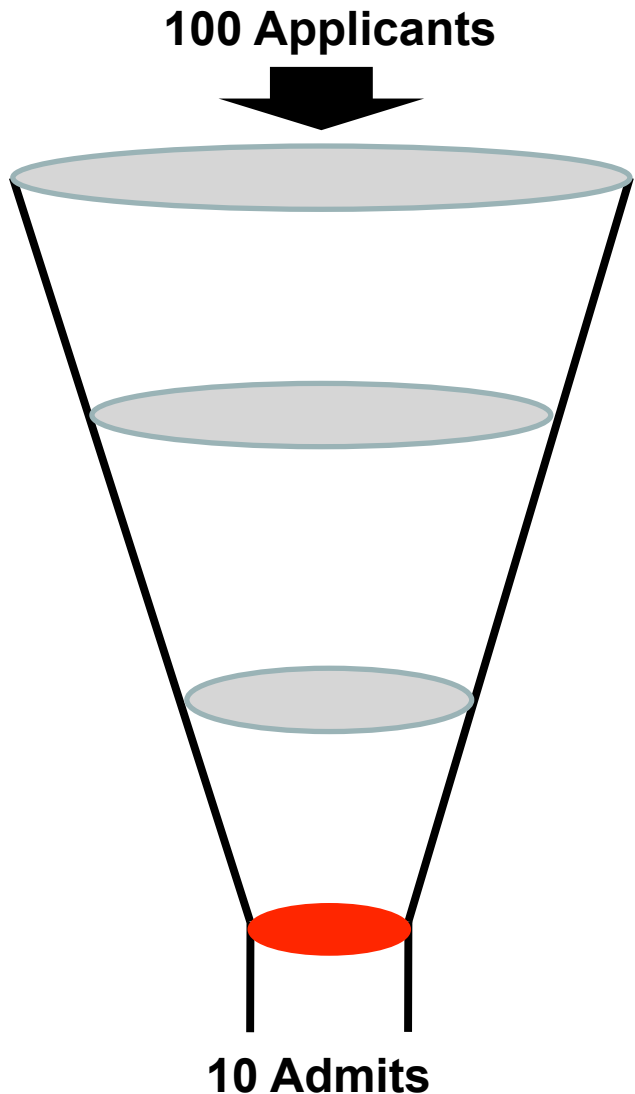
- **Assessed Via**

- ✓ Professional Promise: Work track record, recommendations, realistic & planned future aspirations

- ✓ Essays & Interview:

- Robust focus on the future
 - Understanding of the resources available at the B-School
 - Personal maturity, preparation & creativity

Admissions Screening Process



- **Question 4**

- ✓ *Would you matriculate if offered admission?*

- (School's yield rate)

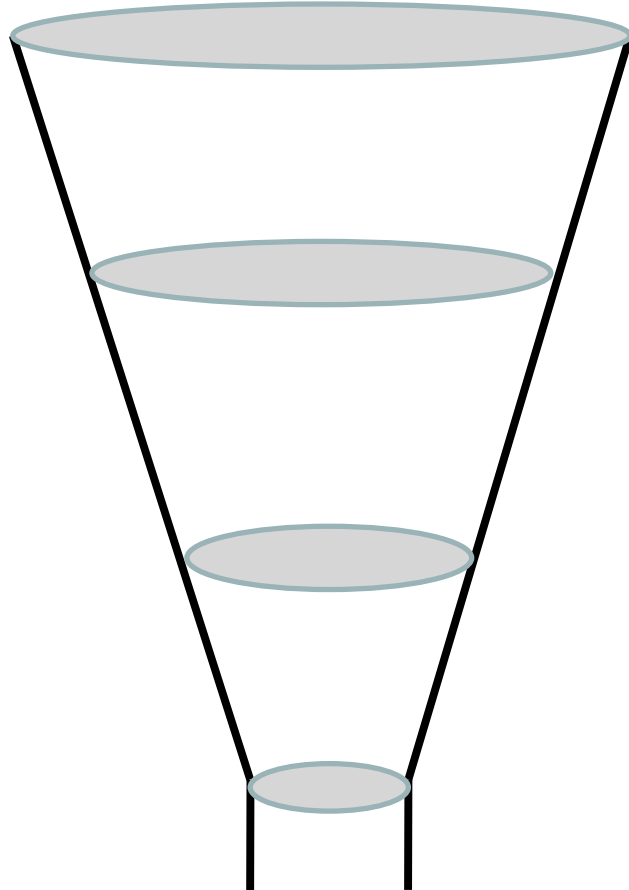
- **Assessed Via**

- ✓ Essays, Interview & School Visits:

- An understanding of the resources available at the B-School
 - A rational and convincing plan of action to utilize these resources
 - Knowledgeable interest in the school – asking good questions about specific aspects of the school
 - Campus visits

Admissions Screening Process

100 Applicants



10 Admits

- Essays & Interviews focus on Questions 2 – 4 → the “qualitative” / “subjective” elements

Essays & Interviews: the keys to differentiation
(~80% of candidates meet the academic requirements!!)

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The Most Critical Essay

What are your career goals? Why are you pursuing your MBA? Why are you applying to Harstanwharbia Business School?

Your opportunity to highlight your:

- Professional background
- Post-MBA career promise
- Ability to construct a persuasive argument
- Realistic planning for the future
- Knowledge of and interest in the MBA program's resources

A Perspective on Other Essays

Information

Insight

Initiative

“It’s cloudy”

“It’s going to rain”

“I will bring my umbrella”



**Communicate what’s in it for
the B-School**

A Quick Example – What’s in it for me?

Outside of work I enjoy...

Outside of work I enjoy *a cappella*. My interest in this form of music first began during my undergraduate years as a tenor with two different campus *a cappella* groups. Participating in and listening to *a cappella* versions of popular and traditional favorites has provided me with an opportunity to appreciate unique and often inspiring interpretations of these famous pieces.

But more than just momentary listening pleasures, *a cappella* has provided me with a framework through which to view the group endeavors common to every organization. If one considers the melody of a song to be the objective of a team undertaking, then the harmony can be likened to the teamwork required to realize that goal. By definition, *a cappella* does not require any musical accompaniment. Rather, the performers contribute their voices to supply the harmony that supports the main melody. Each member’s voice is a unique offering. There are those who sing the bass tunes, those who sing the filler parts and those who provide the percussion. Suitable contributions by each singer lead to a successful performance. However, should members hold back or sing too loudly, cacophony occurs and the melody is left without the necessary harmonic support.

Coordinated teamwork is essential for reaching any goal. Realizing one’s capabilities and providing an appropriate personal contribution leads to effective teamwork. *A cappella* continues to remind me of this important principle.



WIFM: Approach to Teamwork

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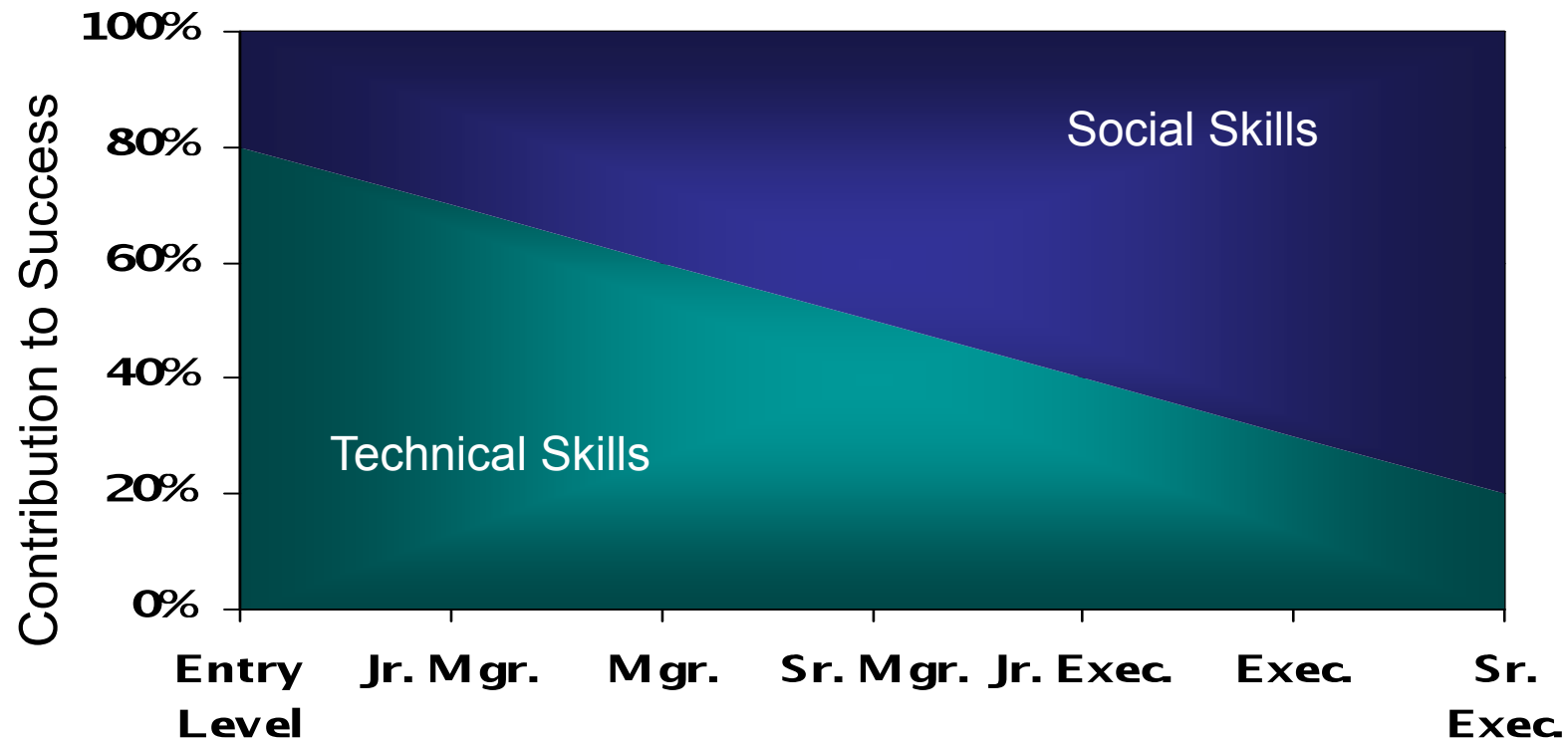
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Social Skills are key to Career Development

Regardless of your MBA background, over time, your social skills become more and more important.



DEVELOP THEM NOW

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Key to Long-Term Success

*Irrespective of where you attended
B-School*



***Successful people are not those who've never
fallen. They are those who have the courage and
strength to GET BACK UP each time they fall.***

Key Takeaway Messages

- Use the 4 Questions to guide your MBA admissions preparations
- Essays and interviews are critical for differentiating your application
- Develop your social skills
- Be strong and courageous – there's always another chance

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Q&A: Let Us Help You!!

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Contact us!!

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