STATEMENT OF PURPOSE

Word count: 800 words

After graduating from NATIONAL UNIVERSITY OF SINGAPORE with the renowned Master's in Management degree, I aim to carve my niche at a top-tier Consulting firm, working for such firms will offer me commensurate career-growth, flexibility and a sense of purpose. Being a millennial, I want to be constantly challenged, impact the society and make a difference in the world. Working in consulting will allow me to be on the cutting-edge of society and see my ideas come to fruition.

Over the past five years of studying architecture, I have come to realize I possess skills more inclined to human interaction and relations. I have an innate quality to manage teams around me and solve problems. During my time in internship at Renaissance Engineering Consultants, I proactively took up challenging tasks from my superiors, leaning upon my problem-solving skills. For instance, there was a project mishap when we went overboard with the budget by $2.4Mn, providing the client only one option. Consequently, my team and I were extremely disheartened with their inevitable refusal. Undeterred, I altered the existing design with all the technical drawings required, providing the client with three novel alternatives within their agreed budgets.

These are skills that are most required in a problem-solving area rather than selling a product, such as a consulting firm. As the consulting company's mission is to solve issues related to business functions, financial issues, marketing strategies and more. Additionally, consultants also need to have a flair for good communication and persuasion skills. For instance as a university student, I participated in an international inter-college competition, where we travelled to different cities in India (like Ahmedabad, New Delhi and Dehradun) to learn building design and engage with the locals. Elected as the team leader, I was responsible for the presentation.

Hence, I had to interact with people of different communities and pick solutions and ideas for my team design. I inculcated timeless lessons on how to drive diverse counterparts towards a common goal. My soft skills played a huge role in bagging the leader's role and we attained 2nd position for best project. This makes me believe I will be a perfect suite for the job.

To be successful in this role, I will need have a hypothesis-driven approach to problem solving, effective quantitative and communication skills, and the ability to take on broad-reaching and ambiguous questions while working collaboratively and cross-functionally with other consultants of all levels.

At its core, consulting starts with a task at hand and ends with the client, bringing both together in unconventional ways. The job is to demonstrate how a consultant solves problems in business at hand--from the everyday to the epic, from the mundane to the monumental. Consultants need to be resilient due to the everyday workload and expectations from clients.

When Renaissance Engineering Consultants acquired the prestigious project of a luxurious villa for an elite high-net-worth client, my entire team of architects and civil engineers were under the cosh with the prevailing COVID-19 situation disrupting supply-chains. However, I took it as a challenge, pulling three consecutive all-nighters and not getting bogged down by naysayers to design a completely novel project from scratch by negotiating assertively with vendors and overcoming the pandemic induced lockdown constraints by setting up new contract terms with an extended deadline by a week. I worked hard and did overtime at least three times that week and represented to the client, making it appreciable.

To succeed, I need to imbibe sophisticated communication skills along with in-depth study of business and its working modules to redefine the medium, make the user foremost priority.

Through the Masters in Management program at NATIONAL UNIVERSITY OF SINGAPORE I aim to instill specific outlooks that will help me achieve my goals. After researching the course modules, I am certain that that corporate finance will help me craft funding sources and make right financial decision-making and techniques for investment practice, whereas the strategic management course will help me assess all necessities an

organization needs for strategy formulation, contents, and implementation in the organizations and be able to think beyond day-to-day activities by analyzing the strengths and capabilities of organization.

I expect to learn the fundamentals of operations management, organization behavior, business economics and more about the new channels of marketing such as digital and social media from the marketing course at NATIONAL UNIVERSITY OF SINGAPORE.

Being able to study in Singapore, a global city, which offers a wealth of job opportunities in a range of industries, is the main reason behind people across the globe wanting to work overseas.

Hence, I believe my stint at NATIONAL UNIVERSITY OF SINGAPORE will transform me into a successful strategy consultant capable of contributing wholesomely to the growth of any of the top consulting firms in the world.