



Private and Confidential

MBA Brand Brag Sheet

Personal Information

Name:		Age:	
Gender:		Ethnicity:	
Location:			
Married/ Partner?:		Children? (Ages):	
Phone:		Email:	

Undergraduate Profile

- Undergraduate Institution:
- Undergraduate GPA (overall/major):
- If you did NOT have a quantitative major (i.e. business, economics, stats, engineering, etc.) please list up to 3 quant courses you took and the associated grades.
 - Course 1 – Grade
 - Course 2 – Grade
 - Course 3 – Grade

Post-Undergraduate

- Do you have an advanced degree? If so, please provide institution(s), major and GPAs:
- Have you participated in any meaningful volunteer activities post-undergrad? Leadership roles?
 - Volunteer 1
 - Volunteer 2
- Which standardized test are you taking? What is your final score or goal score?

Experiences/Interests (Use bullets/note format)

Who are you? Spend time thinking about this section as you will likely need some of these stories for your MBA application essays.

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LEADERSHIP - Provide your three best examples of leadership.

****LEADERSHIP BRAINSTORM (ideas to get your mind going)****

- Examples where you had to “lead-up” (i.e. influence people who are your bosses)
- A time when you inspired another person to achieve a goal
- Had a significant impact on a team or group
- Successfully led a group
- Community leadership through non-profits or other organizations

*****ENOUGH BRAINSTORMING - START WRITING***

1. Leadership Example 1
2. Leadership Example 2
3. Leadership Example 3

RESILIENCE

Business schools want to see that you've been able to persevere through challenges in your life - that is a significant measure of a business leader. Think about ways you've demonstrated resilience or other challenges and fought through them! These make great essays or talking points in the interview.

- Describe a mistake you have made. What did you learn from the mistake?
- Provide an example when you had a challenge working in the group. How did you work through the challenge?
- Describe a personal failure or setback that you have experienced (not a fake failure). What did you learn from it and applied what you've learned?

PERSONAL ACCOMPLISHMENTS / CHARACTER TRAITS

Will help outline your strengths and weaknesses as well as your general accomplishments to highlight in the application process.

- Provide 3 personal character traits/characteristics that make you successful
 - PCT 1
 - PCT 2
 - PCT 3
- Provide 3 weaknesses
 - Weakness 1
 - Weakness 2
 - Weakness 3
- Provide your two most substantial business accomplishments
- Provide your most notable personal achievements (preferably since college)

MBA GOALS / FOCUS

Covers your motivation for schools and your career vision to help you shape a customized application.

- Is this your first time applying to business school? If not, when did you apply and to which programs?
- Why is now the right time for you to go?
- What are your short-term MBA goals? Long-term (we know this may change)?
- What schools are you considering and how do you rank them personally?
 - 1st-choice(s):
 - 2nd-choice(s):
 - 3rd-choice(s):
 - 4th-choice(s):
 - Others: