

Example Showing Fit With the School/ Personalization

During my initial research, I was drawn in by the collaborative, small-size of the program, which got reinforced many times over during my conversation with Parker Johnson (MBA '16). In fact, Parker, with whom I share military background, pointed out how he finds himself at a better place (on small-size count) than some of his former colleagues who joined other programs. Having learnt my way up through a long-winded, trial & error method in a very different culture in Saudi Arabia, I crave for a close-knit, small community – similar to that in military - which will make learning richer through sharing.

Second, having experienced multiple facets of business – HR, business development, sales, relationship management, and regulatory issues – in almost seamless way, the integrative approach of the program particularly stands out for me. Through my experience in Saudi Arabia and observing military leaders during my military tenure in South Korea, I understand the importance of application over theory, importance of seamless application over disparate moving parts. For example, marketing on different platforms – social media, blogs, online advertisements, and offline – may follow its own separate strategies, best practices, and data input, but they all have to amplify a consistent message to potential customers. At the organizational level too...

The example shows that the applicant understands the importance of integrative approach at a deeper level

Comments: There is personal connect here. A good personalization draws inputs from one's experiences and goals, and seamlessly integrates with the school's offering. A good personalization focuses on few and goes deep. Such stuff requires brainstorming and thought, and it'll vary with individuals and essays