***Please briefly elaborate on one of your extracurricular activities or work experiences. (250 words)***

Holding an international conference with a target live audience of 1,000 on zoom was not an easy feat. At MyFLY, we were ambitious enough to hold a 3-day finance and blockchain conference with reputable speakers from all over the world. As Co-Director of Outreach, I led a team of 4 to strategize a marketing plan to reach our target audience.

While preparing for the event, my branch performance was inconsistent. At times we got a lot of work done, other times we were swamped with other priorities and did not get things done. In order to add consistency, I strategically divided the tasks based on our abilities. Two were in charge of managing social media and two others were content creators. I helped both units as well as created a document where we could give feedback to each other and decided which ideas were most relevant.

I incorporated schedules and deadlines into the platform, along with the person-in-charge for each task. With this system of accountability, we can keep track of the next thing we have to do. I had to personally give support to my members and remind them on several occasions if they missed any deadline. We advertised on Instagram and Tiktok and used our network to reach out to family, friends and schools.

On the first day of the conference, I took a deep breath. “Welcome! I am Brian Goenawan, host of the myFLY Finance and Blockchain Conference, and I would like to welcome Brian Huen, a portfolio manager handling $350 billion worth of assets….”

The online event was a success. The personal interactions with these individuals gave me a glimpse of their lives showing me how life is like a stock market. In the short run it is volatile and goes up and down, but with discipline we can lead a balanced life and grow continuously making an upward slope in the long run.

Word count: 320 words

Hi Brian, I see leadership potential in your essay, so you’re already heading the right way! For this type of prompt, what you want to do is to describe your responsibilities and accomplishments in detail in order to display your strengths (what are the strengths you want to highlight in this essay?).

You can begin witha description of the challenge your club has faced. The problem could be social issue/other important issues, or a particular challenge that your club faced. You’ve done this already.

Then, help us understand why you needed to overcome this challenge, and describe in detail what you did to solve it (this is where you display the strengths I mentioned earlier). You’ve done this too!

What’s still missing is the specific evidence that what you’ve done mattered (data/success/recognition/feedback from others, etc.). What did you learn from the experience? Since this is a story about leadership, how did your actions impact others?

Best of luck!

Melinda & Chiara