I have always taken inspiration from my mother as she grew a business by herself and was able to support us as children. During elementary school, I was insatiable in business industry knowledge, and I had the opportunity to see this first-hand. I saw my mother delegating tasks and coordinating with her staff members as she handled the money altogether—I was starstruck. She made everything seem so easy and simple that I felt that this was something I wanted to pursue in life and continue to this day. I started promoting my mom’s business in school and got directly involved in handling the money by marketing the products to my friends while organizing delivery at the same time. This awoke a dream inside of me to run a business and manage it using the different business skills I have gained, turning my attention to pursuing Business Management as my major.

Wanting to learn more about business management, I searched for summer programs to develop my business skills. I found the PassionXplorer work experience program about a business where we had to help a restaurant called Devon uplift the customer intake. One of the key takeaways from the program was forecasting prices for a restaurant and counting the cost of goods sold, expenses, profit margin, and revenue. We could apply what we learned to the restaurant by creating an event where there was a significant discount for a week which brought in more revenue with only a slight decrease in the profit margin. We did not affect the food quality by only choosing special items that were not selling well. I developed the analytical and problem-solving skills to pursue business management further.

The business industry contains vast subjects, which include marketing. The business industry has extensive topics, which include marketing. Wanting to grow my knowledge of Digital Marketing, I joined several online courses from Revou and Sydney Romantics. Applying the knowledge I learned from the course to my internship, I broke down the problem we had and found the AIDA formula, which was perfect for the website as it grew from 15 clicks per day to 180 clicks weekly. I learned how to apply knowledge to real-life situations, which is essential in the business industry as sometimes we are faced with difficult situations that we need to solve.

As business managers, we need to understand how to lead and organize a team that can do work to the maximum capacity. I had the opportunity to develop this skill when joining the INCEPTION business competition. Our group consisted of three members, and I was tasked to organize registration forms and to meet time/schedules. I coordinated and delegated tasks to the team in different time zones. I also had to understand them individually so we could work efficiently. As the team leader, I understood how to work with different types of people and address them effectively. Where I was able to apply this in class during group work where some of us disagreed on a matter, I then tried to help everyone come to a conclusion where they would understand that we all wanted the same thing, which gained us a perfect score. As a result, we could complete our work before the deadline. Despite losing the competition, I learned many new insights on delegating tasks, working with others, and effectively communicating, which are practical skills needed in business management.

Business Management has always been a widespread degree that unites different people to work together effectively. The United Kingdom has always been a place that contains the most cultures, as you can see different cultures and races. This is what draws me to take Business Management in the United Kingdom. Business

Management is about leading other individuals and creating a joint account to develop ideas and create an efficient workflow. Working with people with diverse backgrounds is crucial in increasing our communication skills in a business environment. With this degree, I hope to create a good community where I can grow and manage all the people working for the exact cause to help others. The business world is constantly increasing; therefore, I would love to grow with it.

Hi Madeline,

You have great ideas for your personal statement. You have a lot of skills listed outlining development of these and some out of class experiences. To make a good personal statement, you need to revise the structure of this because you need to show yourself as fully immersed in business – right now there are a lot of non-academic experiences but not many class/academic experiences talked about.

Here is the structure I would advise you to follow:

1. **Introduction:** why do you want to study at these universities, why this subject.
2. **Engagement in Classroom (Academics) :** discuss relevant subjects and how these inspired you. Try to give specific examples of things you have enjoyed studying within the subject and why. It doesn’t need to be every single thing you’ve studied just ones you feel are most important and influential to you.
3. **Engagement outside class:** summer schools, open days, books read – specific details and how this motivated you. E.g you talk about a book – talk about specific things you found interesting in it
4. **Hobbies and Interests (brief):** stick to the most relevant ones (sports, music, voluntary work maybe) to show you are a diverse person. This is a very short section since personal statement is more academic rather than US ones.
5. **Conclusion :** short 2 sentence conclusion on how this subject will help you flourish for your career/life goals.

Additionally, since the words and lines are tight, you need to be more concise in writing. I’ve made some suggestions above in the comments. Good luck!

* Anushka