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. I developed the analytical and problem-solving skills to pursue business management further.

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. 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 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 Maddie!

This is a great start to your draft. You’ve listed relevant & interesting experiences here, but you need to explain what you learned & how you learned them, and how they would be applicable to your career/university goals. I’ve written guiding questions & comments throughout to help you elaborate.

The general structure of the personal statement should be like this:

* Why your intended major
* Experiences relevant to your major
* Experiences not directly relevant to your major but taught you transferable skills applicable for Business
* Future goals & how uni can help you achieve them

Best of luck!

Chiara