**Describe an example of your leadership experience in which you have positively influenced others, helped resolve disputes or contributed to group efforts over time. Max 350 words**

Ding. A message reads from my phone: “Do you have your decision yet?” Tasya asked. We had two weeks left before launching TheFurBuddies.id, a non-profit clothing store I built to raise awareness and donations for endangered animals in Indonesia. My team was arguing about whether we should buy cheap, low quality material resulting in higher profit, or expensive, high quality material that would satisfy customers but result in lower profits for donation. The problem: we already showed our customers the high quality t-shirt samples.

My mind then played two scenarios. If we used the low-quality material, we’re gonna lose our customers lose potential repeat orders. If we used the high-quality material, we won’t earn much donation. Both arguments have sound logic. Faced with argument between our team members, I gathered the whole team, wrote out the two scenarios on a whiteboard, and brainstormed all the pros and cons. I asked them to revisit our original mission. We agreed it was because of our love and concern for endangered animals and wildlife habitat preservation. Through this organization, I wanted to remind people of our responsibility and duty of care.

After a few days, we decided to prioritize our donation, since it was our mission from the beginning. I asked my team to help me write notes to our customers explaining the circumstances. Both Tasya and Sherly agreed. We apologized to our customers and gave them new correct samples. I felt like we need to be upfront and honest with our customers to explain our changes. Surprisingly, 80% of our customers agreed and supported us. Some of them even paid extra for the donation. We were thrilled.

This marked a pivotal transformation in my leadership. I learned the importance to stay true and have the integrity towards the value and mission in everything you do, whether as the founder, president, or successor. Along the way, mistakes are bound to happen and we might face difficult decisions but our original purpose should always be our compass to guide the choices we make. The best way to know what needs to be done? Is to sit down and discuss together openly.

Hey! I noted the comments on the side, feel free to peruse them or leave a comment under if you have any queries. There’s a lot of colloquial language in this essay and remember to keep it appropriate. This is a university application after all.

I think it’s great that you have a mission value and ideal and reiterating it would emphasize these ideals. At the same time, I’m reading quite a lot of your organization’s mission and this latest clothing project you’re selling. I don’t see much of what you did aside from brainstorming, apologizing to customers, and reminding your team the importance of caring for the animals. I think this is something you can definitely elaborate on.