**Northwestern MBA Essay Responses**

*Question 1 (450 words): Intentionality is a key aspect of what makes our graduates successful Kellogg leaders. Help us understand your journey by articulating your modifications to pursuing an MBA, the specific goals you aim to achieve, and why you believe now is the right moment. Moreover, share why you feel Kellogg is the best suited to serve as a catalyst for your career aspirations and what you will contribute to our community of lifelong learners during your time here.*

I want to grow my technical and team-leading skillsets in accordance with my long-term goals, by pursuing a career more aligned to technology and product management. I enjoy leading technical teams and delivering new features to a business; I get to see the strengths of many teams come together to accomplish a goal. I have found comfort in representing the “technology middleman;” someone who can communicate to the business in layman’s terms, but also understand technical complexity with developers. After careful evaluation, it became clear to me that an MBA will give me the right skillsets to accomplish this career shift and equip me with the right business acumen, leadership qualities, and educational experience to achieve my goals.

I have three years of experience in Consulting, four by the time of my starting class. During this time, I have learned what it is to advocate for yourself and deliver results under pressure. I am at a point now where I am confident in my abilities, but desire more. Given the increase in leadership responsibilities such as developing Associates and interns, managing cross-functional teams, and progressing towards the Manager level, I am confident that an MBA from Kellogg will equip me with the skills needed to succeed in my professional career and drive impact in my local community.

An MBA is more than an accreditation of your educational efforts, it is also an experience that is shaped by the people around you. Kellogg offers the community, alumni network, and students that align with my goals and personal values. The student class at Kellogg balances both collaboration and competition; strengthening my leadership qualities, while also helping me understand what makes me unique.

During my time in Consulting, I have seen what it means to have powerful female leaders and the impact when you do not see yourself reflected in the room. Kellogg empowers women in business with its extracurriculars and programs. I know I can make an impact to this community and encourage other women to achieve their goals at Kellogg. I have also always pushed myself to explore and learn more about the world. Kellogg’s global opportunity programs align with my sense of adventure and desire to understand experiences unalike to my own. Kellogg is the right fit of both educational challenge and community focused experiences for me.

Kellogg will be a part of my transformational journey to becoming a business leader and leaning into the technology industry. I promise to bring my past experiences and perspectives, my shortcomings to learn from, and my desire to learn and grow to Kellogg and in return, hope to learn from the community and leaders I will find around me.

*Question 2 (450 words): Kellog Leaders are primed to tackle today’s pressing concerns everywhere, from the boardroom to their neighborhoods. Describe a specific professional experience where you had to make a difficult decision. Reflecting on this experience, identify the values that guided your decision-making process and how it impacted your leadership style.*

In my career, I am proud of my contributions and hold myself accountable for what I produce. Accountability, work quality, and self-advocacy are the values that are the forefront of my workplace interactions. Unfortunately, these values have been tested at times due to poor management and pressures within the team.

One project in particular led me to raise the issue of quality concern with the project Partner. On this project, I collaborated often with our international counterparts: the UK team. It became clear to me early on that the UK team members did not have the right experience. I spent the first few weeks of the project logging on early inordinance with UK hours, re-explaining tasks for hours at a time, and sending frantic messages when they would log off early and dismiss my requests. I feared we would not meet our deadlines and the quality of work was sliding. It was important to me to be transparent about what I was experiencing so I began documenting clear examples of poor performance from the UK team to ensure I could accurately communicate my experience. I met with the UK team members individually many times to express my concerns in a constructive way, but unfortunately there had not been improvement. At this point we were six weeks out from our deadline.

I realized that if I wanted to maintain the quality of our work and meet deadlines, I would need to bring this to the Partner of the project. While I was intimidated to raise this, I was confident in advocating for myself and the team, even if it was not traditional of an Associate. To my surprise, the Partner heard me out and agreed with the examples I shared. He was unaware of the extent of the issue and appreciated bringing it to his awareness. Later that week, I learned that we would not be extending the UK team members for the duration of the project.

Our team quickly realized we were able to work more efficiently without the time spent re-doing and re-explaining work. We met our deadlines, and the client was so satisfied with our work that we were extended to a second phase; something I would not have felt comfortable saying earlier in the project. This experience taught me the importance of self-advocacy, transparency, and accountability. I hold true to these values as I have continued in my career and believe that as a leader, I will continue to drive high-quality work while advocating for my teams.

Mini Responses

Share with us the motivations behind your desired industry/function after graduating from Kellog (500 characters). Selected Technology Consulting and Brand/Product Management:

My career began in Consulting, focused on the transformation of sales teams. After various clients, I had an opportunity to work on a Salesforce project, where I have led releases of new Salesforce features. To my surprise, I have really enjoyed the role of working with technical teams, evaluating business requirements, and bringing a feature to life. Pursuing a product management role will allow me to grow these skillsets and align more with my long-term goal of a technology focused career.

What does a successful career look like five years after you graduate from Kellogg? (500 characters).

I hope to be a Product Manager at a technology company. Long term, I would like to be a chief product officer. My technical and leadership skillsets will have grown, and I will be comfortable managing a team and leading the roadmap strategy of a product. I will have strong communication skills when collaborating across the business and be successful in bringing new features. I want my career to challenge me, provide for my family, and allow me flexibility to spend time with those I love.