

Talent Sikat

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Subject: 2nd

Maggie was a 10th grader at a Palo Alto, California high school. Her parents are incredibly successful business people and part of the marquee families in the Private Equity space.

Maggie was a strong student taking the most rigorous curriculum her school had to offer - Honors and AP classes throughout high school. Her high school is one of the most demanding schools in the country. Maggie has traveled the world many times over and is very sophisticated in her vision and approach to life.

Because of her introduction to the Climate Crisis at an early age through her mom and dad, Maggie was enthralled with wanting to learn more. Maggie and her classmates were conscious of the Carbon emission problem but did not know how to engage in making a difference.

We were referred to this family from a very formidable President of a university we worked with many times over the years and also helped this President help his own kids into college.

The first meeting with the mom, dad and Maggie at their home went very well. Initially it was tense because Maggie did not understand why she needed extra help getting into a college of her choice because of who her family was and since she had solid grades and she is a good test taker.

Maggie had a 3.7 GPA unweighted and a 4.1 weighted GPA after 10th grade. She achieved a 1240 on her PSAT. In 11th grade Maggie was set up to take AP English Comp, AP US History, Pre Calculus Honors, AP Spanish Comp, AP Biology and Leadership.

At our first meeting it became obvious why I was at the table. The friction between the student and mom and dad about the subject of College was huge. Mom and Dad both graduated from the best graduate schools in the US, were leaders nationally but as it is in most homes we work in the student disregards mom and dad's success and knowledge.

The student often states "you do not know the college process now- you went to school 30 years ago" Blank, blank and blank from down the street just had their child go through the process and I have been listening to their conversations. All I am hearing now is how Difficult it is to get into the schools I might want to get into. 4 girls from my school with perfect grades and 1500+ SAT scores got denied by not only their first choice school but several more. Frankly, when I reflect on our neighborhood, I am afraid I might not get into where I want to go."

I get why we need HELP.

After we got through the Drama - we got down into the weeds as I explained the process behind close doors to getting in to the school of your choice. Finding the Right Fit is not an Art but a Science and the process of standing out over All others is the Art. As I explained NOONE in the country can do it as well as ID Future Stars and our results stand for themselves. As I stated to Maggie if you let us Team up with you the chances of you getting into your First Choice school becomes a reality. Yes you have prominent parents but that can only take you so far. This is a game and we get to play it with more resources than anyone else. Are you in? She said - Yes!

Next was convincing Maggie we are in a game and there are certain factors we need to consider about the process of selecting colleges to apply to and then the secret sauce of Getting IN.

I told Maggie she is a great student but only 23rd out of 86 in her class despite taking such difficult classes and doing so well. The problem we have is everyone in your class wants to go to Stanford or one of the IVY's.

HOW DO WE FIND THE RIGHT COLLEGE AND HOW DO WE GET YOU IN?

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First going forward I explained the pluses and minuses theory our students live by

An B+ counts 3 points out 4 in your GPA - you have achieved 3 B+'s in high school so far. I asked how close were you to getting an A-? She said tenths of points. Aha- so please listen closely - If you worked a little harder and met with the teacher more often you might have been able to turn the B+'s into A-'s.

If you get a minus like an A- it is worth 4 points out of 4. So an A- is worth the same amount as an A or A+. Just think how close you are to having perfect grades a 4.0 unweighted and 4.3 weighted GPA, which would have put you in the top 11 in your class. Just a tad more effort. Maggie explained - "I wish someone would have told me!". I explained this is one of the thousands reasons why we are hired by the best and brightest families"

Next issue we needed to resolved as creating a PERSONAL BRAND to help you stand out from your classmates and All those applying to Stanford and the IVY's. I started with Maggie's passion- the Environment. She said I want to be a part of educating people about the Climate Crisis. VP Al Gore just came out with a movie called the Inconvenient Truth about the Climate Crisis.

My idea - let's start a Youth Movement all around the country educating K-12 students about the Climate Crisis. We came up with calling it the Inconvenient Youth. We need to get to Al Gore's Climate Project educators to see if we could become a branch of their movement. Wow what a story if we could pull it off that Maggie and her cohorts begin educating students all over the US on this major issue hitting society. Because of Maggie's parents relationships we got a meeting and approval to start the ICY Movement.

Next was strategy on how to build the Brand and what was the Mission, Vision, Marketing approach, educational certification needed by presenters and educators, financial monies needed to pull off a Grand Plan Maggie and I came up with.

The plan was to create a website for ICY, logo, t-shirts etc.. Next we contacted the Climate Project and asked if they could do a training at Stanford University in Maggie's summer before 12th grade. I used our connections at Stanford to utilize facilities for a week on campus. Then I invited 200 of ID Future Stars students in 9th-12th grade to fly to Palo Alto for training and certification so each could enhance their Brand and build programs at each of their schools. A group of 20 would be selected after the training to fly all over the country making presentations to elementary, middle schools and high schools for 30+ minutes utilizing the Climate Projects material and trying to engage each school to create an ICY club.

It went so well that Maggie's ICY team went to over 400 schools to present in a years time, while Maggie got the opportunity to write about her passion and leadership as the major theme in her Personal Statement for college. Maggie became a celebrity youth organizer nationwide.

At the same time, Maggie AND I HAD TO FIND THE Right FIT SCHOOL. because WE WORKED SO CLOSELY, IT BECAME OBVIOUS WHERE THE BEST SCHOOL FOR HER WAS - BROWN UNIVERSITY. Nevertheless I need to keep her focused on her grade in Very rigorous 12th grade classes and get an SAT score of 1400+. Our staff work diligently on our ID Future Stars approach and raised Maggie's scores to 1460 and no B's in 11th or 12th grade. We were almost home.

Of course the inevitable happened 2 other girls at her school selected Brown as their first choice. I had to get dad and Maggie to Providence, Rhode Island to meet with the President so that Maggie was no longer just another applicant. I set the meeting and both did a phenomenal job representing themselves. Maggie was asked by the President if she would take her ICY and build chapters in the Northeast as a representative of Brown University.

We applied to 14 schools, Brown Early Action by November 1st and decision by December 15th. The decision was YES YOU ARE ADMITTED!

Success once again. The family referred us to many many families for years.