



## FAQ Km 1 – How to Write MY STORY

**I wrote MY STORY this weekend. I was worried about the way I will have to relate this specific story to the others 8 that will follow. Should this be a concern?**

The **Megaron Marathon** is a conceptual framework that considers such complexity and guides you to identify, select, and communicate your multiple **STORIES**. The main virtue of a good application package (**7 Products - 7P's** - details provided in the Info Session) is the applicant's capacity to **SYNTHESIZE** various personal, academic, and professional elements. Given the complexity of the relation among those elements, we believe you should initially focus on **ANALYZING** your values so that later you can properly **SYNTHESIZE** them.

Do not worry, at least for now, about seeking relations that are difficult to establish. Believe me - they will come at the right moment.

**I am afraid I will waste a “cool” story now and later I can find a better theme to explore this same situation yet under another perspective. Can you please tell me in advance what the themes are for all 8 Km?**

You can access the 8 questions that will explore the **8 Competences** in the file that you have already received: **Megaron Marathon - Round-1 Cronogram.pdf**.

Anyway, here are the questions:

Super Power (SP)	Question
SP1 - Ability to Think Analytically	Give me ONE example of when you solved an analytical problem.
SP2 - Ability to Think Creatively	Give me ONE example of when you showed creativity or did something out of curiosity.
SP3 - Ability to Get Things Done	Give me ONE example of when you efficiently executed a plan.
SP4 - Aptitude to Lead People	Give me ONE example of when you played a leader's role.
SP5 - Ability to Deal with Uncertainty, Diversity, and Frustration	Give me ONE example of when you had to make a decision without having all the information you needed.
SP6 - Courage to Question the Status Quo	Give me ONE example of when you questioned an established practice or a thought within a group/organization.
SP7 - Aptitude to Communicate	Give me ONE example of when you persuaded someone or a group of people.
SP8 - Ability to Bring out the Best in People	Give me ONE example of when you showed concern about people around you.



**Now that I have read the 4 STORIES of the 4 Heroes, I am a bit anxious about the relevance of MY STORY, the one I have just written.**

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Many times, the difficulty understanding the **ANALYSIS** proposed is directly related to the lack of perspective of the whole. The innumerable pieces of this complex project were designed to match in the future. I understand that it is difficult, sometimes, to understand the relevance of some analyses (where is the so called “**SO WHAT?**” where is the **SYNTHESIS?**).

I ask you to trust me. Your analysis **TODAY** will be useful in your **SYNTHESIS** of tomorrow.

**Can I tell the same story in another Km?**

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Life is a complex phenomenon, isn't it? Perhaps one same event can be told through various perspectives.

Yes, you can use the same event to explain different themes in different narratives.

**I have read the topic from the next Km 2, “Give me ONE example of when you showed creativity or did something out of curiosity?” Honestly, I do not have a good story about innovation to tell. Can I skip this theme? I cannot say, for now, but I don't think I will sell anything related to innovation.**

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I believe that after reading (i.) the stories of the **4 Heroes**; (ii.) the dialogue between Nicholas and Megaron, you should be able to explore this theme. I ask you to try. That said, I imagine that throughout the analysis of the **Competences**, applicants may not be able to write anything about 2 or 3 of the total of **8 Competences**.

I hope you can explore them in the future. After all, although you may leave them out of your essays, your interviewer might come to question them.

**Do you think All MY STORIES should have the 5 elements from your assessment criteria? In my last story, I could not identify all the 5 elements. Does that mean the story is not good?**

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The ideal story should contain the 5 elements. However, many **STORIES** do not get a 5 score because the students could not explore those 5 elements.

Practice will help you explore them. Do not discard any **STORY**, even if our assessment was not positive. Later on, you will have the chance of revisiting all your stories.

**I have taken longer than 2-3 weekly hours to write MY STORIES. Where is my mistake?**

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We said 2-3 hours for the students to have an idea of the minimum time that they should allocate for the task during the weekend. Various factors could lead you to spend more than 3 hours to elaborate your Mini Essay - difficulty identifying or selecting situations, problems with your ‘writing’, etc. “Think comes before writing” and some students have hardly ever analyzed their events in life.

We believe in practice to help you become more efficient in elaborating your **STORY**.



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**I have just submitted / sent my weekly writing task. Was my English in MY STORY all right?**

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Those 8 **STORIES** that you write now will not be the final texts that you will submit to the AdCom. The exercise suggested here is different from the final essay. At least now, we are not concerned about the **STYLE**. We want to understand the value of your stories.

For now, you must be able to articulate your **THESIS**. Your current concern should be the **DESIGN** of your **STORY**.

**I understand that later on I will have to select 3 Competences from the list of 8 to build my case and this selection of 3 Competences is related to my post-MBA, ok? But could you not tell me which of the 8 Competences I must select if I want to sell that my post-MBA is in the Private Equity industry, for instance?**

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I must discuss that in the future, after you have done the **8 Analyses** of the **8 Competences**. Otherwise, you will not make due effort in those analyses.

My advice is for you to focus on sharing stories that reveal the Competences under the 8 analyzed dimensions.

**How will we work on the adaptation of my Competences for each of the schools? I imagine, for instance, that Stanford wants to hear stories about Innovation, Question of Status, etc., which are values related to entrepreneurship.**

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First, we must understand which stories you can explore in order to communicate your values. In the future in your **Marathon**, we will concentrate on understanding how you can adapt your stories to specific ears in the AdCom boards.

**Can I send you 2 stories on a same theme? Then you can help me select them.**

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I built this methodology to allow students to spend 2-3 weekly hours on their tasks.

Send me only ONE story. Save the other for another theme, ok?

**Some of the STORIES of the 4 Heroes are quite simple... not to say ... a bit silly**

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Great. That shows you that winning applicants in the best MBA schools write nothing more sophisticated than what the **4 Heroes** can tell.

**About the subjects of the stories - can I explore just anything in my STORIES?**

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The AdCom members want to understand your values, which, in turn, can show in the most diverse stories.

Do not limit your stories to professional ones.

Keep Running

