



8 Stories - Why MBA

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“Thomas, why do you need an MBA?”

Paragraph 1 - Controlling Idea (Thesis)

In order to following an inspiring career in Investment Management industry I must hone my 3 most evident Competences (**Competence 1, Competence 4, and Competence 6**) during my MBA course.

Paragraph 2 - Why MBA (Competence 1)

I seek an MBA experience in which I can boost my ANALYTICAL REASONING capabilities.

I have nurtured a career path that values professionals able to provide intellectually sophisticated services or products. I appreciate the analytical rigor that only Knowledge can provide in business. I have explored environments in which I took the lead in solving problems - by challenging conventional wisdom, generating new insights, and uncovering premises. I have always looked forward to be part of a group of people who share a passion and curiosity for intellectual questionings – going beyond their comfort zone and emerging on the other side stronger, more self-aware, and self-assured. I welcome the culture of inquiry and innovation. During my MBA, I will continue to explore new ways of analyzing business conundrums. From what I learned from my colleagues or friends, MBA alumni, an MBA program is much more than conceptual frameworks. I want to be encouraged to think critically about these frameworks. In my MBA, I intend to explore my curiosity and my freethinking spirit.

Paragraph 3 - Why MBA (Competence 4)

I seek an MBA experience in which I can boost my LEADERSHIP capabilities.

I have nurtured a career path that values professionals who know how to articulate individual actions with collective efforts. I am good at defining, establishing, identifying, and translating a direction for collective action by followers. The MBA offers experiences through which students can learn more about values of group dynamics. The MBA leadership training opportunities will challenge me go beyond analytical functions. In sum: given that post-MBA challenge involve more than the pure need to “solve a problem”, the trick is to inspire genuine problem solver become a leader. As I have heard, if you went back to the early days of MBA education, you would find people working as individuals. Today, much of the learning happens through teams. The shift is from passive classroom learning to working with other people who have different profiles. I need an MBA to become a better leader. In my MBA, I intend to explore my driven desire to influence positively the people around me.

Paragraph 4 - Why MBA (Competence 6)

I seek an MBA experience in which I can take the most of CHANGE PROMOTION capabilities.

I have nurtured a career path that values professionals who can couple strategic/analytical rationale and at same time promote effective changes. I am good at combining two complementary skills: analytical aptitude and action-oriented attitude. Obviously much of the business education is about valuing a company, pricing an option, managing away risk, etc., but I expect much more. I want to build new, pragmatic models. Bringing together my ability to rethink current reality with my analytical background makes me confident to lead a group to change established assumptions. In my MBA I intend to explore business settings that I can positively change by influencing people to face questions toward which they have strong negative emotions. In my MBA, I intend to explore my questioning spirit.

Paragraph 5 - Conclusion

I am sure that an MBA will help me enhance my potential in these 3 Competences.



“David, why do you need an MBA?”

Paragraph 1 - Controlling Idea (Thesis)

In order to following an inspiring career in an Innovative Enterprise I must hone my 3 most evident Competences (**Competence 2, Competence 5, and Competence 6**) during my MBA course.

Paragraph 2 - Why MBA (**Competence 2**)

I seek an MBA experience in which I can boost my SYNTHETIC REASONING capabilities.

I have nurtured a career path that values professionals able to relate different knowledge areas in business. I am good at cross-pollinating ideas from a wide range of disciplines, to combine and recombine these ideas and build new ones. I am good at synthesizing new ideas and exploring new intellectual frontiers. Throughout diverse experiences in life, I have taken advantage that only a cross-functional approach can leverage expertise from people with completely diverse backgrounds. Business is getting more and more complex. During my MBA, I will continue to explore opportunities to leverage on multidisciplinary collaboration across the university's schools, which encourages iterative thinking by bringing together diverse perspectives. Taking advantage of different academic resources, I will learn to combine, for instance, history, psychology, and neuroscience in order to make innovative moves. In my MBA, I intend to explore my creativity.

Paragraph 3 - Why MBA (**Competence 5**)

I seek an MBA experience in which I can boost my capabilities to navigate amidst complex environments.

I have nurtured a career path that values professionals who have the courage to take bold steps and make decisions based on calculated risks. I am at my best when responding to crises and when I know there is an opportunity to cause impact on others. In order to understand and promote comprehensive and innovative solutions you have to appreciate complexity and ambiguity. It's one thing to learn a theory from lectures and textbooks. It is something else entirely to learn how to make decisions in the face of conflicting data, complex politics, and intense time and pressures - then defend my choices among diverse peers as motivated and intelligent as I am. I am looking for a learning environment in which I will learn to tackle some of the world's complex business problems, taking risks, and learning from failure. In my MBA, I intend to explore my desire to implement recommendations in complex and ambiguous business settings.

Paragraph 4 - Why MBA (**Competence 6**)

I seek an MBA experience in which I can take the most of CHANGE PROMOTION capabilities.

I have nurtured a career path that values professionals who can couple strategic/analytical rationale and at same time promote effective changes. I am good at combining two complementary skills: analytical aptitude and action-oriented attitude. Obviously much of the business education is about valuing a company, pricing an option, managing away risk, etc., but I expect much more. I want to build new, pragmatic models. Bringing together my ability to rethink current reality with my analytical background makes me confident to lead a group to change established assumptions. In my MBA I intend to explore business settings that I can positively change by influencing people to face questions toward which they have strong negative emotions. In my MBA, I intend to explore my questioning spirit.

Paragraph 5 - Conclusion

I am sure that an MBA will help me enhance my potential in these 3 Competences.



“Victor, why do you need an MBA?”

Paragraph 1 - Controlling Idea (Thesis)

In order to following an inspiring career in a Growing Enterprise I must hone my 3 most evident Competences (**Competence 1, Competence 3, and Competence 5**) during my MBA course.

Paragraph 2 - Why MBA (Competence 1**)**

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Paragraph 3 - Why MBA (Competence 3**)**

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Paragraph 4 - Why MBA (Competence 5**)**

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Paragraph 5 - Conclusion

I am sure that an MBA will help me enhance my potential in these 3 Competences.



“Sophia, why do you need an MBA?”

Paragraph 1 - Controlling Idea (Thesis)

In order to following an inspiring career in Consulting I must hone my 3 most evident Competences (**Competence 3, Competence 4, and Competence 8**) during my MBA course.

Paragraph 2 - Why MBA (Competence 3**)**

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Paragraph 3 - Why MBA (Competence 4**)**

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Paragraph 4 - Why MBA (Competence 8**)**

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Paragraph 5 - Conclusion

I am sure that an MBA will help me enhance my potential in these 3 Competences.



“William, why do you need an MBA?”

Paragraph 1 - Controlling Idea (Thesis)

In order to following an inspiring career in PE I must hone my 3 most evident Competences (**Competence 2, Competence 4, and Competence 6**) during my MBA course.

Paragraph 2 - Why MBA (Competence 2**)**

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Paragraph 3 - Why MBA (Competence 4**)**

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Paragraph 4 - Why MBA (Competence 6**)**

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Paragraph 5 - Conclusion

I am sure that an MBA will help me enhance my potential in these **3 Competences**.



“Igor, why do you need an MBA?”

Paragraph 1 - Controlling Idea (Thesis)

In order to following an inspiring career in an Entrepreneurial Company I must hone my 3 most evident Competences (**Competence 3, Competence 4, and Competence 7**) during my MBA course.

Paragraph 2 - Why MBA (Competence 3**)**

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Paragraph 3 - Why MBA (Competence 4**)**

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Paragraph 4 - Why MBA (Competence 7**)**

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Paragraph 5 - Conclusion

I am sure that an MBA will help me enhance my potential in these **3 Competences**.



“Marcus, why do you need an MBA?”

Paragraph 1 - Controlling Idea (Thesis)

In order to following an inspiring career in Public/Private Frontiers I must hone my 3 most evident Competences (**Competence 5, Competence 6, and Competence 8**) during my MBA course.

Paragraph 2 - Why MBA (Competence 5**)**

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Paragraph 3 - Why MBA (Competence 6**)**

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Paragraph 4 - Why MBA (Competence 8**)**

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Paragraph 5 - Conclusion

I am sure that an MBA will help me enhance my potential in these **3 Competences**.



“Laura, why do you need an MBA?”

Paragraph 1 - Controlling Idea (Thesis)

In order to following an inspiring career in Entrepreneurship I must hone my 3 most evident Competences (**Competence 4, Competence 7, and Competence 8**) during my MBA course.

Paragraph 2 - Why MBA (Competence 4**)**

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Paragraph 3 - Why MBA (Competence 7**)**

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Paragraph 4 - Why MBA (Competence 8**)**

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Paragraph 5 - Conclusion

I am sure that an MBA will help me enhance my potential in these **3 Competences**.



Competences & Why MBA's

Competence 1 - SP1 - Ability to Think Analytically

“What’s your greatest motivation to pursue an MBA?”

I seek an MBA experience in which I can boost my ANALYTICAL REASONING capabilities.

I have nurtured a career path that values professionals able to provide intellectually sophisticated services or products. I appreciate the analytical rigor that only Knowledge can provide in business. I have explored environments in which I took the lead in solving problems - by challenging conventional wisdom, generating new insights, and uncovering premises. I have always looked forward to be part of a group of people who share a passion and curiosity for intellectual questionings – going beyond their comfort zone and emerging on the other side stronger, more self-aware, and self-assured. I welcome the culture of inquiry and innovation. During my MBA, I will continue to explore new ways of analyzing business conundrums. From what I learned from my colleagues or friends, MBA alumni, an MBA program is much more than conceptual frameworks. I want to be encouraged to think critically about these frameworks. In my MBA, I intend to explore my curiosity and my freethinking spirit.

Competence 2 - SP2 - Ability to Think Creatively

“What’s your greatest motivation to pursue an MBA?”

I seek an MBA experience in which I can boost my SYNTHETIC REASONING capabilities.

I have nurtured a career path that values professionals able to relate different knowledge areas in business. I am good at cross-pollinating ideas from a wide range of disciplines, to combine and recombine these ideas and build new ones. I am good at synthesizing new ideas and exploring new intellectual frontiers. Throughout diverse experiences in life, I have taken advantage that only a cross-functional approach can leverage expertise from people with completely diverse backgrounds. Business is getting more and more complex. During my MBA, I will continue to explore opportunities to leverage on multidisciplinary collaboration across the university’s schools, which encourages iterative thinking by bringing together diverse perspectives. Taking advantage of different academic resources, I will learn to combine, for instance, history, psychology, and neuroscience in order to make innovative moves. In my MBA, I intend to explore my creativity.

Competence 3 - SP3 - Ability to Get Things Done

“What’s your greatest motivation to pursue an MBA?”

I seek an MBA experience in which I can take the most of EXPERIENTIAL LEARNING opportunities.

I have nurtured a career path that values professionals who can apply their analytical rationale while rolling up their sleeves to make things happen. I am a “do it” kind of person. My professional accomplishments have shown that I need to get into the nitty-gritty of things. I look forward a hands-on learning environment instigated by world-class professors. I want to be immersed in an environment where you don't just talk about doing things, you don't just think about things; you actually do them. I look forward to studying real-life case cases with diverse people from all around the world. During my MBA, testing the skills and knowledge I will gain in a practical setting will stretch and prepare me for diverse business settings. I am looking for experiences that place everything I've learned into focus - theory, practice, expertise, and talent all come to one point. I look forward to ‘Learning through Experience’. In my MBA, I intend to explore my driven desire to get things done through concrete experiments.

Competence 4 - SP4 - Aptitude to Lead People



“What’s your greatest motivation to pursue an MBA?”

I seek an MBA experience in which I can boost my **LEADERSHIP** capabilities. I have nurtured a career path that values professionals who know how to articulate individual actions with collective efforts. I am good at defining, establishing, identifying, and translating a direction for collective action by followers. The MBA offers experiences through which students can learn more about values of group dynamics. The MBA leadership training opportunities will challenge me go beyond analytical functions. In sum: given that post-MBA challenge involve more than the pure need to “solve a problem”, the trick is to inspire genuine problem solver become a leader. As I have heard, if you went back to the early days of MBA education, you would find people working as individuals. Today, much of the learning happens through teams. The shift is from passive classroom learning to working with other people who have different profiles. I need an MBA to become a better leader. In my MBA, I intend to explore my driven desire to influence positively the people around me.

Competence 5 - SP5 - Ability to Deal with Uncertainty, Diversity, and Frustration

“What’s your greatest motivation to pursue an MBA?”

I seek an MBA experience in which I can boost my capabilities to navigate amidst complex environments. I have nurtured a career path that values professionals who have the courage to take bold steps and make decisions based on calculated risks. I am at my best when responding to crises and when I know there is an opportunity to cause impact on others. In order to understand and promote comprehensive and innovative solutions you have to appreciate complexity and ambiguity. It's one thing to learn a theory from lectures and textbooks. It is something else entirely to learn how to make decisions in the face of conflicting data, complex politics, and intense time and pressures - then defend my choices among diverse peers as motivated and intelligent as I am. I am looking for a learning environment in which I will learn to tackle some of the world’s complex business problems, taking risks, and learning from failure. In my MBA, I intend to explore my desire to implement recommendations in complex and ambiguous business settings.

Competence 6 - SP6 - Courage to Question the Status Quo

“What’s your greatest motivation to pursue an MBA?”

I seek an MBA experience in which I can take the most of CHANGE PROMOTION capabilities. I have nurtured a career path that values professionals who can couple strategic/analytical rationale and at same time promote effective changes. I am good at combining two complementary skills: analytical aptitude and action-oriented attitude. Obviously much of the business education is about valuing a company, pricing an option, managing away risk, etc., but I expect much more. I want to build new, pragmatic models. Bringing together my ability to rethink current reality with my analytical background makes me confident to lead a group to change established assumptions. In my MBA I intend to explore business settings that I can positively change by influencing people to face questions toward which they have strong negative emotions. In my MBA, I intend to explore my questioning spirit.

**Competence 7 - SP7 - Aptitude to Communicate**

“What’s your greatest motivation to pursue an MBA?”

I seek an MBA experience in which I can boost my communication/negotiation capabilities. I have nurtured a career path that values professionals who draw pleasure from trying to change the way people think. I am a highly successful negotiator and promoter. I like the excitement and challenging of negotiating, selling, and making deals, arbitrating. I want to enhance my communication abilities delivering complex information, managing a crisis, or advocating a position. I want to explore nontraditional techniques such as theater techniques and storytelling in order to expand my repertoire as an effective communicator. I want to be immersed in an environment with people whose backgrounds, expectations, perspectives, values, and ethical standards differ from your own. Whether managing high-stakes deals, settling major disputes, or navigating through challenging negotiations, I need more than persuasive tactics to achieve the best outcomes, I need to know my strengths and weaknesses as an individual. In my MBA, I intend to explore my inner voice as a communicator.

Competence 8 - SP8 - Ability to Bring out the Best in People

“What’s your greatest motivation to pursue an MBA?”

I seek an MBA experience in which I can work on my SELF DEVELOPMENT project. I have nurtured a career path that values professionals who are able to take advantage of the power that change brings to people’s lives and to my own. I am good at applying my self-awareness to improve interpersonal effectiveness in the groups I join. I must continue to devote to professional assignments that promote change in borderless, diverse, multicultural environments. The business world is changing. Organizational change implementation is an exercise that requires the effective use of power and influence. How can you be an effective change agent in your organization? What are the factors that are likely to affect success? I expect to know more about my emotional strengths and shortcomings, and to be more aware of the effect that I can have on others. I like to question my beliefs. I need to be involved with dynamic environments where people dare to question their own premises. In my MBA, I intend to go through a path of inner self-exploration.