



Benefits of Starting Early

- **ROUND 1 X ROUND-2**

There are definite advantages of sending your application to R-1;

- **SELF-ANALYSIS**

All students who were involved in the process of applying for an international MBA recognize that a huge benefit, besides admission, was the exercise of self-knowledge. Know your values, your differential, your beliefs, and ways to explore them so you can tell YOUR STORY is a complex and lengthy process;

- **INSIGHTS & TIME**

The dedication of every serious candidate to this project involves decisions that must be matured over time - decisions based on insightful research. Even when the applicant has 150 hours to devote to the process, there is no doubt that it's better to distribute that time in six rather than two months;

- **ORGANIZATION & IMPREDICTABLE EVENTS**

A current MBA student is a source of information and wisdom. The large majority will testify that they miscalculated the hours demanded by the process. If the student begins to engage with the process ahead of time, he will not risk being caught by unforeseen happenings;

- **NUMBER OF APPLICATIONS SUBMITTED IN R-1**

The earlier a student begins to engage with the infinite variables of the process, the greater the chance he will submit his application packages in R-1. The more "applications" sent in R-1, OCT, the greater the chance of an early definition - already in NOV / DEC the applicant will have a good perspective on the success of some of his applications. There will also, if needed, be a chance to correct the course of a wrong strategy;

- **VISIT**

In general, the student who begins the process in MARCH becomes convinced of the need to visit the schools before he submits application in R-1. We'll explore in depth details of this issue later in the marathon;

- **MORE REASON, LESS EMOTION**

Avoid the risks associated with poor planning. Ask those 'traumatized by the process' what was the period of the year they first became involved with the process. Certainly many will confess that it was the most stressful experience of their lives;

- **OBVIOUS APPLICATIONS**

Knowing how to stand out also involves knowing how to submit your application at the most propitious moment. Are you an engineer who works in an MC-4-BIG? Regardless of how you sell yourself, believe me, you'll be in the largest group of applicants. Apply in R-1 and get your answer in DEC; many of your competitors will be sending their first application in JAN;



- **TOLERANCE TO FRUSTRATION ON THE GMAT**

Being able to have a margin of error gives tranquility to the student. Historically, those who take the GMAT in the second half of the year (stress all over, "If I do not obtain the score, I will miss deadlines!") must take the test 2-3 times - the emotional factor will grow stronger. Those who take the test in May and June will be more relaxed facing the challenge. That feeling certainly increases their chances of taking the test only once;

- **ALUMNI FEEDBACK**

Current MBA students or alumni's feedback on your application is always welcome. Do you intend to rely on feedback from your friends / colleagues who went through the same process and could make great suggestions to its positioning in the essays? Of course, nobody likes to help under the pressure of "next week, please" or worse, "two days from now". It is also not fair with people whose opinion may add much to your work;

- **AVAILABILITY OF RECOMMENDERS**

Plan in advance and do not give a headache to the person who should help you in the process - your recommender. Unfortunately it is a very common for applicants, given the need to meet a deadline, many applicants will unfortunately impose an unrealistic deadline for reply (imagine the satisfaction and involvement of the person providing this letter). Remember that you will need them to throw in good words about you.

- **MOST IN R-1, FEW IN R2**

Use time to your advantage; don't just go on applying randomly. Don't send all applications in R-1. Use the strategy "I will send three packages in R-1. Two of them announce in DEC ..." Be efficient. Whoever submits all packages in R-2 should be more cautions or will end up applying to too many schools without the real need to do so;

- **MBA FAIRS / INFO SESSIONS**

Networking with the Admission Committee officers can play a key role in the process. The information sessions that enable interaction between applicant and alumni occur between AUG and OCT; unfortunately for those who start the process later, there is no way to extract value from these contacts.

The majority of attendants to these INFO SESSIONS are poorly prepared people who are starting the process in this period. They will not know, thus, how to build their contact/support network.