**Kellogg Video Essay**

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**A.) Task Description (**[**see**](http://www.kellogg.northwestern.edu/programs/fulltimemba/applying/applicationcomponents.aspx)**)**

After submitting a completed application, you will be asked to complete two **Video Essay Questions**:

1. Explain your interest in Kellogg;

2. A “getting to know you” type of question.

**Watch these videos**

Check what Kellogg’s Assistant Dean of Admissions says about this task: <https://www.youtube.com/watch?v=NhelzEAOBMM>

Observe the tips to provide an answer:

<https://www.youtube.com/watch?v=NCWpFyqz0B8>

There are 10 practice questions which candidates can complete as many times as they like to get comfortable with the format and technology. **You can see those practice questions only after you submit your application**.

**Last year’s real questions (2013)** according to applicants**:**

* What invention during your lifetime has had the biggest impact on you? (Why?)
* If money were not a concern, what would you do? (Why?)
* What is something you always wanted to try? (Why?)
* What is one piece of technology you cannot live without? (Why not?)
* If you could meet anyone (living or dead), who would it be? (Why?)
* What was the most interesting course you took in university? (Why?)
* What is your most treasured possession (Why?)
* What inspires you? (Why?)
* Why did you choose your college major?
* If you could teach a class on any subject, what would it be? (Why?)

**IMPORTANT**

You **CANNOT** re-do the answer to the official video essay questions. Thus, practice until you are comfortable with the format. **You will have 20 seconds to think about an answer and up to 1 minute to provide it**. The Video Essays should take 30 minutes to complete – which includes time for set-up and answering all the practice questions;

After you submit your application, the **Video Essay** will be available when you log in to your applicant status page. You will have one week to complete the video essays. Did you **know most applicants submit their application in the last week leading up to the deadline**? Don't wait for the last possible moment to record your video essay.

**B. How to answer the Video Essay Question**

**01.) Focus on Structure**

Answering the **Video Essay Questions** is exactly like answering any other essay question, except that this time you will speak rather than write. There is no secret to succeed in this task, mainly if you have been practicing for the TOEFL Speaking section. Make sure your answer fits in the time slot provided – 60 seconds. You must focus on the structure of your speech:

* **Step 1:** Provide a **LEAD SENTENCE**. Open your speech with your **THESIS** / your main point / your controlling idea.
* **Step 2:** Substantiate your thesis with supporting evidence / **CONCRETE** examples – **SHOW RATHER THAN TELL**.
* **Step 3:** Offer an effective/candid **CLOSING** that reinforces your initial message (**THESIS**).

**Check a few sample answers**

**Question 1: Explain your interest in Kellogg. (\*\*\*)**

Kellogg offers opportunities to learn more about the values of group dynamics. At Kellogg, where much of the learning happens through teams, I will learn with other people whose profiles are different from mine.

I hope to enhance my teamwork capabilities. In my career, as a management consultant, successful professionals should combine individual actions with collective efforts. I need to prepare myself to become a future manager and go beyond my analytical function.

In other words, at Kellogg, I will grow from a problem solver into a team leader.

**(\*\*\*) Please!! Plagio?!!**

**Question 2: Why did you choose your college major?**

Why Computer Science? Well, it has nothing to do with using programs for practical things, it has more to do with using them as a mirror of your thought process. To actually learn how to think. I think everyone in this country should learn to program a computer. Everyone should learn a computer language because it teaches you how to think.

Today I bring my professional field the countless benefits provided by this program. 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. Business is getting more and more complex. I expect to become a leader well acquainted with several disciplines.

In a nut shell, I need to “**learn to learn” business**. What I learned from Computer Science will help me until the end of my career.

**02.) Practice**

**i. Write down your answer to all 11questions provided below.**

ii. Read it to yourself. Observe the timing (60 seconds maximum).

iii. Record and listen to it.

iv. Make the necessary corrections, adjustments, and improvements.

v. Repeat the recording until you feel comfortable with your answer.

**IMPORTANT**: **NEVER** brainstorm in front of the camera. It is impossible to answer any question if you do not have a very clear **THESIS** in mind. The **EVIDENCE** will only be effective if you open your speech with a clear **THESIS**.

**Do not try to improvise. There are no shortcuts. Write your 11 answers in the orange column below.**

|  |  |  |
| --- | --- | --- |
|  | **11-Question Matrix** | **Your Answer** |
| 0 | *Explain your interest in Kellogg*. |  |
|  | | |
| 1 | What invention during your lifetime has had the biggest impact on you? (Why?) |  |
| 2 | If money were not a concern, what would you do? (Why?) |  |
| 3 | What is something you always wanted to try? (Why?) |  |
| 4 | What is one piece of technology you cannot live without? (Why not?) |  |
| 5 | If you could meet anyone (living or dead), who would it be? (Why?) |  |
| 6 | What was the most interesting course you took in university? (Why?) |  |
| 7 | What is your most treasured possession (Why?) |  |
| 8 | What inspires you? (Why?) |  |
| 9 | Why did you choose your college major? |  |
| 10 | If you could teach a class on any subject, what would it be? (Why?) |  |

**Once you have practiced your answers exhaustively, you are ready to show it “live”.**

**03.) Observe additional tips to succeed in your video essay**

* Dress for success. Dress neatly. Women, put on little make-up and jewelry. If you wonder if your attire is too revealing, it is.  Men, have a hair-cut and shave. Beard or mustache, if any, must be neatly trimmed;
* Keep your language clean - no profanity, obviously. Also, avoid too much sophistication of the language. Don’t ramble on or digress into a dissertation to show you’re smart. This is your chance to show that you are clear-thinking, persuasive, and able to offer a cohesive argument;
* Think for a few seconds before you reply and then minimize pauses that we tend to fill with “ums” and “uhs;”
* Sit up straight and lean a little bit forward;
* Look them in the eye (or, rather, the webcam). Treat this like a conversation. You want the audience to like you…don’t talk AT the computer. Talk TO the person;
* Remember to smile. Be friendly and pleasant.

**C. How to use the Megaron Optional Service for Video Essay Questions**

We believe you can practice for the **Video Essay** task on your own. However, if you think you need our support, you can hire this additional service, which is charged by billable hour.

Send an email to [mkanashiro@gmail.com](mailto:mkanashiro@gmail.com) and request a meeting for a live practice session.

Make sure this service takes place **at least one week before the application deadline**

**01.) What should I do in order to prepare for this meeting?**

Follow the instructions on How to Answer the Video Essay Questions (item B).

**Send us previously the answers to the 11 questions listed above**.

Save your file as ‘lastname\_Kellogg’\_video Essays\_01\_yournickname’

**02.)** **How does this meeting work?**

i. In a 60-minute meeting, you will have the opportunity to provide answers and listen to feedback on them; ii. You will be asked all **3 questions** that you practiced answering at home;

iv. You will be asked **3 additional** “surprise” questions;

v. You will be given tips and suggestions on how to improve all of your answers.

Keep Running

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