

How will the Masters in Management or Global MiM help you grow academically, professionally and personally?

Having experienced three different geographies while growing up, I realized that pushing myself into new experiences is the real way towards true growth. In India, the priority given to education helped me realize the value of academics. In Singapore, focus on extracurriculars helped me explore the world beyond studies while having competitors from around the world in Dubai developed in me a competitive mindset. These education systems, made me realize that pursuing a holistic education is important, and hence via a dedicated focus on academics and participating in various competitions, I honed my skill set. At LBS I plan to take advantage of the plethora of opportunities provided. At the Women in Business Club I will organise events and participate in conferences, further at the finance club I will gain more knowledge about the subject. Such participation will help me network extensively and learn beyond the classroom. Living with different cultures has made me applaud how international exposure can shape one's mind-set for the better & make one more adaptable. Studying in the UK would complement my Mid-eastern & Asian knowledge with an European perspective and make me more global minded. The diverse international community at LBS will help me imbibe skills and values from people of multiple cultures and become a true global citizen. Further, clubs such as Salsa and Expedition will allow me to continue my passion for experiencing new things.

Proclivity towards Maths and Computer Science made engineering an obvious choice for me. Knowing the immense competition in the field, I have tried to get an edge over my peers by pursuing challenging projects. To complement my technical understanding with real world experience, I strategically chose to intern at three geographical locations. Lamprell Energy in Dubai introduced me to the oil economy and taught me how management complements engineering. Interested in the management field, I sought my second internship in United Bank of India. Here I got exposed to finance and realized that if I had a stronger insight into finance and economics, I could have integrated banking features in past automation projects, making them much better. The scope of finance excited me. I began to discover how technology is changing the financial dynamics and started researching about how it can minimize costs for banking services like lending loans, transferring money, digital banking, etc. Online courses “Introduction to Corporate Finance” and “Financial Markets” gave me further insights. All these helped me discovered the emerging field of fintech which would be a perfect fit for my technical skills and interest in finance. I want to work in fintech start-ups like Blockchain and Funding Circle which

show a huge potential of changing how transactions or loans work these days. LBS with its location in London, diverse network of alumni and strong corporate connection, will allow me to get in touch with the right people to make this goal realisable.

LBS would give me an in-depth finance knowledge with its pinpointed curriculum and further allow me to develop a holistic business understanding via a mixture of strategy, economics & marketing courses. Advanced courses in Finance would help me be more industry ready, accelerating my future professional growth. Additionally, activities such as the Global Immersion Field Trip will allow me to connect with relevant fintech industries in NY and learn about functioning of companies in a practical manner. Thus, academically LBS with its well-structured course will be the perfect guide to gain the relevant business knowledge I would need for my professional development and goals.

Essay Analysis

Via this question LBS wants to know if you have really thought through this decision of applying for the “LBS” MiM program or not. By asking you specifically to break up your motivations into Academic, professional and personal, they are going into the nitty gritty details.

An ideal way approach this question is to break into 3 paragraphs, each dealing with 1 of the 3 things asked.

You can follow any order. Academic-> professional -> Personal or Vice Vera
Here the applicant has followed a Personal -Professional- Academic

Another important thing to take note is that , try to connect your personal experiences to everything you mention.

Connect your internship experience to the professional part, how it made you more aware of your goals.

Connect your undergrad experience or other notable experiences to how you realized that you lack key skills.

This allows your essay to have a personal touch and makes it much more believable.

Diving into the essay,

The start of the essay, the introduction is important and should establish why are you applying to the Masters in Management at this point in your life.

- What are you currently lacking?
- Why do you need a comprehensive business foundation?
- How did you realize you are lacking this?

These are some questions you should ask yourself while analysing your motivations.

Also one has to remember that the admission committee will be reading maybe a 100 essays a day, so how do you make sure your essay stands out.

Hence the starting few lines are very important here and in technical terms they are called a hook. It provides an engaging start to the essay which would make the reader stand up and take notice, and really wonder what is the writer upto.

Hence, a good way to start this paragraph can be mentioning a vivid experience (a class, some experience or an internship) where you realized you were missing key skills to reach your goals, or if this skill gap was preventing you from making the most of the opportunity.

This is what the writer has done via her opening lines. She has cleverly highlighted her strong international background (something that LBS loves) while drawing the attention of the reader.

This is what the applicant has done in the essay

Having experienced three different geographies while growing up, I realized that pushing myself into new experiences is the real way towards true growth. In India, the priority given to education helped me realize the value of academics. In Singapore, focus on extracurriculars helped me explore the world beyond studies while having competitors from around the world in Dubai developed in me a competitive mindset. These education systems, made me realize that pursuing a holistic education is important, and hence via a dedicated focus on academics and participating in various competitions, I honed my skill set.

Once you have established that you are aware of this gap, you can mention how LBS can help you bridge this gap in the successive paragraphs.

Personal Motivation

Now the applicant has moved on to talk about her Personal goals:

While digging into personal goals think about how the LBS environment can help you expand your boundaries, here are some examples

- 1) Maybe the 40 nationalities+ cohort can help you be more adaptable
- 2) The close knit team culture can help you improve your team work and leadership skills
- 3) The slew of clubs can help you understand the corporate landscape, and help you build practical skills
- 4) Interacting with some of the smartest people on the planet can help you grow yourself

Personal goals are mostly soft skills so you can concentrate on leadership, team work, cultural understanding and exposure.

At LBS I plan to take advantage of the plethora of opportunities provided. At the Women in Business Club I will organise events and participate in conferences, further at the finance club I will gain more knowledge about the subject. Such participation will help me network extensively and learn beyond the classroom. Living with different cultures has made me applaud how international exposure can shape one's mind-set for the better & make one more adaptable. Studying in the UK would complement my Mid-eastern & Asian knowledge with an European perspective and make me more global minded. The diverse international community at LBS will help me imbibe skills and values from people of multiple cultures and become a true global citizen. Further, clubs such as Salsa and Expedition will allow me to continue my passion for experiencing new things.

Here the applicant has focused on how the clubs will help her add value to herself (notice how she has mentioned specific names). She has also stressed on how she understands the importance of cultural exposure and how LBS will help her there.

Hence mention personal experiences, talk how you realize the value of these soft skills and link it to how LBS can help you.

Professional

To answer this question, it is a very good idea to start with an actual example or incident where you have displayed an interest or a passion towards a particular work field, this way you can create an impactful impression on the adcom & show them that you know what you are talking about and have already had some experience in the field.

Even if you have relatively less work experience, you can connect your future plans with activities you did in college, internships, associations etc. For example if you are interested in Consulting, you can talk about an incident at work or in college, where there was a particular situation and with quick thinking and analysis you solved it, and via this experience discovered you were good in this particular field and would like to further build a career in it.

Just mentioning I would like to work at BCG or Goldman Sachs, makes very little impact, it is very important to back it up with **the why?**

Also it is a good idea to mention exactly the role you are interested in and the company, it shows that you have thought through this decision.

Proclivity towards Maths and Computer Science made engineering an obvious choice for me. Knowing the immense competition in the field, I have tried to get an edge over my peers by pursuing challenging projects. To complement my technical understanding with real world experience, I strategically chose to intern at three geographical locations. Lamprell Energy in Dubai introduced me to the oil economy and taught me how management complements engineering. Interested in the management field, I sought my second internship in United Bank of India. Here I got exposed to finance and realized that if I had a stronger insight into finance and economics, I could have integrated banking features in past automation projects, making them much better. The scope of finance excited me. I began to discover how technology is changing the financial dynamics and started researching about how it can minimize costs for banking services like lending loans, transferring money, digital banking, etc. Online courses “Introduction to Corporate Finance” and “Financial Markets” gave me further insights. All these helped me discovered the emerging field of fintech which would be a perfect fit for my technical skills and interest in finance. I want to work in fintech start-ups like Blockchain and Funding Circle which show a huge potential of changing how transactions or loans work these days.

LBS with its location in London, diverse network of alumni and strong corporate connection, will allow me to get in touch with the right people to make this goal realisable.

Here the applicant has started by explaining what she is good at and how a desire to improve her skills pushed her to take up several diverse and interesting internships.

This way rather than saying I am interested in finance, she has explained her journey and made “the why” she is interested in Finance, much more believable.

Once that has been established, you can connect it to how LBS can help you get there.

Some facts that you can mention here would be

- 1 Global Network of alumni, what they can teach you
- 2 The career fairs and workshops, how they can give you industry insights
- 3 The LBS brand how it can help open doors for you
- 4 The London location which is a goldmine for companies

This way a strong boost to professional prospects can be argued

Academic

You need to explain to LBS that you have an awareness of what business skills you lack, or atleast the fact that you are aware that you require some significant expertise to get closer to your goals.

Once you have established this, you can mention how LBS with its course structure can help you bridge it.

You need to go into specific details (THIS IS VERY IMPORTANT!), because they are interested in knowing about the LBS MiM, not HEC, not Duke but LBS.

So dig deep into their program site, and talk about

- 1) Courses that you like and how will they help you (If possible mention them by name)

- 2) Electives
- 3) Global immersion trip and other special programs LBS hosts
- 4) The clubs, how you plan to engage in them and benefit from them

This is how the applicant has used it

LBS would give me an in-depth finance knowledge with its pinpointed curriculum and further allow me to develop a holistic business understanding via a mixture of strategy, economics & marketing courses. Advanced courses in Finance would help me be more industry ready, accelerating my future professional growth. Additionally, activities such as the Global Immersion Field Trip will allow me to connect with relevant fintech industries in NY and learn about functioning of companies in a practical manner. Thus, academically LBS with its well-structured course will be the perfect guide to gain the relevant business knowledge I would need for my professional development and goals.

In the end you can add a small concluding statement mentioning how you are sure LBS would help you with your goals and how it is the perfect destination for you.

And there you have it. A perfect essay.