

# WRITTEN ESSAY BRAINSTORMING GUIDE

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**What are your short-term and long-term career goals, and how will an MBA from Haas help you achieve those goals? Short-term career goals should be achievable within 3-5 years post-MBA, whereas long-term goals may span a decade or more and encompass broader professional aspirations. (300 words max)**

We want to understand how an MBA fits into your story. When using your entire application to tell your story, you can look at this question as being more focused on your future story. How does earning an MBA help you start writing the next several chapters? It's important to convey both your short-term and long-term goals. We already know our resources at Haas well so stay away from including a long list of courses or activities that you plan to engage with as a student. Don't forget to include the why that has shaped your career goals as well as some of the steps you plan to take to achieve those longer-term goals.

## THOUGHT STARTERS

If you're still struggling to find your essay response, consider the following prompts to help you narrow down your possible responses:

1. We want to understand your why, and this essay might be a good place to bring some of that to your application. Why an MBA? Why now? Why Haas?
2. What are you passionate about? Have any of those passions shaped your career goals and motivated you to seek an MBA to achieve those goals?
3. Has your background or upbringing helped shape your career goals? In what ways?
4. Are there any major problems you want to help solve? How can your professional journey help you have an impact in that regard?
5. If you are interested in a career pivot, your future goals don't have to connect directly with your past experience, but they do need to make sense with your story. Why does your desired industry or role make more sense to you than what you've previously been doing? What transferable skills do you have?

## STEPS TO CRAFTING YOUR STORY

1. **Reflect.** Be intentional about creating space for yourself to focus and be creative as you develop your essay response. Remember, there is no right answer. The right answer is your answer!
2. **Put pen to paper.** Sometimes getting started is the hardest part. Make a list of potential ideas and write a few versions if need be. It may take some time to determine which words to choose and how to present them. Be open to drafting and re-drafting.
3. **Step back.** Consider which option best tells your unique story. What is it about the story that can't be replicated?
4. **Think about the big picture.** How does your essay response complement what you are sharing in your video essay? Do you want to share something new with the admissions committee or reinforce something that has already been shared elsewhere? Be strategic.