How to Write an Admissions Essay for an Executive MBA Program

As the director for a public university executive MBA program, I have the honor of meeting many mid-level professionals looking to boost their career through an executive MBA program. Each individual has a story to tell, yet when it comes to the admissions essay, many essays fall short because the applicant fails to effectively convey their story.

Each essay has a beginning, a middle and an end (just like we learned in secondary school.) The beginning of the essay should capture the reader’s attention and compel them to want to read the rest of the essay. It should also be an introduction to who you are. Many essays are sent with no name and no introduction; they simply start with a statement as to why they wish to pursue their MBA.

The middle should describe your career progression. Tell your story. What disruptions have occurred in your career – were they good or bad? Why? Who is/was your mentor – how did they help you? What events shaped who you are today? What would be the next step in your career and how can an MBA help you?

The end should state why you wish to pursue your MBA, why you chose the university you are applying to and what you will bring to the cohort. And like a good story, it should leave the reader satisfied and wanting to meet you in person at your interview.