

I'm not a bot



deadlines or lose sight of the big picture). Overall, this student aptly leverages the prompt in this essay to demonstrate how they are very much aligned with the mission, vision, and values of the program to which they are applying. 2. Describe the achievement of which you are most proud and explain why. In addition, describe a situation where you failed. How did these experiences impact your relationships with others? Comment on what you learned (maximum 400 words). *Growing at Andersen "Salud!" In February 2019, we clinked glasses with our Mexico-based client director to celebrate implementation of the second global shared-services center I'd worked on. That engagement, and the client's previous service-center in Japan, represented 1.5 years of work for me. My role had spanned nearly every domain: gathering requirements for their proposed HR-self-service portal, holding workshops with global client representatives from 30+ countries to customize design, meeting with local SMEs to draft desktop and system procedures. I became skilled at navigating localized issues—such as an SME's preferred way of working—and finding the right balance between high customer usability/satisfaction and keeping processes and systems efficient, streamlined, and accessible. I also managed a 5-person offshore team supporting the launch, and became a go-to team member based on the agile-development knowledge I picked up as scrum master. Andersen partners and client executives were thrilled with the results, and I was entrusted to represent our team in Japan and Mexico as a rising leader and thought partner.— — —Family ChallengesLast year, when we learned Dad's cancer had returned, we wept. He had been our role model, our glue, an ambitious man who worked hard to rise from a Chilean farm town to a high-level executive, taking us to exciting new lands and opportunities. "I can beat this," he assured us as the disease progressed. However as he struggled to survive, so did our family bonds. Dad had always been our mediator and, while I tried to take on that role as the middle sibling of three, it wasn't easy. The night he lost his final battle, our collective stress boiled over, with a flashpoint between my siblings who held longtime resentment. My mother and I tried to step in, without luck. Over the weeks that followed, our once-harmonious family became fractured, pushed to the limit by Dad's passing, the pandemic, and a national political divide reflected in our own home. After backing off initially, I worked quietly to address the gap, planning a familybarbecue, meeting with attorneys to ensure legal matters didn't compound the issue. We miss Papa deeply, and there are no easy answers, but we are healing now, slowly. My highs and lows demonstrate that relationships are about earning trust by being there for others—whether a client, teammate, or sibling—and giving people space and time as needed, all as part of mutual support and growth.— — —Analysis: In both of the short-answer responses above, the student does a great job of directly responding to the prompts while continuing to offer details that position themselves as being very much aligned with the global emphasis of the program to which they are applying. The first paragraph, describing their achievement helping a SME (in Mexico) to implement a global shared-services center (in Japan), does a great job of both colorfully and concisely explaining the key role they played in helping their company to become a success. I would recommend very small edits of spelling out SME the first time the abbreviation is used: while the professionals working on a business school admissions committee will typically know they meant "Small Medium Business," SME also has other common meanings like "Subject Matter Expert," and given the global audience, it's best to err on the side of clarity. I'd also recommend they omit the slash mark in, "high customer usability/satisfaction" replacing it with the word "and" or even "and/or," rather than a more informal slash mark.The student's second paragraph responds to the prompt, "describe a situation where you failed." The student chose to write about dealing with and working to overcome a challenging situation, helping the reader to understand their personal strengths of commitment, persistence, and compassion when navigating the loss of their father. However, I'd assert that this challenging situation was not a "failure." They mention that they "tried to step in, without luck"—so one can see that perhaps they feel like they "failed" in that way, but it's clear that the situation is more complicated than what one person's action might remedy. If I were advising this student, I'd suggest they choose a different approach to this prompt, one that shows their self-awareness, maturity, and growth by highlighting a failure, the lessons learned, and how their relationships (or skills and abilities) have been impacted and improved by their experience (Failure is a part of life. Your readers know this. They want to see that you also know it, and know how to learn from it, rather than fearing failure or fearing people knowing about your failures). 3. Describe all types of extra-professional activities in which you have been or are still involved for a significant amount of time (clubs, sports, music, arts, etc.). How are you enriched by these activities? (maximum 300 words) *Having multiple life activities enriches me and brings me joy.Music: I started playing drums at age 10 and was instantly hooked. Music became my main outside-of-school/work pursuit, whether playing in a band or enjoying the local music scene with friends wherever I lived. Today I'm still passionate about playing and listening, but have shifted much of my attention to music production. I blend samples and recordings to create house music, and last year completed an online music production program with top label Toolroom Records. I'm increasingly part of the house music production scene, having released two songs already, with growing listenership. Music invigorates and relaxes me, while providing a sense of community and a creative cohort, each of us learning from the others.Sports: Growing up I played on a travel soccer team and learned the power of teamwork and competitive spirit. Today I play in weekly pickup games, and am eager to continue with INSEAD's football club. Beyond soccer I'm a half-marathoner and love getting muddy in Spartan Races. As a former skateboarder and now-avid snowboarder, I planned several trips for my ski group, including one to Verbier and Val-d'Isère. I'd love to take classmates on a similar trip, or to beautiful dive spots around Singapore (I'm a PADI-certified diver), enhancing our skills and experience. Service: In college, I loved giving back, such as working with EASE (Essay 1), tutoring immigrants via LINC, and mentoring small-business owners with the Carolina Microfinance Initiative (CMI). For example, I helped a woman implement her idea of bringing affordable eyeglasses to her Nicaraguan town by teaching her to write a business plan and create a supply chain. She paid off her micro-loan in two months! At INSEAD, I plan to join INDEVOR to continue paying it forward.— — —Analysis: This is an excellent response to the prompt. It would have been ideal for the opening to be longer than one line, but given the word limit, the student provided a concise introduction. The student positions themselves positively by offering examples of extracurriculars they enjoy including the arts (music), sports (football/soccer, running, skateboarding, skiing, diving), and service providing specific examples of each. Their response really shines when mentioning by name similar endeavors offered by INSEAD they look forward to joining. This shows the admissions committee that the student has "done their homework" and is genuinely interested in attending INSEAD and taking advantage of the opportunities they offer (rather than submitting a generic application to a number of schools). 4. Is there anything else that was not covered in your application that you would like to share with the Admissions Committee? (maximum 300 words)INSEAD is the best way to pursue my vision of growing as a strategy consultant and rising leader (see Career Vision essay). By leveraging the school's wide array of courses, clubs, and global alumni network, I'll be poised to develop into a leader at my future firm and beyond. For example, participating in the Personal Leadership Development Programme will enable me to craft a leadership development plan best-suited to my needs. I'll gain further leadership and management insights from classes like Leadership Communications Foundations and events within the Global Leadership Club. I'm especially interested in learning to motivate and guide larger teams and to help clients tackle their most challenging executive-level issues. Moreover, by completing the Blue Ocean Strategy certificate classes I'll be better prepared to make strategic project decisions at client sites and bring value to any business implementation. Lessons learned from classes like "Realising Entrepreneurial Potential" and INSEAD LaunchPad aligns directly with my long-term goal of developing an entrepreneurial venture to connect Latin America to US and European innovation hubs—whether within the consulting sphere or in an emerging industry like smart grid development. As a longtime global explorer, I'm particularly looking forward to splitting time between Singapore and France via the Campus Exchange program. Multiple students and alumni have told me how much they've gained from INSEAD. For example, Julien Antovici ("16) said, "I loved doing an MBA outside the US for the change of perspective. My section included people from all nationalities and professional backgrounds." That's exactly the kind of learning and growth experience I seek, with diverse people, experiences, and viewpoints. In short, I can think of no better place to pursue my educational and professional goals than INSEAD.— — —Analysis: This is an optimal response to a prompt of this sort. Often, questions like, "Is there anything else you'd like to share?" are used an opportunity for students to explain any shortcomings in their academic record (low grades on their transcript, low scores on standardized tests, etc.) and/or extenuating circumstances. While that can be useful context for your readers, here the student instead uses the prompt to offer greater "why us" detail: As in the prior response, the student does a stellar job of showing genuine interest in the school by mentioning a number of programs, clubs, activities, courses, and other offerings and opportunities unique to INSEAD in which they plan to participate. They also use this prompt as an opportunity to share positive things they've heard about the school from students and alumni. Yet again their affiliation with INSEAD students and alumni helps to demonstrate to the admissions committee that not only are they qualified, their networks help to establish that they are the type of student who will succeed in INSEAD's MBA program. INSEAD - Job Description Section5. Briefly summarise your current (or most recent) job, including the nature of work, major responsibilities, and where relevant, employees under your supervision, size of budget, clients/products and results achieved. (200 words maximum) *At LEK Consulting I am part of consulting teams working across multiple projects, completing analyses, presentation of recommendations, and other supporting tasks toward project goals. My responsibilities vary. Currently, for example, I'm engaging with regional leads across 9 countries to integrate processes and configure systems for a global human-capital-management (HCM) project; earlier I evaluated the ROI of establishing a foreign trade zone (FTZ) at a major electronics distribution client. Overall, I've worked with 10+ clients in my career, ranging from smaller local companies (