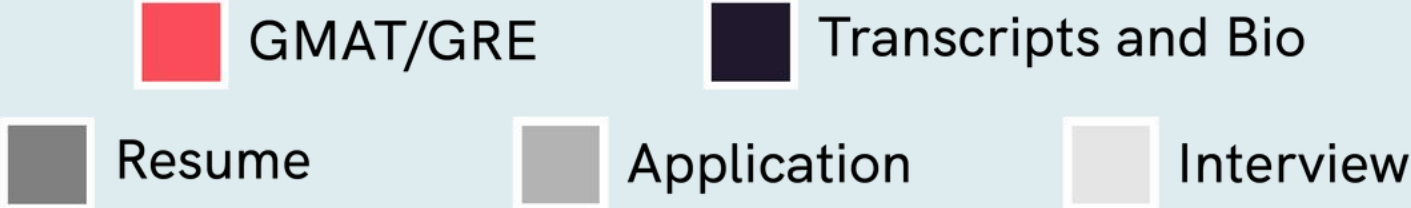
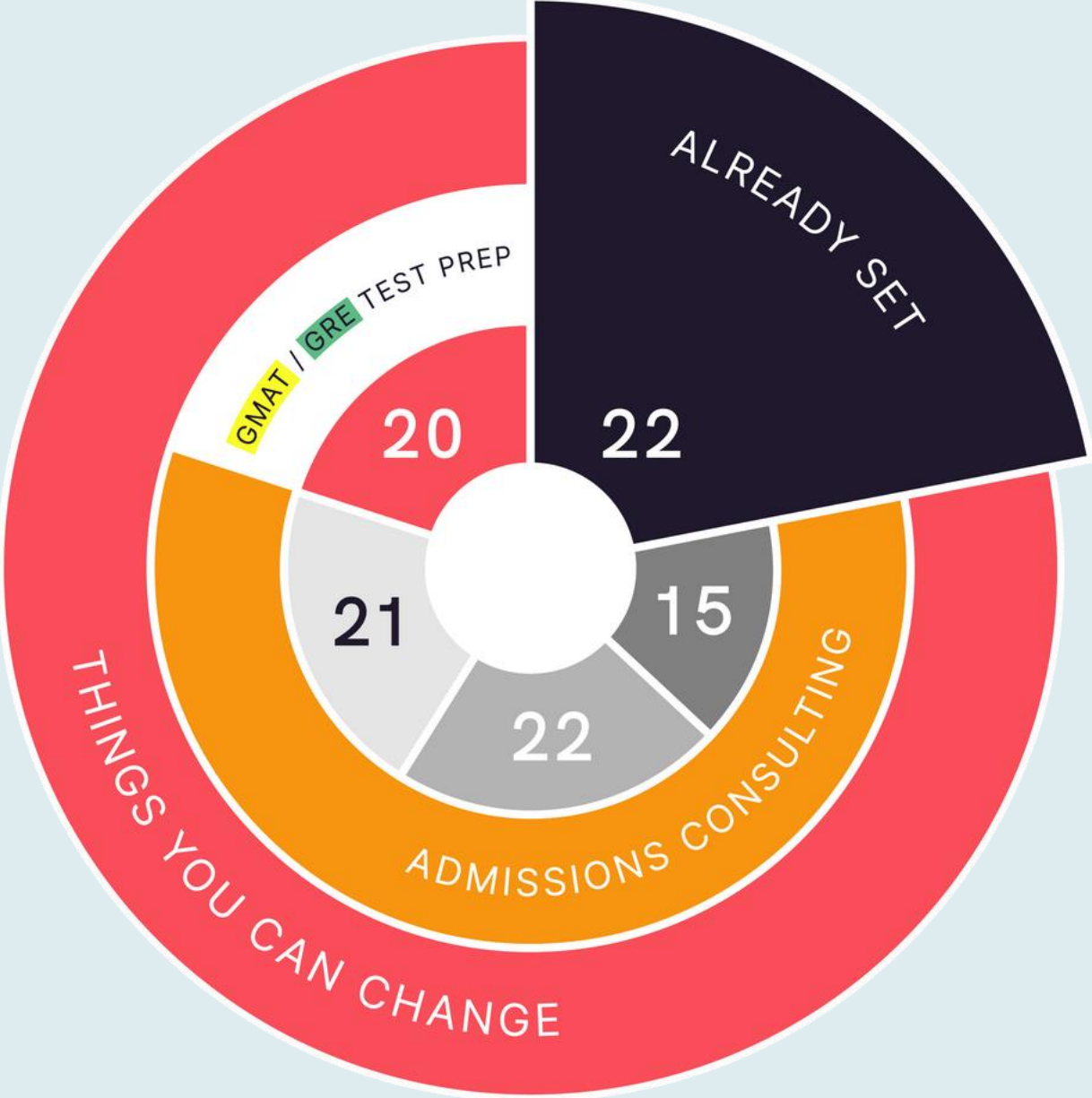




# Your application to Master's Programs

with Lana, Founder @700+Club

This is how much each element of your application weighs 🏋️



# This is how adcom sees you:

Aptitude

Work ex

International  
exposure

Additional  
info

GPA  
GMAT/GRE

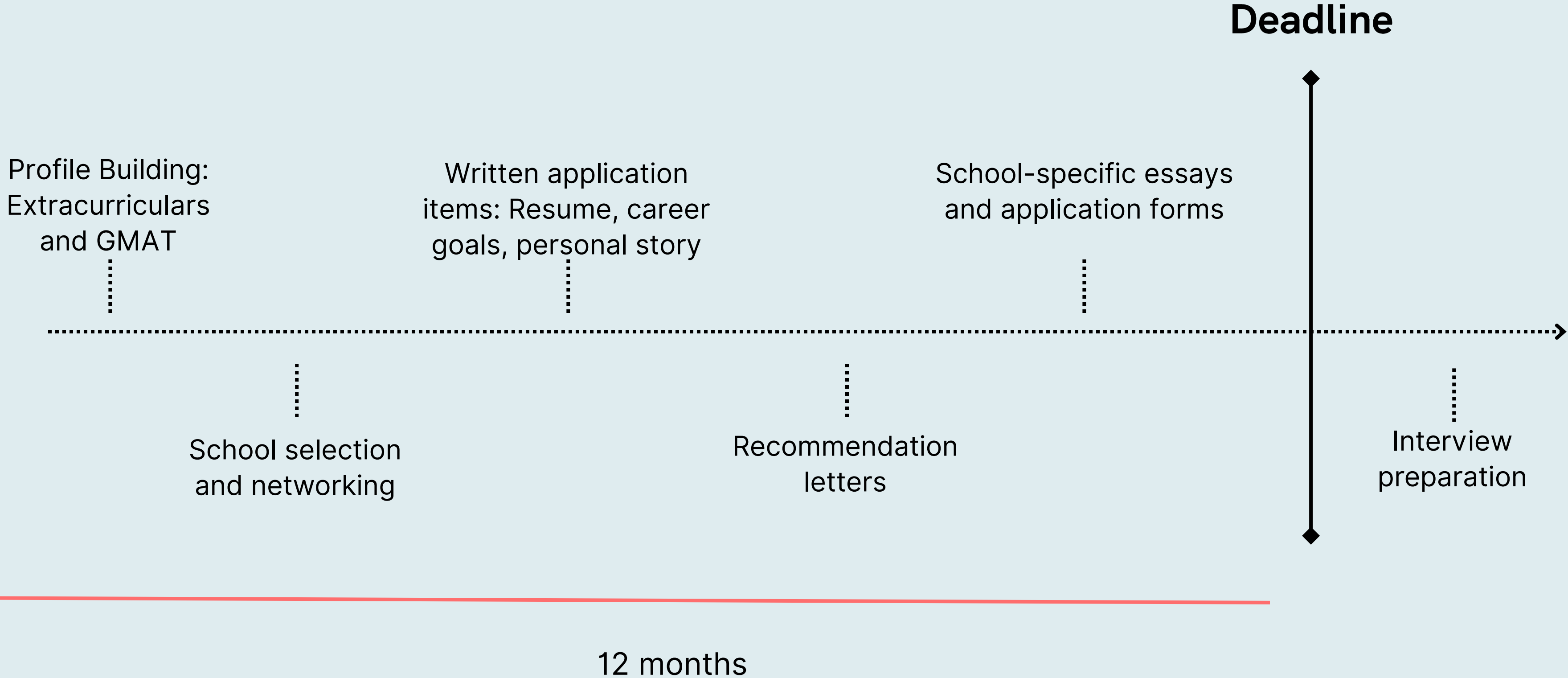
Internships

Study/work  
experience  
abroad

Extracurriculars  
Leadership  
potential

**QUANTIFIABLE IMPACT**

# Basic (but extremely important) timeline



# 3-step plan to your GMAT success

1



2



3



## Foundation

Working on fundamental knowledge & creating proper foundation for the exam

**Understand the types of questions and application of the concepts**

## Practice

Practicing a range of exercises, following the study plan with constant feedback from the tutors.

**Master the concepts**

## Grind

“Grinding” Phase: Taking the simulation tests with 1-1 feedback from tutors.

**Develop your personal GMAT strategy**

**Successful Exam!**

# Your CV

**FIRSTNAME LASTNAME<sup>1</sup>**

(310) 555-1212 | applicantname@email.com<sup>2</sup>

## EDUCATION

**MAIN UNIVERSITY NAME, SCHOOL OF TOPIC<sup>3</sup>** **CITY, STATE**  
*Bachelor of Arts in Subject; Minor in Other. Top 5% of class<sup>4</sup>* *20XX*

- 75% of tuition covered by various merit scholarships<sup>5</sup>, including one awarded to 5 / 800 students per year for campus leadership<sup>6</sup>
- Elected leader of finance club<sup>7</sup>; increased membership by 45% and launched pitch competition, which generated \$5k (40% of revenues) in sponsorships
- Internships<sup>8</sup> in investment banking at JP Morgan and IT consulting with Deloitte

## EXPERIENCE<sup>9</sup>

**COMPANY NAME, DIVISION IF APPLICABLE (NYSE: TCKR)<sup>10</sup>** **CITY, STATE<sup>11</sup>**

*Current Title (can explain more if needed)<sup>12</sup>* *x/2020 – present<sup>13</sup>*

*Previous Title<sup>14</sup> (can explain more if needed)* *y/2019 – x/2020*

The DivisionName<sup>15</sup> is the superlative explanation (if applicable)<sup>16</sup> of what your group<sup>17</sup> does. Lead a team of X<sup>18</sup> and am responsible for Responsibility 1, Responsibility 2, and Responsibility 3<sup>19</sup>

- Increased<sup>20</sup> good thing by \$XM<sup>21</sup> (CONTEXT for that # goes here<sup>22</sup>) by explain leadershipy actions here in plain English<sup>23</sup>, focusing on persuasion, innovation, and/or initiative
- Led a team of six to reduce bad thing by amount IN CONTEXT
  - o Persuaded client / management / team to do something better by how you did it
  - o Overcame obstacle by how you did it<sup>24</sup>
- Co-leader, internal employee resource group<sup>25</sup>; grew mentoring program 2x
- Winner of five internal awards<sup>26</sup>, including for best new business proposal (out of 200 entries)

**PREVIOUS COMPANY NAME (Leading provider of X to the Y industry)** **CITY, STATE**

*Previous Title (reported directly to CXO)* *z/2017 – y/2019*

The DivisionName is the superlative explanation if applicable of what your group does. As the youngest / first Previous Title to do whatever<sup>27</sup>, I had Responsibility 1 and Responsibility 2

- Every bullet-point should answer “SO WHAT?” for the reader and focus on outcomes described in an easy-to-understand way
- E.g. “by creating analysis that showed we were leaving money on the table” and not something like “by running 3 terabytes of data through a Poisson regression”<sup>28</sup>

## ADDITIONAL<sup>29</sup>

- **Junior Board member**, *Save the Orphaned Whales* (20XX-present): proposed new fundraiser that raised \$10k (2<sup>nd</sup>-highest amount ever) by developing innovative social media campaign
  - o If this community activity is your main way of showing leadership, consider using sub-bullets to draw attention to your accomplishments!
  - o Remember, six lines devoted to one super-impressive activity > 6 lines of blah<sup>30</sup>
- **Fluent in Esperanto; proficient in Klingon<sup>31</sup>**
- **Avid runner** (completed 3 marathons in 2 years) and baker (specialty = vegan pastries)<sup>32</sup>

**Let's dive into  
essays**

# LBS MiM Essays:

## Essay 1

What learning outcomes are you aiming to achieve as part of your Masters in Management programme? What challenge(s) might you encounter? (500 words)

## Essay 2

During your time as a Master's in Management student, how will you contribute to the School community? (400 words)



# INSEAD MiM Essays

## **Essay 1**

Why are you applying to the INSEAD MIM Program now? What professional objective will guide your career choice after your MIM, and how will the INSEAD MIM contribute to achieving this objective? (500 words)

## **Essay 2**

How would you introduce yourself? (Maximum 200 words)

## **Essay 3**

Tell us what you have been doing since graduating from secondary education and what motivated your choices? (Maximum 200 words)

## **Essay 4**

Is there anything else that was not covered in your application that you would like to share with the Admissions Committee?

# HEC MiM Essays

## **Essay 1**

Why are you applying to HEC Paris and this program? Please include your career goals in this essay. (450 words max)

## **Essay 2**

What is Leadership to you and how do you recognize a great leader? Please include personal example(s). (250 words)

## **Essay 3**

In recent weeks, what business issue or news topic have you found inspiring? (250 words)

## **Essay 4 (optional)**

Anything else you wish to tell us? (1000 characters max)

past yo u + program @uni =  
future yo u

# Craft your key stories (01/03)

Strength

Weakness

STRENGTHS		
Strength	Where this strength came from	Evidence this is a strength of yours
<i>Example: Cross-cultural communication skills</i>	<i>My father was a diplomat, and I lived in 10 different countries growing up. This meant I always had to adapt.</i>	<i>It helped me land my first job in a global consulting firm and has allowed me to deliver outstanding results while working on projects in multiple countries.</i>
<b>Strength 1:</b>		
<b>Strength 2:</b>		
<b>Strength 3:</b>		

WEAKNESSES			
Weakness	Where this weakness came from	Why this weakness is problematic	How you are working on this weakness
<i>Example: time-management skills</i>	<i>Pulling all-nighters worked well in school and it became a habit.</i>	<i>I sometimes rush to meet important deadlines.</i>	<i>I have started to keep a calendar and plan out my schedule precisely.</i>
<b>Weakness 1:</b>			

# Craft your key stories (02/03)

Achievements

Failure

ACHIEVEMENTS		
Achievement	Why am I proud of this?	How did this affect relationships with others?
<i>Example: eliminating high turnover rates within my team</i>	<i>Because I was able to improve satisfaction in my team after I initiated communication with them about their needs</i>	<i>We wove a tight-knit team that relied on each other</i>
<b>Achievement 1:</b>		
<b>Achievement 2:</b>		
<b>Achievement 3:</b>		

FAILURES			
Failure	How was this failure problematic?	How this failure affected your relationships with others?	What you learned
<i>Example: While tutoring in college, half my students failed the class</i>	<i>Because few students wanted to take my class the following semester</i>	<i>I worked one-on-one with the remaining students and got to know their needs - all passed!</i>	<i>That people always have specialized needs for success</i>
<b>Failure 1:</b>			
<b>Failure 2:</b>			
<b>Failure 3:</b>			

# Craft your key stories (03/03)

JOB TITLE	INDUSTRY	WHAT MOTIVATES MY GOAL	HOW MY GOAL CAN MAKE AN IMPACT IN THE WORLD

## Goals

- short term
- long term

My short-term goal prepares me for my long-term goal because ...	
--	--

The "aha" moment/impactful experience that made me realize that these are the goals I want to pursue was...	
---	--

Skill I want to build in the program	Why this skill is necessary	How specifically the program will help me build this skill	Optional - Additional notes/comments
<i>Skill 1:</i>			
<i>Skill 2:</i>			
<i>Skill 3:</i>			

**How to become a great story-teller?**

**Use the  
STAR  
framework!**

**S**

Situation

**T**

Task

**A**

Action

**R**

Result



**What personal / professional achievements are you most proud of in your life so far? (400 words maximum)**

There was no greater project I took on at Lampa than reshaping existing methods and implementing the Bill of Materials (BOM) in the manufacturing process. You see, without the BOM, the company relies on the memory of people inside the company, which is not sustainable. Without the BOM there weren't any codes to differentiate finished and unfinished products, and consequently no real tracking of stock and of overproductions used to cover future orders. All of this often leads to longer Lead Times, overproduction, and waste that reduces margins.

I resolved to fix this. First, I planned to first map all the different routes the products could take inside and outside the company during the production process, figure out models by which I could summarize the phases, create new codes that could indicate the various variables of the product that I wanted to track and only then start creating the Bill Of Materials of the articles we were selling,

To start, rather than hastily proposing changes, I immersed myself in day-to-day operations, engaging with individuals responsible for these processes. This hands-on approach enabled a nuanced comprehension of the system's intricacies and challenges. I prioritized building relationships with those directly involved. This involved not only understanding their roles but also respecting the depth of their personal knowledge. For example, I organized meetings and workshops with small groups of employees from every part of the company, starting from the actual raw production to the Back Offices, Brand managers, and warehouse managers.

This in-depth information and hands-on involvement were pivotal in subsequent BOM project planning. Armed with an understanding of existing operations, I worked on the implementation of a BOM system that incorporated the strengths of current procedures.

My leadership has since become instrumental in sustaining the project - and the project's success significantly contributed to the 15% rise in revenues compared to last year, highlighting the efficacy of this approach amid market stagnation. It showcases my ability to navigate complex organisational landscapes and drive tangible change through strategic decision-making, emphasizing the importance of a rigorous learning and planning phase before challenging established methods.

**REVISE**

# How a bad recommendation looks like...

*Comment on the candidate's potential for senior management. Do you see him/her as a future leader?*

*I see Matt as a current leader. Most recently, Matt was promoted to co-head of sales, migrating from team leader of our healthcare practice to co-manage our sales efforts company wide, reporting directly to me. I promoted Matt to this position precisely because of his leadership skills and consistency.*

... and a good one.

**Comment on the candidate's potential for senior management. Do you see him/her as a future leader?**

*During my career, I have supervised many excellent professionals, but Richard displays some traits that I consider essential for any leader, making him a unique professional. First of all, I would like to highlight his exceptional ability to analyze complex situations and make difficult decisions. Before making any decision, he spends time and effort understanding the whole situation and all the parties involved. In the sale of the hospital concession that I mentioned earlier, during the negotiation phase, he had very little time to analyze the buyer's offer and prepare a counter-proposal that would satisfy both our client's and the buyer's objectives. In a short period, he understood both negotiating positions and found a way to resolve the issue. This is just one example showing how Richard is always well-prepared for meetings and acts quickly to find solutions to the main bottlenecks in any transaction.*

*In addition to the above, a capability that truly distinguishes Richard from his peers is his ability to maintain a positive environment, even in extremely tough situations or very demanding tasks, across all the different teams he has led so far. He consistently fosters an efficient and productive atmosphere. I had the chance to work with him and his colleagues on very challenging transactions that demanded a lot of overtime, and Richard was always motivated and ready to help and mentor his colleagues. He has a special talent for teaching, which I observed in his development of the analysts and trainees under his responsibility. He has assisted me in training new team members and in maintaining a highly qualified Corporate Finance team. As a leader, Richard demonstrates strong delegation skills; he has the ability to identify the right person for each task and then supervise the work effectively, offering both support and the freedom for each person to grow.*

*This combination of qualities and traits, together with his unique capacity to learn, makes Richard an outstanding professional, and I am confident that he will become a great leader in the Latin American financial market.*



Thank you!



[contact@700plus.club](mailto:contact@700plus.club)



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