

A GUIDE TO WRITING A PERSONAL STATEMENT

TIPS:

- This is a guide only. You may want to use your own format.
- Keep your personal statement to **one (1) page**. Approximately 250-350 words.
- It's best to be succinct and to the point.

Step 1

10-20 %

What interests you about studying an MBA at ADSM – talk about your motivations and if you have had any experiences that have shaped your decision.



Step 2

20-30%

What makes you a good candidate for the MBA program – why should you be considered for this program – talk about your career goals and aspirations.



Step 3

20-30%

Include some of your current interests or abilities. For example, you may be working on a particular project at work, or starting a new company.



Step 4

10-20%

How are you committed to study – what steps will you take to achieve your goal of attaining an MBA?