



# UNIVERSITY OF TORONTO, ROTMAN SCHOOL APPLICATION ESSAY TIPS

1. What is your post-MBA career goal and why do you think this career would be a good match? How will the Rotman MBA help you to achieve your goal?

**We want to know:** This is a question with several parts so please make sure you answer each one. In your answer, we are looking for you to identify what has happened to you in the last five years and what is your motivation behind doing your MBA. Give us a brief run down on the things you have been involved in. Where have you worked and in what capacity? Have you been a part of any special projects? Have you won any awards? Have you travelled or done volunteer work? How do these things play into your desire to get an MBA? Why have you decided to do this now do you expect to do after your MBA? What industry do you see yourself working in? Are there any special reasons you have applied to Rotman? This part is easy to answer and it is important that you do your research. Don't just cut and paste from our website and don't give us answers that you think we want to hear. Be honest because this will help you stand apart from the rest of the pack, which always makes a better essay.

2. Tell us about a time when you had to overcome an obstacle and describe the outcome.

**We want to know:** We are looking to find out more about you as a person in this essay. We all face obstacles and we want to know how you handle them. Are you calm under pressure? Are you reflective? Are you resilient? Give us a **real** example of something you have struggled with and tell us how you faced this. What happened as a result of your actions? Tell your story here, especially if the example you are using here has shaped you and your goals for the future.

3. Video essay. The Rotman School is introducing a new video essay component as a pilot project in our admissions process this year. You will be asked two questions. Both questions are designed to be answered without any advanced preparation and will allow us to get to know you, your personality, interests, passions, and talents much better than we could in a written essay. Be yourself and have fun with this question!

Optional essay:

Is there anything that you think the Admissions Committee should know which you feel has not been covered by the rest of the application? If you believe your credentials and essays represent you fairly, do not feel obligated to answer this question. If you choose to submit this optional essay please do not use it as an opportunity to make excuses for low grades or a low GMAT score. Instead, explain why you may have struggled in school or why your GMAT is low. If you have a significant work gap in your professional experience this is a good place to address this.