

## Harvard Kennedy School Application Essay Advice

now I've had a lot of people come to me and they've come after they've already been rejected from their dream schools and a very common reason is that I read through their essay and their essay reads just like a resume 2.0 it's not really a story it's just them being what I call an accomplishment robot I did this and then I did this and then next I did this and they're just they're not actually giving me insight into who they are what their career goals are and why why is the Harvard Kennedy School the right school for them now none of that is there what else makes for a great essay now you told us referring to what they know about the Kennedy School it being customized to the school what else makes for really great admissions essay you use the word story I think people need to have a story and it is to hang together it's really hard to I you know I wish they like oh well we once had this application and the person said this that and the other thing because that doesn't come to my mind but it has to hang together it has to show us who you are the Kennedy School is looking to train the leaders of the future now it doesn't mean that you have to have been started in an organization or been at a very high level in another organization we are looking for leadership potential so I say we they I should start exact but it's been we it was the we for so long they're looking for leadership potential they're looking for people who are going to make a difference they're looking for people who can communicate well if you can't communicate well in your [harvard supplemental essays](#) how are you going to go out there and communicate well in the world and make this world a better place and it sounds so trite there is no lack of challenges out there in the world so tell us not you're gonna make the world better tell us how you're gonna make the world better tell us how you come to this decision about what you want to do and then tell us why you need to do it at the Kennedy School it's important as I think I mentioned to say what you can bring to the Kennedy School and believe me there is something that every single person out there has to contribute and the classroom is the place where you will not only contribute but learn from each other that's the best thing about the whole school again I'm getting a little bit off the subject but in your essay show don't tell every writer should know that show us how you're going to succeed at the county school and why that was beautiful and I want to elaborate upon the idea of show don't tell there is a framework for showing versus telling that I actually got from MIT Sloane's MBA essay prompt that they used to have years ago and I think the reason why in my MIT had to be so explicit with this advice that I'm about to share is that they get so many engineers who are not used to you know telling stories they're used to there is a clear answer to a problem to where they had to be like guys women this is what we need so here's what they said in their prompt they put the prompt it was sort of a tell us a story about a time when but then below that they said tell us what you thought felt said and did and I was like this is genius and I call that and I MIT would never call it this but I call it the juicy story framework tell us what you thought felt said and did that's what makes any story whether I'm telling a story to my sister or a client is writing admissions I say that's what makes the story juicy is thought so inner dialogue how are you making your decisions how did you decide to take one path versus another how did you feel and a lot of clients have trouble with the notion of feelings been writing about feelings and essays so they still try and make a thought a feeling but by a feeling right I was anxious when I realized we had only two weeks and a quarter of our budget to achieve the desired outcome Jen then also what did you say dialogue really brings a story alive so you know my mom said there's no way you know you're going off to school in and then did what actions did you take and why so that that's

kind of the show don't tell cuz people hear that and they're like I don't know but what to do with that yeah the only thing that I would add that's beautiful but the only thing that I would add was that and what did you learn and from what did you learn that is exactly right that's a very important part that should and that's the what did you learn is kind of like the nice wrap-up to the story that's another thing I noticed clients will write a story but then they don't tell me how things turned out so we don't were you successful and how is that going to impact what you do and it could be a now I know what I don't want to do that showed me that showed me that experience showed me where my future lies and guess what it's the salon school or the Kennedy School or whatever