

## So why are you interested in getting an MBA?

You're going to get that question a lot:

- In informational interviews
- In casual conversation
- From coworkers
- From family
- *Eventually, and most importantly:* in your admissions interviews

## Crafting your elevator pitch

An elevator pitch is so named because it can be shared during the time a typical elevator ride might take – given that the average elevator ride is between 30 seconds and two minutes, your pitch should be sixty seconds or less.

Further, it should express a single thought that not only succinctly answers the question being asked, but answers it in a manner that is unique to you. You need to craft an elevator pitch to respond to that question in a convincing, compelling manner.

## Examples of bad elevator pitches

- “It seems like it will help me change my career path.”
- “Because I want to start my own business.”
- “It’s the next step before I can be on a partnership track.”

These responses are very generic—while they may be true, they don’t convey the uniqueness of the situation, nor do they impart enthusiasm for the respondent’s intended path.

## Examples of good elevator pitches

- “After years in marketing, I realized that if I’m serious about pursuing a role in customer-facing financial services, I need further education.”
- “After working with several technology start-ups, I am excited to start my own company. The lessons from experience and the structured learning from the MBA will make that dream more likely!”
- “Because of my passion to succeed at my current firm, I want to build [x] and [y] skills, so that I can better serve my clients and, in the long run, my firm.”

You will note that these responses are essentially the same as the “bad” examples—they simply add a little more detail and personality, while remaining succinct and to the point.