

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.