



Kellogg Essays

Essay 1: Leadership and teamwork are integral parts of the Kellogg experience. Describe a recent and meaningful time you were a leader. What challenges did you face, and what did you learn? (450 words)

Essay 2: Pursuing an MBA is a catalyst for personal and professional growth. How have you grown in the past? How do you intend to grow at Kellogg? (450 words)

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Victor

Essay 1: Leadership and teamwork are integral parts of the Kellogg experience. Describe a recent and meaningful time you were a leader. What challenges did you face, and what did you learn? (450 words)

I am good at defining, establishing, identifying, and translating a direction for collective action. I make sure things run smoothly by defining accountability. I am good at marshaling resources to get things done. The following story reveals my leadership style.

Since I was twelve, performing Boy Scout tasks and activities, I could understand and appreciate how to be responsible for a person. I learned early that teamwork would help me conquer more than and go farther than I could on my own. Scouting uses the patrol method to teach skills and values. Scouts elect their own patrol leader and they learn quickly that by working together and sharing duties, the patrol can accomplish far more than any of its members could do alone. The patrol succeeds when every member of the patrol succeeds. I have carried this ability since my first day at XXX Strategic Planning department. The first project I was assigned when I started working was about the "Industrial Configuration" that best suited company future plans (US\$1.3 billion investment). In order to accomplish such an ambitious goal we had 13 departments involved, from sales to supply going through logistics, engineering and environment. As strategic planning, we were the leaders of the project and I was the analyst responsible for it. My job was to keep the work coherent, make sure that the communication flow was working well, control the project evolution and, at last, set up the document that would go to board. I remember not being able to fall asleep the night before the project began - the challenge was huge, but I felt that it would require my best competence - the capacity to organize information, ability to give order to chaos. An investment as big as the one we were discussing if not done correctly could mean a huge financial problem for the company. The coherence of the numbers given by all the involved areas was also a difficult subject. I had to keep everyone updated with other areas results (that could influence their own activities). At last, our delivery date was always at the doorstep. Nobody could rest, and the project was always competing for the analyst and specialists' attention. To accomplish my mission I adopted a more "close to the areas" approach. I designed the workflow for the project (which area was supposed to what and when), shared it with the team, and then I focused on facilitating each department analyses - if there was not enough information, I was the person who would seek it. Even with all our effort organizing information, the various departments could not see the complexity of the project and, therefore, I could not move on with it. At night, after an exhausting workday, I had the idea of drafting what I generously called "our intranet." Thanks to a college classmate and my programming lessons, I could build a friendly interface in which the multiple agents could interact. I offered the support that the areas needed. That also came two other benefits. First, each time I discussed and helped about a subject I could learn more about it and eventually contribute to the development of the activity as well, and therefore could be more certain about the results. Second, I got closer to the people on the team and fought for them when needed, for example, I had a discussion with a logistics manager about the importance of the work his analyst was doing for the project, and that he should give him the necessary time. Those actions really showed the team about the necessary commitment.

As the project advanced, people started recurring to me whenever they had a problem and I realized that although I was not a formal leader I had earned that role.



Essay 2: Pursuing an MBA is a catalyst for personal and professional growth. How have you grown in the past? How do you intend to grow at Kellogg? (450 words)

Growing up as a citizen of the world nurtured my passion for global affairs and made me realize that Brazil has an enormous untapped potential - better project itself in the world. My ambition is to fulfill this potential by leading the wave of Brazilian companies going global. Looking ahead, I shall create an Internationalization Practice Area within XXX and, later, join a Brazilian multinational company as a Chief International Officer. Brazil has to face its challenges; I have been facing mine; Wharton will prepare me to face ever-growing ones.

A global leader must have open-mindedness - the openness to finding out how a new culture can enrich his personal life. During childhood, I lived in the USA, where I realized my country was hardly known then. Observing my country through a foreigner's perspective, I was able, upon my return, to pay more attention to our values. I grew emotionally mature, with my eyes open to our problems as well as to the countless opportunities we have.

A global leader must have cultural sensitivity - the capacity to understand his biases. On the first day of college, I was looking for opportunities abroad. I wanted to replicate my eye opening experience in the USA. IAESTE is an organization that promotes international internships for college students. While most would choose US or Germany for these programs, I opted to work in Carinthia (Slovenia), a city I had never heard about. At age 21, I would take the "road less traveled", with limited access to the Internet and zero knowledge of the local language. I landed a job at a family-owned company that imported and sold electronic components. On foreign grounds, I exercised my understanding of cultural values. It takes me some effort to leave my comfort zone, mainly amidst cultural diversity. But believing that I could surpass this obstacle, I developed the necessary sensibility towards that particular culture and I succeeded.

A global leader must have the ability to identify and prove the "different view" throughout his work environment. Nowadays, I participate in internationalization projects. Recently, as a consultant, I witnessed an attempt to acquire a major listed US competitor. Even today, such deal is unparalleled - most deals, especially in the industry, work in the opposite direction. The obstacles were numerous - from persuading investors to finance the deal to handling the "poison pill" adopted by the US competitor's management.

I have nurtured a career path that values professionals who can apply their analytical rationale while rolling up their sleeves to make things happen. I am a "do it" kind of person. My professional accomplishments have shown that I need to get into the nitty-gritty of things. I look forward a hands-on learning environment instigated by world-class professors. I want to be immersed in an environment where you don't just talk about doing things, you don't just think about things; you actually do them. I look forward to studying real-life case cases with diverse people from all around the world.

During my Kellogg MBA, testing the skills and knowledge I will gain in a practical setting will stretch and prepare me for diverse business settings. I am looking for experiences that place everything I've learned into focus - theory, practice, expertise, and talent all come to one point. I look forward to "Learning through Experience."