

MOTIVATION ESSAYS

Dear candidate,

The essays section is a critical part of our evaluation process. As such, we advise you to spend a significant amount of time on your application essays.

Your responses to the essay questions provide the best opportunity to be creative and tell us about yourself. We would like to get to know you and to find out what motivates you. The essays are not meant to be academic articles or business memos, but rather your personal stories.

Please answer essay 1 to 4 as they are all compulsory. Essay 5 is optional.

We look forward to reading your essays,

The MBA INSEAD Admissions Team

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Essay 1

Give a candid description of yourself (who are you as a person), stressing the personal characteristics you feel to be your strengths and weaknesses and the main factors which have influenced your personal development, giving examples when necessary. (600 words max.)

Essay 2

Describe the achievement of which you are most proud and explain why. In addition, describe a situation where you failed. How did these experiences impact your relationships with others? Comment on what you learned. (400 words max.)

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Essay 3

Tell us about an experience where you were significantly impacted by cultural diversity, in a positive or negative way. (300 words max.)

Essay 4

Describe all types of extra-professional activities in which you have been or are still involved for a significant amount of time (clubs, sports, music, arts, politics, etc). How are you enriched by these activities? (300 words max.)

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Essay 5 (optional)

Is there anything else that was not covered in your application that you would like to share with the Admissions Committee? (300 words max.)