

The 3 “Magic” Ideas

I went to MBA school...and I graduated...and no one made it this easy to separate myself from the competition!

If you want to impress an MBA recruiter there are three things you have to prove. You are *Qualified*. You are *Different*. You are *Relevant*. That is it! It doesn't get any simpler. Before you write your essays, before you enter the interview, sit down and make sure you have strong responses to these three ideas.

Be Qualified is about proving you have the academic aptitude and professional background to be considered for the opportunity. Remember as much as you can about your academic and professional history. Remind yourself of all the good work you've done to this point. Write down the good thoughts as they come.

Be Different is all about celebrating your individual uniqueness. This is where professionals go from “I am smart enough to get an MBA” to “*I offer something special, as an MBA*”. Very soon you will find out, if you haven't done so already, that you are part of a huge pool of people that have done good work. You are going to have to find other ways to differentiate yourself besides your work quality. Use your uniqueness to your advantage. Use it to distance you from your competition.

Be Relevant is the third and final component. This is where you attach your unique qualities as a professional to the specific expectations of your target organization. Essentially, you're telling the organization what is in it for them. Prove that you can lead, serve, and contribute to the organization's guiding principles.

How does it all come together? *Be Qualified, Be Different, Be Relevant* tells an evaluator that you can **do the work¹ in unique way² that benefits the organization³**. When you express these things in your distinct voice, using your own experience, you make a very, very strong case for any opportunity you target.

There is it is. It can't be much simpler than that!

Good luck,
Alzay Calhoun