

# THE FIT ESSAY

Academic engagement is an important element of the Wharton MBA experience. How do you see yourself contributing to our learning community?

Knowledge for Action is the relatively new brand positioning for the Wharton School of Business. As explained in the Wharton magazine, 'Wharton knowledge... combined with a passionate, entrepreneurial community, creates a very special dynamic: a place where knowledge fuels action—and where its reach and impact are ever-expanding.'

Innovation and an entrepreneurial mindset are consistent traits that Wharton seeks in applicants. This essay is your opportunity to show both your achievements and your fit with the Wharton culture of innovation. Innovative ideas or actions often require you to collaborate with others, so this essay can demonstrate two key values of Wharton: Innovation and Collaboration. If you were a leader in the situation, you may have an opportunity to highlight leadership and describe your leadership style as well.

A good part of the action of the story will take place "between your ears," so this is a chance for the admissions committee to see how you think: how you break down a problem, generate ideas, and weigh the pros and cons of each course of action.

This essay should focus on Wharton's unique learning community, but may also allow you to use examples from your past experience to show how you can contribute in a Knowledge for Action environment.

## ESSAY TIPS

**TIP #1: Provide Evidence**

**TIP #2: Use concrete examples of what you did**

**TIP #3: Use your professional expertise**