

## Sample Business School Essay

### Prompt: Write an essay showing your leadership potential

John, the Executive Director of Kreston Publishers, shook my hands and told me I should get some warm gloves. As we sat down at the Tept Hotel for what would be a game-changing meeting, we ordered for coffee to help us beat the cold weather. As one of the leading publishers in America, John informed me that Kreston was about to close a multi-billion dollar deal with an international magazine. He wanted our relatively small fashion magazine, Maelle, to join the deal that would help us get audience from over four continents.

My job, as the manager in charge of production was to select and lead fifteen staff members to match John's vision of making the magazine appeal to other continents outside North America. We worked closely with the photographers, designers, marketing and production staff, and in four weeks of thorough brainstorming, we had changed the magazine's appearance.

After one week, I led a team of three executive producers to meet John. We shared with him how we were able to change the magazine's appearance and the accompanying complications and costs. John told us the new look was in line with his vision and the target audience and would be happy to start working together in preparation for the big deal.

My team was excited about the deal but I had my reservations. I knew we were not prepared to complete the agreement at the moment as it would come with serious financial consequences because our producers would begin working on the next issue in two days. My intention was to make sure that we give Kreston a consistent layout of the magazine. We came into a consensus and John understood my concern and agreed to wait until our next issues was out.

Once the next issue was produced, we began working on the new appearance the following week. I led a team of fifteen staff members from the marketing and design departments to develop new branding for the magazine. We ensured that the new branding was matching John's vision from our discussions on the first and the second meeting. Under my leadership, the first issue of our fashion magazine was published via Kreston. During this time I had over twenty five employees under my supervision.

Our sales increased by 36% in two weeks after the issue was out. After leading my team to secure a deal with a leading publisher and a bigger deal still on the way, I learned that results can be achieved with proper leadership that encourages the staff members to utilize their potential. When the new deal with La Belle, the international magazine was rife, our magazine secured \$3 million. This has seen the magazine increase its network to Europe, Asia, North, and South America. There has been positive feedback from our readers in these continents especially about the appearance and content.

I am now able to see myself as a potential leader, especially after this experience. I have improved my coordination skills and can rally all members of a team to work towards a common goal. I can confidently persuade people to understand different perspectives. Through my leadership experience at Maelle magazine, I hope to strengthen my abilities even further and witness the success I can bring to business management.