



To: Master of Science in Management and Leadership Program Applicant  
From: Department of Business, Montreat College School of Professional and Adult Studies  
Subject: Management and Leadership Potential Essay

We appreciate your interest in attending our program and are excited to possibly have you studying on our campus. As part of your admissions process, you are required to submit an essay *demonstrating your management and leadership potential* for acceptance into the program. In order to help you succeed, we are providing the following guideline to help you write a fantastic admissions essay.

Please follow the guideline template provided to complete the essay before submitting to your Admissions Specialist.

**Format:**

- Your essay should be 3 to 5 pages in length, double spaced, using the Times New Roman size 12 font.
- Include your name, Admissions Specialist's name and the date on your **cover page**.
- Your essay should include the **sub-headings** given in the following template.

**Template:**

- **Introduction:** an introduction of the essay stating why you have chosen the Montreat College MSML program to continue your academic journey. (one to two paragraphs)
- **Management and Leadership Experience and Potential:** describe the nature of work you have done, whom you have supervised or led, how you succeeded or failed in managing or leading people, lessons learned, and what you will do better or how you will lead other better in the future. (three to five paragraphs)
- **Future Plans and Aspirations:** include when you plan to complete the program, what you will do to overcome possible obstacles, what you will do with the knowledge gained and the degree after completing the program, and whom will benefit from your degree completion (other than yourself). (one to three paragraphs)
- **OPTIONAL: Background:** include your academic, work and volunteer experience (including management if applicable), culture, values, and personal world view. (one to three paragraphs)
- **Conclusion:** this should be your closing statement summing up why you would like to be accepted into the MSML degree program and how you would benefit from attending the program. (one paragraph)