
Indian School of Business

Young Leaders Program 2019, Round 1
Deadline : March 25, 2019.

About Me

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Associate Product Manager, Flipkart (June 2019)

ISB-YLP convert 2018.

BITS Pilani Class of 2014.

MSc (Hons) Chemistry, BE(Hons) Electrical and Electronics

Class X - 98% (ICSE)

Class XII - 97.5% (ISC)



YLP Candidates are:

CLEAR :

About why they want to pursue management and how ISB helps them get to their goals.

MOTIVATED :

Should be ever ready to get things done and have a bias for action.

LEADERS :

Are proven leaders or are ready to be decisive in difficult circumstances.

Round 1 application can **MAKE IT or BREAK IT for you.**



WHY ?

Most of the details you fill in now will create the platform on which questions will be fired at you during your interview. Your round 2 story should also resonate with your achievements.

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DO NOT LEAVE BLANKS!

Try to get in as much as possible.

(Also, do not fill details just for the sake of it.)



Tip

You have done enough certifications, participated in ample activities and earned a lot of accolades. The longer you go back, the more you will find. Your will to show off everything you have done creates the distinct story they are looking for.



Examples

Most people think that **out of the three blanks** for hobbies, filling in ***one or two*** will probably cut it. NO. If you want to get more exclusive you need to tell them how you are more exclusive.

→ **Why ?**

A hobby is a regular activity that is done for enjoyment, typically during one's leisure time.

→ **So ?**

If you do nothing in your leisure time or just one thing, it just shows 1) how less you know yourself
2) how you do not care about yourself.



AWARDS and ACHIEVEMENTS

The narrative you are trying to achieve **SHOULD** be complemented by awards you mention.

- Description of awards as important as the award itself.
- Should show how easy/difficult it was to bag the award.
- The kind of competition you rose above to win etc.

Sports	2016	Gold medal in Tennis at IIT Delhi's national sports meet Sportech. 14 university teams participated.
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Extra Curriculars

- Avoid repeating similar activities in extracurricular section.
- Your extracurricular activities should show-case a well rounded persona.
- Try getting in as much leadership roles in them as possible.
- A SUPW role or a role that shows your work for unprivileged will be beneficial.



THE ESSAY



Most ESSENTIAL piece of your application.
Get FRUSTRATED writing it over and over again but do not submit one that is worthy of being what is depicted on the left of the arrow.

You **HAVE** to get this right.



Essay : Strategy

The essay is to be written in 300 words. Each word should mean something because it is taking up precious space. Do not try to be superfluous with language or the content that you put in it.

→ **Build the Story**

The essay is the narrative that binds together the information that has been provided by you. Do no re-iterate it but derive highly from it.

→ **Use Paragraphs**

The story should feel progressive and as it progresses so should the paragraphs. The narrative shouldn't fall short just because you did not present it properly.

→ **Specify Roles**

Clearly specify how ISB's YLP fits you and your professional needs. Your narrative should align you with some of the qualities that ISB looks for.

ESSAY DON'TS :

- DO NOT TALK ABOUT FAMILY HISTORY UNLESS IT IS SOMETHING THAT SHAPES YOUR SCHOOL OF THOUGHT WHICH IN TURN MAKES YOU A GOOD LEADER/SYMPATHISER etc.
- DO NOT TALK ABOUT MORE THAN 2 (or max 3) GOOD QUALITIES THAT YOU HAVE.
- DO NOT FORGET TO MENTION SOME WEAKNESS THAT YOU ARE CONVINCED ISB CAN SOLVE.



Tip

Go through ISB's portal and read all about the YLP program, what it offers and how it is unique. Use the information as a bias in your essays and other application details.



QUESTIONS

- ABOUT ISB YLP
- ABOUT THE EXAMS
- ABOUT THE ESSAY
- ABOUT ROUND 2
- ANYTHING ELSE IN THE WORLD :P



Good luck!

I hope it was useful.

If you want to reach out please mail to :

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THANKS FOR ATTENDING.

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