

The Statement of Purpose (SOP) is designed to assist the MBA Program in evaluating the intangible aspects of a candidate's application. Without an essay, your application package is numbers driven and two-dimensional. We would like to learn as much **relevant** information about who you are as a person and as a professional so as to be able to assess your fit with the Western MBA Program. The SOP is also designed to encourage you to think about how the pursuit of an MBA fits into your long-term career plan.

The following steps will help you develop and write your SOP.

1. Describe your professional, academic and relevant personal background – where you have been and done
2. Provide an assessment of the skills and knowledge you currently have
3. Provide a statement of your long-term career goals – where you want to be
4. Describe the skills and knowledge you hope to acquire with an MBA that will bridge the gap between where you are and where you would like to be

The easiest way to think of the SOP is as a Gap Analysis. The goal is explain why you think an MBA is the solution to bridge the gap between where you are and where you would like to go. This process is crucial to your decision to pursue an MBA. It is our hope that the process of developing the SOP will help you articulate your reasons for pursuing an MBA by clarifying how an MBA will help you achieve your future goals. This process will help direct your coursework and career planning.

There are no length requirements for the SOP but professional writing that is concise is very important. Please organize your SOP where each section (paragraph or group of paragraphs) is outlined according the steps outlined above. A well written essay is typically two to four pages in length (single spaced) and free of grammatical and typographical errors.

Good luck with your Statement of Purpose and please don't hesitate to contact us (Daniel.purdy@wwu.edu) if you have any questions at all.