FINDING YOUR M7

M7 CONSULTING By EduSmith

Find the Story That MOVEs Your Essay

A practical guide to finding and shaping your MBA & Master's application story



What M7 Essays Reveal

Your achievements are only part of the story.
A strong story helps the admissions committee see three dimensions of you:

LEAD

How you work with others and create change

Leadership · Collaboration · Impact

THINK

How you make decisions and understand yourself

Self-awareness · Values · Curiosity

GROW

Where you are going and what you will bring to the MBA community

Career vision · Community contribution

The MBA Essay Pyramid

Strong essays rise above situation and achievement

Most applicants spend 90% of their time writing.
The best applicants spend 90% of their time finding the right story.



Which version would you keep reading?

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A

"As a project lead at my company, I demonstrated leadership by managing a cross-functional team through a challenging digital transformation, improving efficiency by 30% and learning the importance of communication."

B

"Three months into the project, my most senior engineer - fifteen years older than me - stopped coming to my meetings. In Thai culture, we don't confront our seniors, and every instinct I had said to let it go and work around him. Instead, I asked him to lunch, told him honestly that the project would fail without him, and asked if I was doing anything wrong. It was hard to hear. But now he's the first person I call for advice."

Same Experience. Different Story.

The M.O.V.E. Framework

Does your story move the reader or simply inform them?

M

Moment

Where does the story begin?

O

Obstacle

What made it difficult?

V

Verdict

What did you decide?

E

Evolution

How did you change?

Use MOVE to find the meaning in your experience, then shape it around the question each school asks.

MOMENT

Start Where Something Happened

A Moment is one specific point in time.
It gives the reader a clear scene and a reason to keep reading.

Too broad: “I led a challenging digital transformation project.”
More specific: “Three months into the project, our most senior engineer stopped coming to my meetings.”

REFLECT TO YOURSELF

1. When did the situation change?

2. What could the reader see happening?

3. Why was this different from business as usual?

YOUR TURN

The moment my story begins: _____

OBSTACLE

Show Why the Moment Was Difficult

The obstacle creates tension.
Stakes can be small—if the choice feels real and avoiding it has a cost.

In our example: The project needed the engineer's expertise. But he was fifteen years older, and approaching him directly felt uncomfortable in a culture where people often defer to their seniors.

REFLECT TO YOURSELF

1. What did I need to make happen?

2. Why was it difficult?

3. What was at stake if I avoided the problem?

The stakes do not have to be enormous. They do have to feel real.

YOUR TURN

The obstacle I faced: _____

VERDICT

Make Your Decision Visible

Verdict is the heart of your story.
Show the choice you made, why you made it, what you did, and what happened.

Result alone: “Our team delivered the project ahead of schedule.”
Decision + result: “I invited the engineer to lunch, explained why the project needed him, and asked what I could do differently. We found a way to work together, and the team delivered ahead of schedule.”

REFLECT TO YOURSELF

1. What options did I have?

2. Why did I choose this one?

3. What did I decide, and what did we achieve?

YOUR TURN

I chose to _____ because _____.

EVOLUTION

Show What Changed in You

A result tells the reader how the situation ended.
Evolution tells them why the experience still matters.

Too general: “I learned the importance of communication.”
More revealing: “Today, he is one of the first people I call when I need advice on a difficult team decision.”

REFLECT TO YOURSELF

1. What did I believe or do before this experience?

2. What do I do differently now?

3. How has this shaped how I lead or the goals I pursue?

YOUR TURN

Since then, I have started to _____.

Same Experience. Different Story.

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B

"Three months into the project, my most senior engineer - fifteen years older than me - stopped coming to my meetings. In Thai culture, we don't confront our seniors, and every instinct I had said to let it go and work around him. Instead, I asked him to lunch, told him honestly that the project would fail without him, and asked if I was doing anything wrong. It was hard to hear. But now he's the first person I call for advice."

MOMENT

He stopped coming to the meetings.

OBSTACLE

His expertise mattered, but approaching him felt difficult.

VERDICT

The applicant chose a direct conversation and asked for feedback.

EVOLUTION

The relationship—and her way of seeking advice—changed.

Where Great Stories Come From

Look for moments with tension, choice, and change

- Leading teams
- Influencing without authority
- Overcoming setbacks
- Ethical dilemmas
- Innovation
- Career pivots
- Personal growth
- Community impact

The strongest stories usually reveal a difficult choice and a visible change.

Find Your Anchor Story ⚓

Score three experiences across Challenge, Impact, and Growth

STEP 1 Write 3 experiences **STEP 2 Score each one**

Experience	Challenge	Impact	Growth
Story 1	High / Medium / Low	High / Medium / Low	High / Medium / Low
Story 2	High / Medium / Low	High / Medium / Low	High / Medium / Low
Story 3	High / Medium / Low	High / Medium / Low	High / Medium / Low

The story that scores high across all three becomes your strongest starting point.

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FIND THE STORY BEHIND YOUR STRONGEST APPLICATION

BOOK A STRATEGIC CONSULTATION

In a 1-hour Strategic Consultation, uncover what makes your profile distinctive, receive a Personalized Report, and leave with a clearer view of:

YOUR EDGE: The strengths and experiences that can set your application apart
YOUR STORY: The themes and story pillars worth developing across your essays
YOUR SCHOOL STRATEGY: A school direction that fits your profile and goals
YOUR PLAN: Clear priorities and a preliminary application timeline

5,900 THB

1-hour consultation + Personalized Report

The fee can be credited toward the counseling program.

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