

## SAMPLE ESSAY 2

**PROMPT: What is your most significant professional accomplishment? (200-300 word maximum)**

*"Bang!"*

My latest supervisor at Thornton Tomasetti slammed the door as he left. He had proven stone-set in his ways to drum up business; unfortunately these increased neither revenue nor profitability. Insulted by company objections, he quit. Our department reeled. I had felt triumph landing a job in the sustainability department at one of the world's leading structural engineering firms, but this crisis called for spunk!

Cognizant of why management's new strategies mattered, I mustered up the courage to request a meeting. During our conversation, the principal raised an eyebrow:

"And how do YOU envision growing a department, Newbie?"

"Give me the weekend."

I immediately scrutinized our old business proposals for company strategies. Oddly, our pricing seemed rigid. I began researching industry metrics and found that our department's deviated substantially from typical standards. No wonder we faced such a calamity! I sought out my mentor to discuss my findings and worked round the clock to formulate solutions.

At Monday's meeting with Gary, I suggested that offering flexible fee structures would attract more clients. Impressed at the way this aligned with their vision, management asked me to shoulder more advanced responsibilities. Over the next two months, I steered my department's business development efforts and tabled at marketing events. Management promoted me to project consultant, heading up client-communication and proposal writing.

My confidence soared as I nailed down three new clients, leading to over \$250,000 in revenues. This experience reinforced in me the importance of acknowledging and adjusting to changes head-on rather than reluctantly accepting them later. While I appreciated the increase in title, it was the successful accomplishment of these challenging responsibilities that instilled me with contentment.

I have demonstrated I can roll with the punches to make a positive impact. Now let me prove that I can expand my turf infinitely!

In what ways does beginning the essay this way capture a reviewer's imagination and make them want to read on?

What does this quirky little eyebrow action reveal? How does it help to create a sense of anticipation and a desire to continue reading?

What do these short snippets of dialogue reveal about both the applicant's character and that of her principal? How do they contribute to saving premium word space?

