

# A guide to write your motivation letter

## Introduce yourself

Typically, the motivation letter includes an introduction detailing your candidacy, your professional background, your key strengths and abilities, and your understanding of the MBA programme. Given the absence of direct interaction with the MBA Admission Committee, the motivation letter serves as your opportunity to showcase yourself to the committee members. Use this platform to demonstrate your drive and aspirations for pursuing the MBA, while also highlighting the value you can contribute to the programme and the broader community beyond the academic setting.

The letter should not exceed two pages and at least address the following inquiries:

- Why do you opt for MaastrichtMBA of Maastricht University?
- What are your ultimate career goals and how can this programme contribute?
- How will MaastrichtMBA enable you to create a more meaningful impact on your surroundings?
- What value will you as a participant add to the programme and its current students?
- What other information would you like to add to distinguish yourself as a candidate for the MaastrichtMBA programme?

## Connecting your elective to your learning journey

A unique aspect of our MBA programme entails customising your curriculum through the selection of three elective modules, emphasising Responsible Leadership, Digital Business, and/or Sustainable Innovation. As a component of your motivation letter, we invite you to share with us which elective(s) would have your preference by addressing two of the following six prompts (combining questions from different electives is possible):

### Responsible Leadership

- How do you envision using your leadership to foster a culture of team spirit and performance, of sustainability and ethics in your organisation?
- How would your colleagues notice that you create more impact and have increased your visibility within the organisation? How would they notice, that you are fulfilling your own unique potential more?

### Digital Business

- How do you foresee digital innovation influencing your industry, and how will obtaining knowledge in Digital Business help you lead this transformation?
- How would you leverage the Digital Business elective to address a real-world business challenge in your industry?

### Sustainable Innovation

- Identify a sustainability issue within your sector that you would like to address and how the Sustainable Innovation track could aid you.
- What sustainability practices do you believe are crucial for the future of business, and how will you be a proponent of these in your career?