As part of the application process to the W. P. Carey School of Business, you are required to answer the following essay questions. Type your answers below each question, then save and upload this document when you submit your application materials.

**Essay Question #1**

Today's business climate is volatile, uncertain, complex and ambiguous (VUCA). Knowing this, describe your career goals and how you will use your MBA to thrive and add value in this VUCA world. (250 words or less)

[Begin response here…]

**Essay Question #2**

ASU is top ranked for innovation, as evidenced with our Forward Focus curriculum. W. P. Carey is a place of collaboration and not competition, one of transformation and not the status quo, a place that is becoming, not one that has been. Why will you thrive in this environment? (250 words or less)

[Begin response here…]

**Essay Question #3**

Your biography is being made into a movie. What are the top five most meaningful scenes, and what song must be in the soundtrack? Why? (250 words or less)

[Begin response here…]

**Essay Question #4 (Optional)**  
Please provide any additional information you would like to bring to the attention of the admissions committee. (250 words or less)

[Begin response here…]