



2020 YLI National Essay Topic Guidance

Confidential

Knowledge Partner:

**McKinsey
& Company**



**Developing the next generation
of Indonesian leaders**

Write your essay (max. 500 words)



Describe your recent, meaningful, and impactful leadership experience

Choose a theme, your **'leadership experience'** could be one of the following (not-exhaustive):

- **Lead self** (e.g.: addressing personal challenges, creating a product from scratch, initiate a new community, etc)
- **Lead team** (e.g.: leading a campus organization, group of communities, a team of business project, etc)
- **Lead change** (e.g.: addressing educational issue in the community, active contribution to social/national issue, etc)

Essay Framework

- Describe the **context and situation** of the leadership experience
- Explain **your role** in your leadership experience
- Describe what **impact** you delivered in your leadership experience

Please use **any questions** below to guide writing your story that are relevant to your leadership experience

How did you **solve the problem** within your leadership experience?

- **Clearly describe the issue** that you faced:
 - It can be a personal problem, an intellectual challenge, a research query, an ethical dilemma, or a social/national issue
- What **steps and what kind of effort** did you take in solving the issue?
- What were the **significance or the impact you have created** after you solve the issue or challenge?

How did you **lead your team** within your leadership experience?

- Describe your **position, role, and size of the team**
- What were the **challenges you faced** while leading the team? (e.g.: tough decisions, irresponsible team member, conflicting schedule, etc)
- What **kind of approach** did you take in facing the issue or challenges?
- Explain the **lessons learned** from the experience and how it **shapes you as a leader**



TIPS

- Follow the **essay framework** to help you write a structured essay
- Choose an experience close to your passion where you have made significant contribution
- **Clearly highlight the impact** of the change brings as well as the size of the impact

Showcase leadership experience that are most impactful

Steps

Example

▪ Write key points of events that you want to showcase

- What specific things in the experience that showcase your strength or your upholding their value?
- Make sure to highlight why you choose this story

▪ Detail out the event highlights

- What is your role in the experience?
- What exactly is your contribution and what did you do?
- What is the change or impact? What is the size of it? Make sure to quantify it
- Give facts & figures

▪ Key points of events:

- My experience in arranging a festival for music and art
- I did it because there is limited opportunity for students to participate in organization event, including myself

▪ Detail of event highlights

Situation

- My role is the project officer of this festival where I am the head of the whole committee
- I led a team of 50 students to design the concept, raise funds, and execute the event

Complications

- Managing University principals to get approval, this has delayed the start of the project by 2 months
- Unexperienced students as committee member
- Limited amount of time to raise fund

Resolutions

- Persuade 1 university principals to be our event supervisor, hence expediting approval and endorsement process
- Create multiple team bonding session to strengthen the bond between committee member and discuss improvement opportunity in work together
- Quickly list in potential company to approach and start reaching out one by one

Impact

- The festival was the first student-based music & art festival ever conducted in my University
- And now it has become an regular annual event
- Manage to raise funds of USD 20,000, higher than original target of USD15,000 across 3 months
- Attracted 1800 participants
- Provide opportunity for 50 students to have organizational experience and learn how to work as a team and arrange an event

Run through the checklist BEFORE submitting your essay



- Introduction**
- ✓ Use two to three sentences to introduce your personal narrative topic.
 - ✓ Be sure to include personal details in your first paragraph.
 - ✓ Make sure your supporting details completely relate to your personal narrative.
 - ✓ Did you state your personal narrative topic very clearly?
 - ✓ Is your reader engaged and interested from the very first sentence?
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- Body**
- ✓ You should have 3-5 paragraphs for your personal narrative. Each paragraph should be for each one of your supporting details.
 - ✓ Did you include all of your supporting details? Did you back up your details with facts?
 - ✓ Make sure your paragraphs are clearly structured and easy to understand.
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- Conclusion**
- ✓ Have you included the original topic of your personal narrative in the conclusion paragraph?
 - ✓ Does your personal narrative leave the reader satisfied?
 - ✓ Be sure to include a short summary of the previous paragraphs.
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- Overall**
- ✓ Have you made the personal narrative about yourself?
 - ✓ Do the paragraphs relate to the main theme of your personal narrative?
 - ✓ Is the narrative written in first person (using the word "I")?