



**Young  
Leaders  
for  
Indonesia**

**2022 YLI National  
Essay Topic Guidance**

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Confidential

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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

### Essay Questions

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** that the change brings as well as the size of the impact

# Showcase leadership experience that are most impactful

## Steps

- **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

## Example

- **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?

## 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.

## 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.

## 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")?