

Greetings MS-CXM Applicant,

Now that we've gotten the formal MSU graduate school admissions process out of the way, we'd like to get to know you on a more personal level by completing two exercises that we hope will be fun and creative for you. Both will be utilized in evaluating your application and helping your classmates to know you better:

Persona: Using Microsoft Powerpoint, Google Slides or a similar presentation program and drawing on examples such as [these](#), create a persona in a **single slide** that addresses the following:

- Name
- Photo: Provide a photo that best represents your personality.
- Quote: Beneath your photo, provide a quote or tagline that represents you as an individual.
- Defining Traits: Identify at least three traits or distinguishing qualities or characteristics that define you as an individual, while providing a one sentence description of each.
- Education: Provide your educational background, beginning with your most recent degree, in reverse chronological order.
- Work Experience: Provide a brief synopsis of your work experience, particularly work experience that you feel is most relevant to the MS-CXM degree program.
- Goals: What are your career goals?
- Motivations: What motivations underlie or help to explain your career goals?
- Frustrations: What have been the greatest frustrations you've experienced while attempting to achieve your career goals?
- Hobbies and Interests: When you're not working, how do you like to spend your spare time?
- Brands: What brands best represent you as an individual?
- Personality Traits: Utilizing the personality trait indicators on slides #3 (Johnnie) or #5 (Sophie) of the examples as a guideline, indicate where your personality falls lie in the following areas - introvert/extrovert, analytical/creative, loyal/fickle, and passive/active

Once you've completed your slide, convert it to a pdf document and upload it with your personal presentation, which is described below.

Personal Presentation: In this exercise we want to learn about you and your aspirations given your prospective participation in the master's in customer experience management program. Using your preferred presentation software (Microsoft Powerpoint, Google Slides, etc.) insert the following questions into each slide, along with a representative photo or image that reflects your response to it. While we want you to be as creative as possible in this endeavor, feel free to search the internet to find each image.

- In what way do you feel that the master's degree in customer experience management (MS-CXM) will help you to achieve your personal and professional goals?

- Describe the aspects of your personal character that will ensure your successful completion of the MS-CXM degree program.
- In what way can you best contribute to a team effort while pursuing your degree?
- Imagine yourself in the midst of completing your MS-CXM? How do you imagine it will feel? What will make you feel that way?
- Imagine yourself following the completion of the MS-CXM degree program? Describe the sense of accomplishment you'll feel and how you'll be performing in your work in a way that you can't today.

Once you've created your slide deck, it will be time for you to tell your story! Using [Soapbox](#), an application designed to share the screen between the presenter and presentation slides, you'll record your responses to the questions while sharing your slides. Your presentation should not exceed 10 minutes in length. Please refer to the following link should you have any questions on how to use Soapbox: [Soapbox How To](#) Please contact mscxm@broad.msu.edu should you have any other questions or concerns.

Submitting Your Persona and Personal Presentation

Submit your persona and personal presentation, in either a downloaded file or video link, to the following submission form: [Persona and Personal Presentation Submission Form](#)