














Strategy Factor	Example
 Formative experience/background: an experience or challenge in your life that has shaped who you are today should be expressed in your application. Communicating something unique or unusual about your background, personal history or family can give you an advantage by distinguishing you from other applicants.	<p>This year over the summer, I travelled to China for a month, exploring huge modern cities and beautiful ancient towns, the likes of which I've never seen before. I loved experiencing Chinese food, language and culture and it has inspired me to learn more about the history of this amazing place.</p>
 Critical thinking: the ability to analyse and evaluate complex issues objectively.	<p>For the past year I have volunteered with a local charity who help provide food, clothing and shelter for the homeless community. I also take calls for their emergency phone line where people can report when someone is in need of assistance. This has built my compassion for those less fortunate than me and also my resilience when faced with tough circumstances.</p>
 Subject interest outside classroom: evidence of extensive reading around subject and/or involvement in subject-related activities.	<p>I did a science project on hormones in the body where I presented my findings to the class. Studying Applied Chemistry puts me on the pathway to be a medical researcher.</p>
 Formative interest in subject: significant experiences that led to your subject choice.	<p>In mathematics I studied Game Theory. It is an interesting way to think about how incentives impact international relations and is a topic I want to dig into in more detail at university.</p>

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 Out of school qualifications or credentials: any qualifications or achievements outside of the traditional curriculum scope (e.g.: music grades, Duke of Edinburgh)	<p>Two years ago I won an award from the French tourism board for entering a competition to re-market a new holiday destination to locals. I submitted my proposal in French, my second language.</p>
 Diligence: evidence of meeting difficult targets and being diligent with study, in and outside of the classroom.	<p>For the past 3 years I have played for the basketball team. I have never missed a training session and helped my younger teammates with their technique. Each year we travel abroad for a team trip where we learn about new cultures.</p>
 Extra-curricular activities & work experience: the admissions committee want to see both depth (that you've been committed to your activities for a while) and versatility (you've tried lots of different things) in the out-of-school involvements and experiences that you list.	<p>I have participated in Model United Nations for the past three years. This has taught me to debate persuasively and to problem solve while taking into account other people's ideas.</p>
 Diligence: evidence of meeting difficult targets and being diligent with study, in and outside of the classroom.	<p>For the past 3 years I have played for the basketball team. I have never missed a training session and helped my younger teammates with their technique. Each year we travel abroad for a team trip where we learn about new cultures.</p>

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<p> Global perspective: showing an in-depth understanding of other nationalities and cultures shows a level of maturity and international awareness.</p>	<p>Last year I travelled to Indonesia and experienced a completely different culture. I stayed with a local family who owned an art gallery and they taught me about traditional batik artwork which helped inspire my creative side.</p>
<p> Resilience: experiences or stories that demonstrate you've had challenging life experiences and overcome them, although perhaps the journey of overcoming or recovering was a struggle, which you learned from.</p>	<p>Two years ago I won an award from the French tourism board for entering a competition to re-market a new holiday destination to locals. I submitted my proposal in French, my second language.</p>
<p> Entrepreneurial spirit: doing things to demonstrate an ability to put your ideas into action, and to achieve something noteworthy from that action.</p>	<p>For the past 3 years I have played for the basketball team. I have never missed a training session and helped my younger teammates with their technique. Each year we travel abroad for a team trip where we learn about new cultures.</p>
<p> Community service: demonstrating that you have given back to your community, through community service or volunteering, helps the admissions committee see you as someone who cares about the welfare of others.</p>	<p>I have participated in Model United Nations for the past three years. This has taught me to debate persuasively and to problem solve while taking into account other people's ideas.</p>



Canada 🇨🇦

Strategy Advisor: the 16 Strategy Factors

United Kingdom 🇬🇧

Hong Kong SAR 🇭🇰

Netherlands 🇳🇱

United States 🇺🇸

🌱 Formative experience/background

💡 Critical thinking

🏠 Subject interest outside classroom

🔭 Formative interest in subject

🏆 Out of school qualifications or credentials

📖 Diligence

🎸 Extra-curricular activities & work experience

★ X-Factor

🎯 Career goals

💡 Critical thinking

🏠 Subject interest outside classroom

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🏛️ University fit

🔭 Formative interest in subject

🎯 Career goals

🏛️ University fit

🏀 Teamwork

🏆 Leadership

🌐 Global perspective

💪 Resilience

🌱 Formative experience/background

🏀 Teamwork

🏆 Leadership

🌐 Global perspective

💪 Resilience

💡 Entrepreneurial spirit

👷 Community service

🎸 Extra-curricular activities & work experience