

## What is a Personal Statement and Why is it Important?

A personal statement briefly describes:

- Who you are
- What you do
- What you hope to achieve in your career on both a personal and professional level
- How you think the course will help you achieve your goals

Personal statements are particularly important for us when assessing individual applications. We believe in selecting students not just based on their previous academic achievements but on how a particular educational programme can help them achieve their personal and professional goals. Personal statements help us understand why you want to take the course and if it is the right one for you.