

"Motivation Video" Guide

This section is important for us to understand who you are not only as a potential student but most importantly as a person. This offers you the opportunity to **showcase your uniqueness and creativity** (personality, skills, experiences & attributes).

Here are some tips:

- Cover the 3 pillars on the right
- Be authentic: the video should reflect your personality
- Be creative : you can use online montage tools, voice over, etc
- Be concise: 2 minutes is the maximum
- Speak smoothly, clearly and confidently
- Rehearse your speech
- Content language: English



SELF-PRESENTATION

Who you are (brief recap of background)
Focus on what makes you special? Why should we select you?



MOTIVATION

Why do you want to join SMU? Why is it the place where you'd like to spend the next 3 years?



PERSONAL GROWTH

How do you see your future? What is your mid-term objective? What drives you?

