

Bringing out  
the best in you



futureworks  
consulting

# ADMISSIONS CONSULTING SERVICES

FOR APPLICANTS TO LEADING  
UNIVERSITIES ABROAD

# ABOUT FUTUREWORKS



- **FutureWorks is a professional admissions consulting firm providing one-on-one admissions consulting services to applicants to leading undergraduate and postgraduate programs abroad – such as Harvard, Columbia, Stanford and MIT.** We also deliver workshops to help parents and applicants gain an overview of key aspects of the application process.
- The application process can be quite complex and can change from year to year. We believe that the process merits advice and feedback from an objective and knowledgeable source. We provide you with the type of feedback that you will not get from friends, family, or even current students.
- Getting into leading institutions abroad is highly competitive, with acceptance rates as low as 7% to 15%. It also requires more than just good academics – it requires candidates to demonstrate a number of other skills such as leadership and teamwork. We use our institutional knowledge of the process to dramatically increase your chances of admission to top universities.
- Our goal is to help you to create an application that covers all the areas admissions officers assess you on, to help you stand out from hundreds of other 'stars', to eliminate any concerns an admissions officer might have, while at the same time showing an extra spark that indicates a high potential for future contribution to the university.
- FutureWorks is not just an 'admissions consulting' service. We help you through the entire process from advising you on pre-application strategy, admissions consulting, pre-departure skills training and coaching on the job search process while you are at university.

We are committed  
to your future success.

## KEY BENEFITS

- ✓ Professional, Personalized Admissions Consulting Services
- ✓ Objective Advice and Feedback
- ✓ Institutional Knowledge of the Complex, Changing Admissions Process
- ✓ Services Beyond Admissions Consulting

## OUR MISSION:

We want to make the admissions process less stressful for you and your family, by shining a light on the admissions process and providing you with a personalized strategy for success. We aim to use the process to help you build confidence and skills. Our mission is to help you achieve your highest potential, now and in the future.



# ABOUT KAVITA SINGH

- Kavita Singh, the CEO of FutureWorks, has been involved in the admissions process and career consulting services since 2003 - from interviewing applicants for Columbia Business School to being an MBA admissions consultant helping applicants get into leading MBA programs. She is a Columbia Business School Ambassador and an Alumni Adviser (coaching MBA students through the program). Kavita is also a certified Myers Briggs Practitioner. Further, she has been involved in developing and leading training programs since 2000. Kavita writes regularly on the topic of studying abroad for a variety of publications including The Hindustan Times. Kavita also holds workshops at leading schools and colleges in India.
- Kavita Singh holds a Bachelor of Arts degree (Hons) in Politics, Philosophy and Economics from Oxford University and an MBA degree from Columbia Business School. At Columbia Business School, Kavita was on the Dean's List and graduated as a member of the Beta Gamma Sigma Society, an International Honors Society, honouring high academic achievement in the study of business.
- Kavita has over 13 years of marketing strategy consulting, brand management and sales experience spanning the consumer packaged goods and media industries. She has worked in both the U.S. and in India. After graduating from Columbia Business School, Kavita worked for leading companies such as Mars Inc., Colgate-Palmolive and WebMD Health. Her last corporate role was as Executive Director, Strategic Partnerships and Sales at WebMD Health in New York.
- Throughout her career, Kavita has focused on identifying, developing, implementing and selling new opportunities - in new markets, new segments or within current businesses. Through her work in marketing, Kavita identified similarities between traditional marketing and admissions strategy. She has developed a highly effective approach to marketing her clients successfully to leading universities abroad.



## KEY FACTS

- ✓ Involved in Admissions Consulting since 2003
- ✓ MBA Degree from Columbia Business School and BA (Hons) Degree from Oxford University
- ✓ Worked at Leading Companies in the US and India
- ✓ Leveraged marketing expertise to create a winning admissions strategy



To be successful in the admissions process it helps to think of yourself as a brand. You should understand what the 'customer' is looking for, make sure you meet their requirements and then tell them what makes you different. Throughout the process, you will want to tell the university 'why they should admit you', and use all marketing methods at your disposal to do so.





# THE FUTUREWORKS ADVANTAGE

## ■ Focussed on Leading Universities

Most applicants to leading universities have strong academic profiles, and so it is usually other factors that determine whether you get admitted or not.

FutureWorks knows what it takes to get into the most competitive universities abroad and has developed all its products and services to help you stand out from hundreds of other 'academic stars'.

## ■ In-depth, up-to-date and timely information

- We maintain in-depth, up-to-date information by continuously researching leading universities through secondary research and discussions with students, alumni and admissions offices.
- All our consultants have graduated from top tier universities and have prior admissions experience.
- We guarantee our response time! We will respond to your questions within 24 hours, 7 days a week.

## ■ Comprehensive, customized services, not just essay review and editing

- Our process involves extensive analysis and planning before you start writing essays. We
  - Identify your strengths and vulnerabilities and devise strategies to neutralize them.
  - Create a compelling and differentiated positioning for you.
  - Help you reflect this positioning through your application essays, resume and recommendations and interactions with the universities.
- We create a customized strategy for each university you apply to - so that you can stand out from the crowd.
- If your needs are different to other clients, we can customize our services for you.

## ■ Marketing, Brand 'You'

After spending over 13 years marketing products and services on and offline, Kavita Singh knows marketing. She has learned that selling yourself to your top choice university is very similar to marketing a product in the store. Marketing is a key tool that is utilized in assisting clients.

## ■ 100% focus on YOU

Unlike many other consulting firms, we do not represent tier 2 universities. This eliminates any conflict of interest. You are our client and we are 100% focussed on your needs.

## ■ Build Skills For Your Future Career Success

Through our process we help you understand what non-academic skills are important to your success, and help you strengthen these skills. These skills will be critical to your success at university and beyond.

## ■ Committed to Delivering Ethical Services

We abide by the ethical standards of the National Association of Graduate Admissions Professionals to deliver sound advice, operate with integrity and respect, offer client confidentiality and drive education.



Comprehensive

Leading

Focussed

future career success



# OUR SERVICES: ONE-ON-ONE CONSULTING

1

## Pre-Application Strategies

With increasing competition to get into leading universities abroad, applicants are starting to develop their profiles much earlier on than ever before!

Our pre-application process includes:

- Extensive review of your background, values, interests and goals.
- Develop an action plan and milestones.
- Periodic review of this plan to keep you on track and to help you overcome obstacles.

Start in Class 9 or Class 10 for Undergraduate Applications  
Start 1 or 2 years in advance for Postgraduate Applications

2

## Admissions Consulting

We offer a comprehensive 7 step process, personalized services and proprietary tools to guide you through each step of the application process.

Our services include a critical assessment of your candidacy, program and university selection, strategic positioning, assistance with extra-curricular involvements, action planning, recommendation strategy, extensive essay advice and refinement, resume development, planning for school visits, coordinating school communications, final application review, scholarship application, interview preparation and waitlist and deferral strategies.

3

## Pre-Departure Coaching

We help accepted students build key skills that will help them hit the ground running.

Our services include training in areas like networking successfully, excelling in class discussion, presentation skills and cross-cultural communication.

4

## Coaching on Job Search Process

We help you in the summer and full-time job hunt by helping you with:

- Resumes and Cover Letters
- Personal Brand Building Online
- Developing a strong network online and offline
- Mock Interviews



# OUR CONSULTING PACKAGES

## Comprehensive Consultation

FutureWorks Consulting offers completely personalized, comprehensive services focused on helping you submit your personal best application and maximize your chances of being admitted to your top choice schools.

With a comprehensive consultation:

- You get the advantage of our structured process and planning tools. You also get a service that is flexible and adapts to your style and needs.
- We do not limit the amount of time spent on an application. When you sign up for the comprehensive service, we work with you on all aspects of the process until you decide which school to attend. We will not be watching the clock.
- Consultants are completely accessible and amenable to working around your busy life, scheduling appointments in the evening and on weekends. In order to achieve this, we limit the number of clients we take on.

## Hourly Consultation

Partner with us to work on whatever aspect of your applications you choose. You can buy one or more hours in advance, or just add hours as you need them.

## Re-Application Review

If you applied in an earlier round or applied last year and got a 'no', you can benefit from getting an objective assessment of your previous application. Partner with us to get an assessment of your application, and advice on what you can do to strengthen your profile for future applications.



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# PARENTS AND APPLICANTS WORKSHOPS



## Overview of US Application Process

We will cover areas such as "Why the US?", How Applicants are Evaluated on Academic Factors, What Non-Academic Factors US Universities Assess You on and Why You Should Start Planning Early



## How to Shortlist Universities and Exploring Your Shortlist

We will discuss what factors to consider when selecting universities and how to assess universities on those factors. You will also learn when to start exploring the short-list, what questions to ask at campus visits and information sessions, how to 'demonstrate interest' and increase your chances for admissions success.



## Overview of the Financial Planning Process

You will learn how to calculate the costs, as well as your return on investment! We will then discuss how to create a realistic budget, financial aid options, how to create a financial aid plan and what the financial aid process involves.



## The Application Process: Essays, Resumes, Short Answer Questions, Recommendations

We will show you how to create a strategy to best position yourself so that you differentiate yourself from other applicants. You will learn how to write a compelling personal statement, essays and short-answer questions and what you can do to optimize your recommendations.

### REGISTER FOR A PRE-SCHEDULED WORKSHOP

You can go to our website, [www.futureworks.co.in](http://www.futureworks.co.in) and sign up to attend one of our upcoming workshops.

### REQUEST A CUSTOM WORKSHOP

Send us an email if you want to request us to schedule a workshop at your convenience for your group of family, friends and acquaintances. Email us at [futureworksstrategy@gmail.com](mailto:futureworksstrategy@gmail.com)



# FREE PRELIMINARY ASSESSMENT

## 15 Minute Assessment - Free of Cost!

FutureWorks is happy to offer you a free assessment of your potential as an applicant to a leading university abroad. We ask that you please submit some basic information so that we can learn about your profile and conduct a free 15 minute assessment consultation - free of charge and free of any obligation to work with us.

To schedule your assessment, please go to our website, and fill out the assessment form. We will then contact you to set up a time for us to talk. This assessment may be conducted by phone or in person, depending on availability. We look forward to learning more about you and offering our insight into your prospects!

### SCHEDULE YOUR ASSESSMENT

Please go to our website,  
[www.futureworks.co.in](http://www.futureworks.co.in)  
and fill out the assessment form.



**futureworks**  
consulting

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