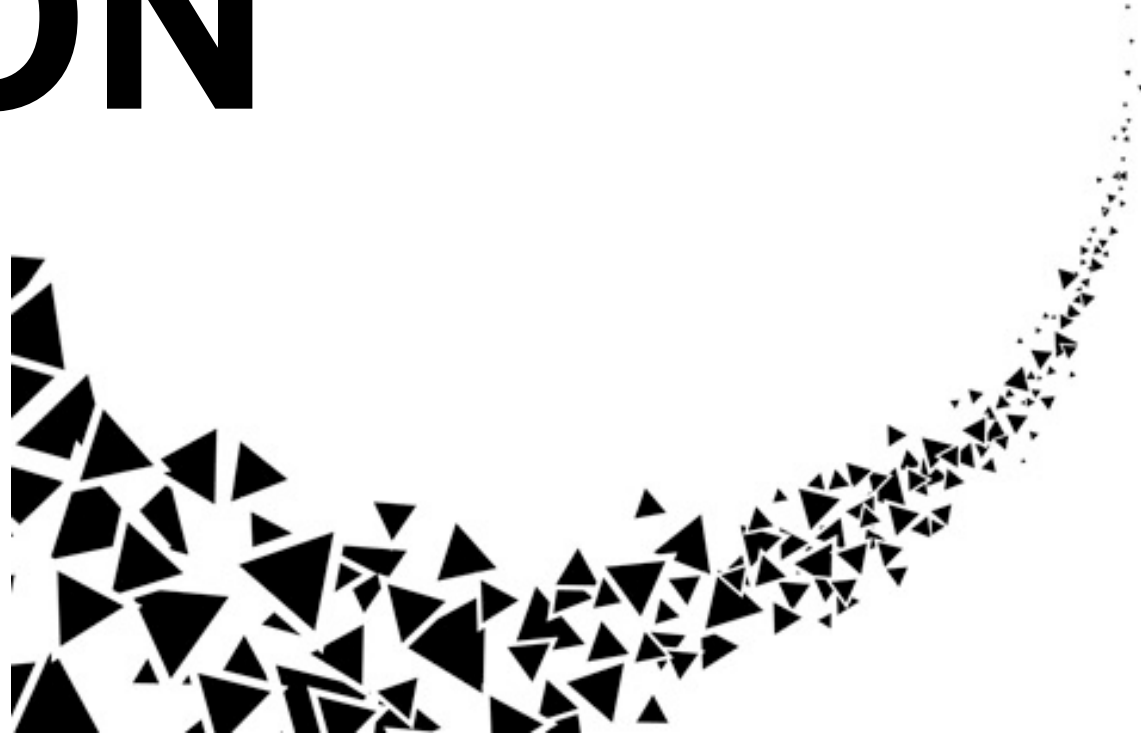


MBA ACTION PLAN

by Jullien Gordon



4 Capitals

PERSONAL	INTELLECTUAL	SOCIAL	FINANCIAL
<i>How well you know yourself</i>	<i>What you know</i>	<i>Who you know & who knows you</i>	<i>Who knows that you know what you know</i>
Self-awareness Strengths Sense of purpose Entrepreneurial spirit Fearlessness Problem-solving Self-discipline	Domain expertise Mastery of 1-2 skills and/or subjects Insights Awareness of trends Global knowledge	Personal board of directors Access to decision makers National & local organizational leadership Circle of diverse friends	Access to capital Positions that impact flow of capital (ie board seats) Personal assets (cash, TM, passive income, etc)
ON-CAMPUS	Professors Classmates Libraries Online Databases Courses & Centers Guest Speakers	Alumni Network Student Groups Programs Events	Student Government Scholarships Grants Financial Aid Career Center Equipment

4 Capitals Starting School

PERSONAL CAPITAL	SOCIAL CAPITAL
<i>How well do I know myself?</i>	<i>Who do I know & who knows me?</i>
INTELLECTUAL CAPITAL	FINANCIAL CAPITAL
<i>What do I know?</i>	<i>Who knows that I know what I know?</i>

4 Capitals Ending School

PERSONAL CAPITAL	SOCIAL CAPITAL
<i>How well do I know myself?</i>	<i>Who do I know & who knows me?</i>
INTELLECTUAL CAPITAL	FINANCIAL CAPITAL
<i>What do I know?</i>	<i>Who knows that I know what I know?</i>

EXAMPLE: Social Capital

I intend to build my social capital...

1. By *participating in LDP, PMP, & Partnership for Education programs*.....
2. By *having lunch with one new professor & one new alumni every month*.....
3. By *going on study trips and other immersive experiences within my budget*.....
4. By *attending birthdays and weddings*.....
5. By *attending non-MBA graduate school events*.....
6. By *remembering my classmates names*.....
7. By *developing my blog and building relationships with industry thought leaders online*.....
8. By *playing soccer with my classmates weekly*.....

Personal Capital

I intend to build my personal capital...

1. By.....

2. By.....

3. By.....

4. By.....

5. By.....

6. By.....

7. By.....

8. By.....

Intellectual Capital

I intend to build my intellectual capital...

1. By.....

2. By.....

3. By.....

4. By.....

5. By.....

6. By.....

7. By.....

8. By.....

Social Capital

I intend to build my social capital...

1. By.....
2. By.....
3. By.....
4. By.....
5. By.....
6. By.....
7. By.....
8. By.....

Financial Capital

I intend to build my financial capital...

1. By.....

2. By.....

3. By.....

4. By.....

5. By.....

6. By.....

7. By.....

8. By.....

Classes

SEASON	1ST YEAR	2ND YEAR
FALL	1..... 2..... 3..... 4..... 5.....	1..... 2..... 3..... 4..... 5.....
WINTER	1..... 2..... 3..... 4..... 5.....	1..... 2..... 3..... 4..... 5.....
SPRING	1..... 2..... 3..... 4..... 5.....	1..... 2..... 3..... 4..... 5.....

Extracurriculars

SEASON	1ST YEAR	2ND YEAR
SUMMER	1..... 2..... 3.....	1..... 2..... 3.....
ORGS & GROUPS	1..... 2..... 3.....	1..... 2..... 3.....
EVENTS	1..... 2..... 3.....	1..... 2..... 3.....
(STUDY) TRIPS	1..... 2..... 3.....	1..... 2..... 3.....
OTHER	1..... 2..... 3.....	1..... 2..... 3.....

168 Hours/Week

ACTIONS	TIME	ACTIONS	TIME
Sleep			
Class			
Homework			
Travel			
Eat			
Exercise			
Personal Reading			
Recruiting			
Fun			

My Business Model

