

# Understanding Candidate Motivations

Segmenting the Global GME Market



June 2016

# Ipsos

- Founded in France in 1975
- Controlled and managed by research professionals
- Ranked 3<sup>rd</sup> largest in the global research industry
- Offices in 87 countries, more than 16,000 employees
- More than 5,000 clients around the world
- Stringent quality controls for data collection and processing
- Listed on Eurolist – NYSE – Euronext



# AGENDA









Overview of the Market

Benefits of a Market Segmentation




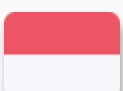



Unveil 7 Global Segments

What does this Mean for You?

# COUNTRIES STUDIED

- Canada 
- USA 
- Mexico 
- Brazil 
- UK 
- France 
- Germany 
- Turkey 



-  Russia
-  South Korea
-  China
-  Indonesia
-  India
-  Nigeria
-  South Africa

# POPULATION STUDIED

applied **GME**

**20-45**

years  
old

# HOW WELL DO YOU KNOW THE MARKET?

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# TOP MOTIVATIONS

## Pursuing GME

Management skills

Specific skills

Career advancement

Leadership skills

Fulfilling career

# TOP MOTIVATIONS

## Selecting School

Quality faculty

Good reputation

Academic reputation

Program meets needs

Highly ranked



# MARKET SEGMENTATION

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# WHY SEGMENT THE GME GLOBAL MARKET?

Provide applicants with most pertinent information/services

Tailor program and service development to School's student profile



Identify and target high-priority applicants

Create more powerful and cost-effective marketing initiatives

Create more compelling products

# APPROACHES TO SEGMENTATION

## demographic

gender

age

income

## geographic

countries

regions

neighborhoods

## behavioural

category usage

product usage

brand loyalty

## motivations

psychographics

values

attitudes

# BENEFITS OF THIS SEGMENTATION APPROACH

UNIVERSAL



AVOIDS CULTURAL BIAS



STABLE



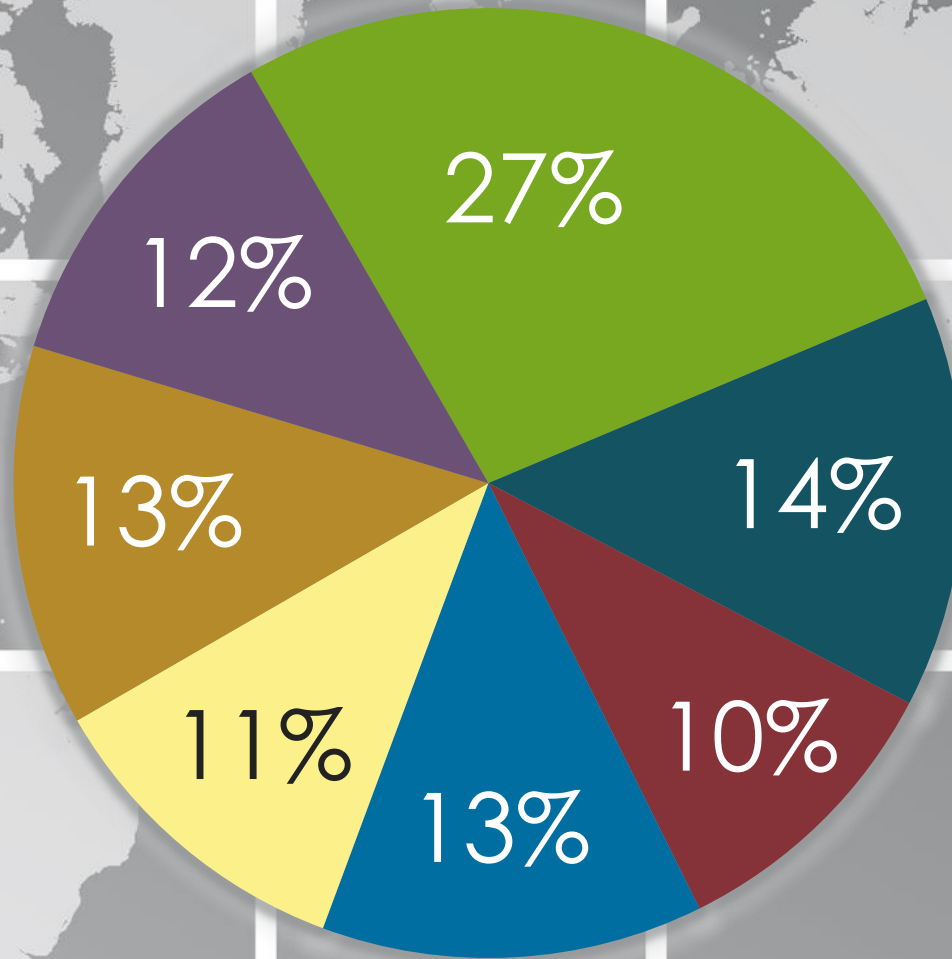
# MOTIVATIONS



Pursuing  
GME



Selecting  
Schools





**Impactful Innovators**

12%

**Status Seekers**

27%



**Skill Upgraders**

13%

**Global Strivers**

14%



**Socio-Economic Climbers**

11%

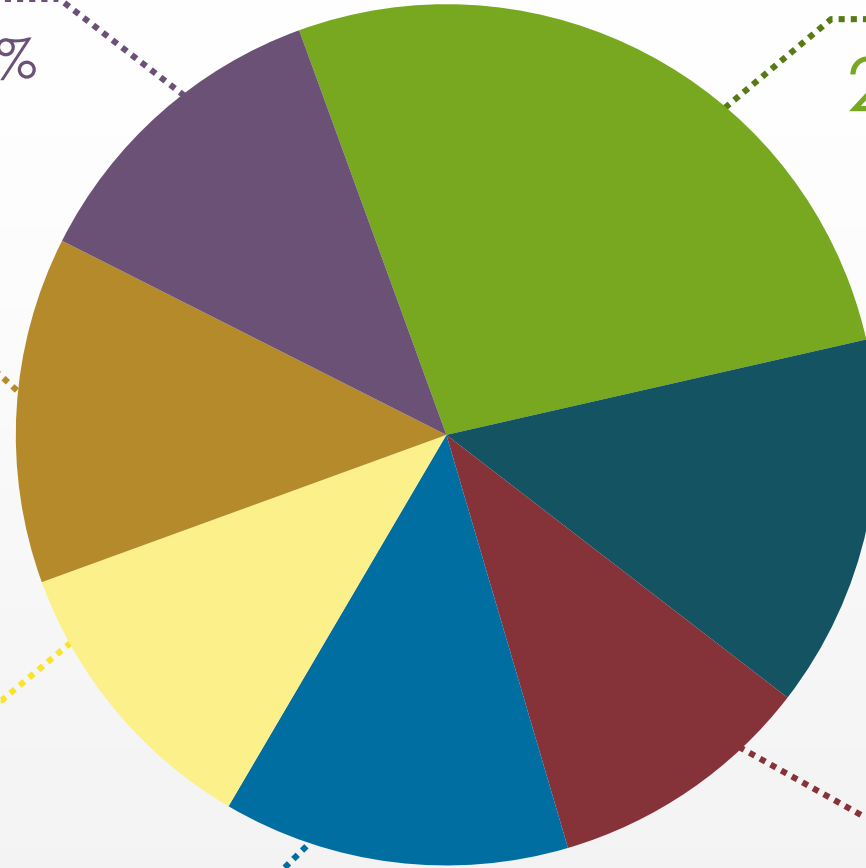
**Balanced Careerists**

10%

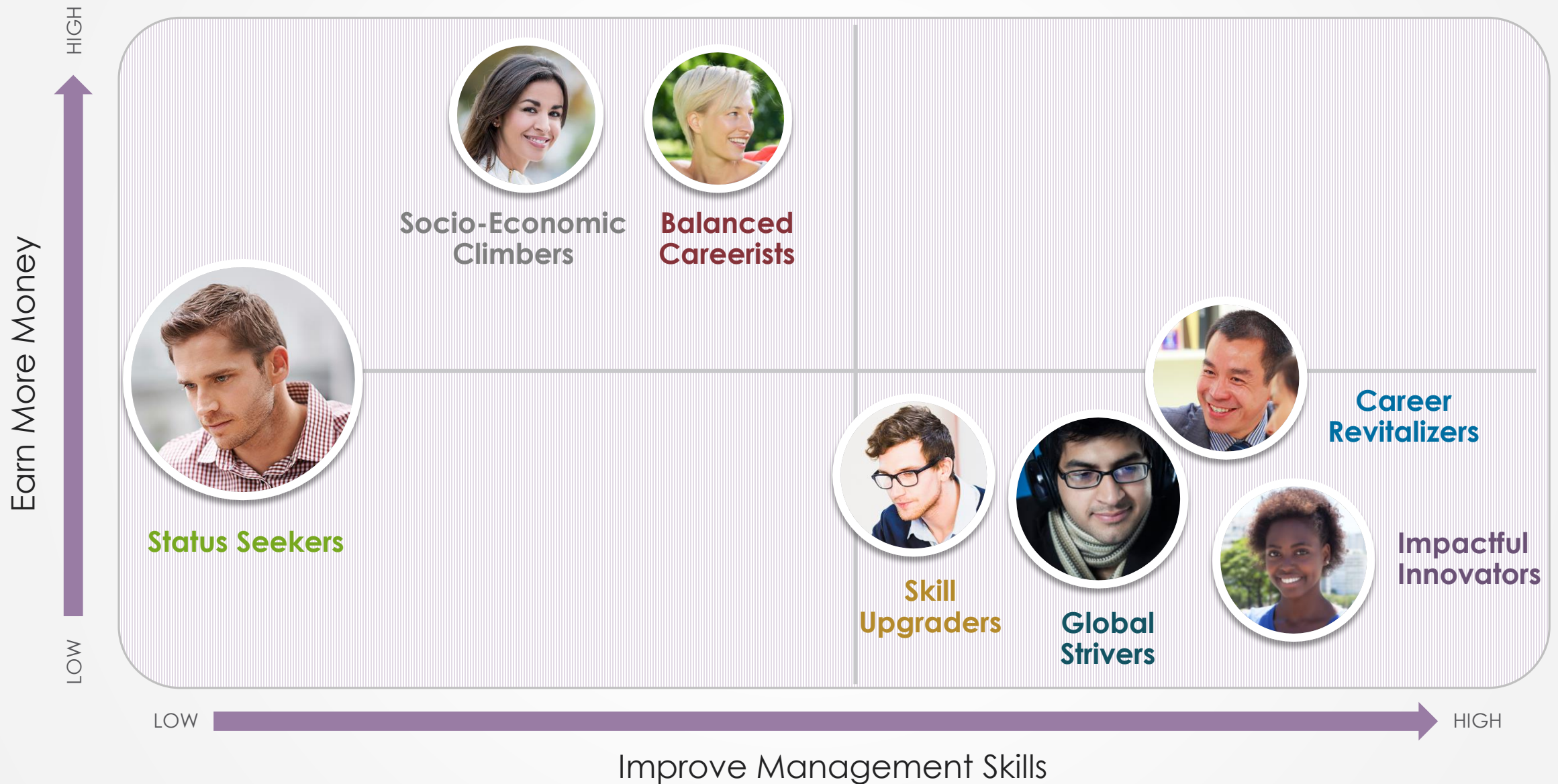


**Career Revitalizers**

13%



# SEGMENT DYNAMICS





I'D LIKE TO INTRODUCE YOU TO ...

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# STATUS SEEKERS



# STATUS SEEKERS

Core motivation:

**A GME degree will give me the status and respect I crave**

Be a Role  
Model

Make my  
Parents  
Proud

Increase  
Status  
among  
Colleagues

# STATUS SEEKERS

Location I'd like to experience by moving there

Be a Role  
Model

Make my  
Parents  
Proud

Increase  
Status  
among  
Colleagues

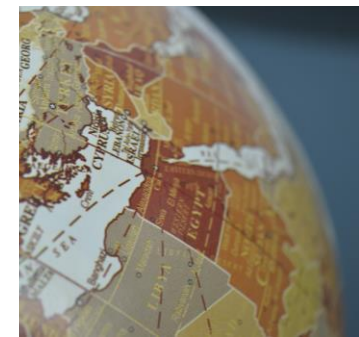
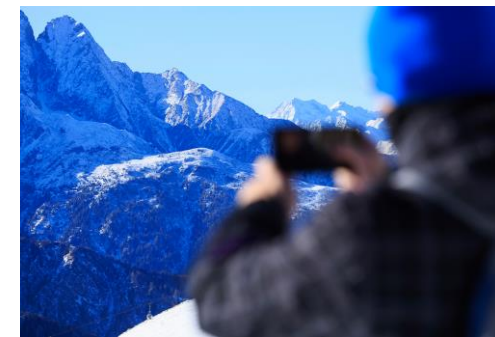
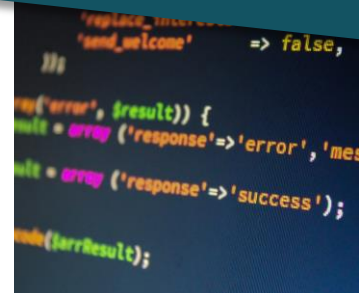
# STATUS SEEKERS

“

*Income and recognition are more important than having a job I like*



# GLOBAL STRIVERS



# GLOBAL STRIVERS

Core motivation:

**I'm committed to exploring the world of opportunities that awaits**

Gain  
International  
Exposure

Access  
to  
Employment  
in other  
Countries

Improve  
my  
Management  
Skills

# GLOBAL STRIVERS

Degree recognized by global employers

Gain  
International  
Exposure

Access  
to  
Employment  
in other  
Countries

Improve  
my  
Management  
Skills

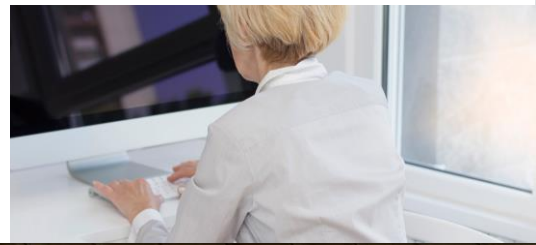


# GLOBAL STRIVERS



“ *I like to challenge myself, and I’m optimistic about the future* ”

# BALANCED CAREERISTS



# BALANCED CAREERISTS

Core motivation:

I want to advance, but School must not disrupt my life

Earn  
more  
Money

Provide  
Stability  
in my  
Career

Have a  
more  
Fulfilling  
Career

# BALANCED CAREERISTS

Nearby so I can commute from home

Earn  
more  
Money

Provide  
Stability  
in my  
Career

Have a  
more  
Fulfilling  
Career

BALANCED CAREERISTS



“

*It's important to  
have work/life balance*

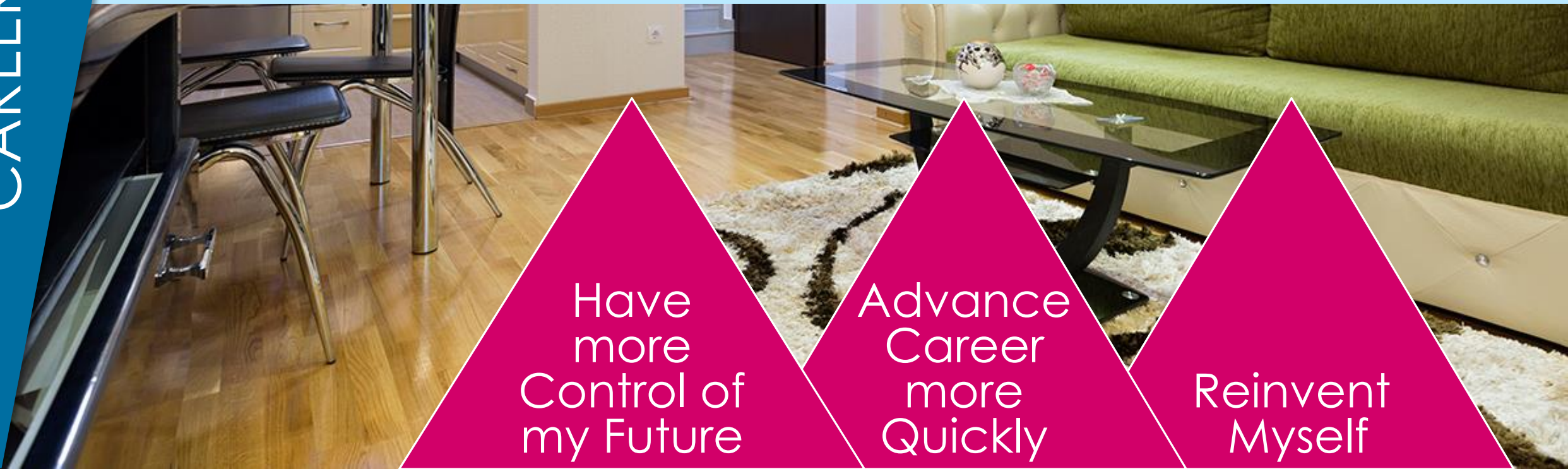
# CAREER REVITALIZERS





Core motivation:

**I need to take my career to the next level to be successful**



Have  
more  
Control of  
my Future

Advance  
Career  
more  
Quickly

Reinvent  
Myself

# CAREER REVITALIZERS

High quality instructors / faculty

Have  
more  
Control of  
my Future

Advance  
Career  
more  
Quickly

Reinvent  
Myself





“ *I don't want to be left behind* ”

# SOCIO-ECONOMIC CLIMBERS



# SOCIO-ECONOMIC CLIMBERS

Core motivation:

I want to achieve everything my parents could only dream of

Earn  
more  
money

Improve  
Socio-  
Economic  
Status

Give my  
Children  
a Better  
Future

# SOCIO-ECONOMIC CLIMBERS

Excellent academic reputation

Earn  
more  
money

Improve  
Socio-  
Economic  
Status

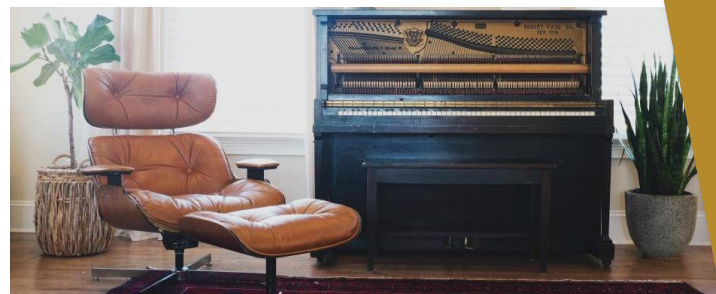
Give my  
Children  
a Better  
Future

# SOCIO-ECONOMIC CLIMBERS



“

*Making a lot of money is the best indicator of success*



# SKILL UPGRADERS

Core motivation:

**I want to be recognized for my expertise**

Improve  
my  
Leadership  
Skills

Improve  
Specific  
Skills

Become  
an Expert  
in Field

Recommended highly by my employer

Improve  
my  
Leadership  
Skills

Improve  
Specific  
Skills

Become  
an Expert  
in Field

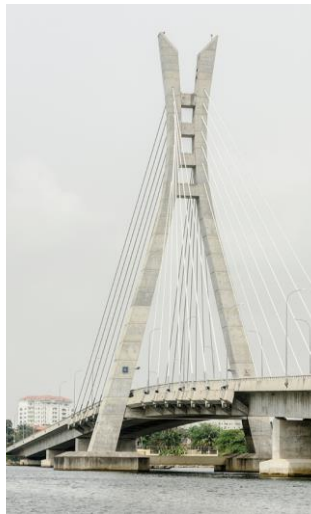


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*You can't be a true expert without the skills to back it up*



SKILL UPGRADERS



IMPACTFUL INNOVATORS

Core motivation:

**I have great ideas – I just need the skills to bring them to life**

Improve  
Specific  
Skills

Skills to  
have  
Social  
Impact

Improve  
my  
Leadership  
Skills



Specific program that meets my needs

Improve  
Specific  
Skills

Skills to  
have  
Social  
Impact

Improve  
my  
Leadership  
Skills

“

*I am a curious person, and I like to continuously discover new things*



IMPACTFUL INNOVATORS

# CONNECTING WITH THE SEGMENTS

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# GLOBAL STRIVERS

## HOW TO CONNECT

- Provide info/reduce barriers to study abroad
- International scholarships/funding programs
- Create a strong online presence
- Assistance with exam preparation

## WHAT TO PROMOTE

- Globally-recognized degree
- Presence on School Ranking lists
- Promote diversity of student body
- Leverage alumni who lead global corporations

## VALUE PROPOSITION

- There's no limit to what you can achieve with a GME



# SOCIO-ECONOMIC CLIMBERS



## HOW TO CONNECT

- Scholarship/funding programs
- Mentorship programs
- Assistance with exam preparation

## WHAT TO PROMOTE

- Aspirational bios of alumni who have succeeded against the odds
- Successful job-placement programs
- Economic value of MBA/GME

## VALUE PROPOSITION

- A GME can help you bring your dreams to life



# WHAT DOES THIS MEAN FOR YOU?

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# JUST THE BEGINNING

01

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STAGE

- Build student segmentation model based on universal mindsets
- Go beyond GMAT-using world

02

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STAGE

- Apply model to **your** existing and future pipelines

03

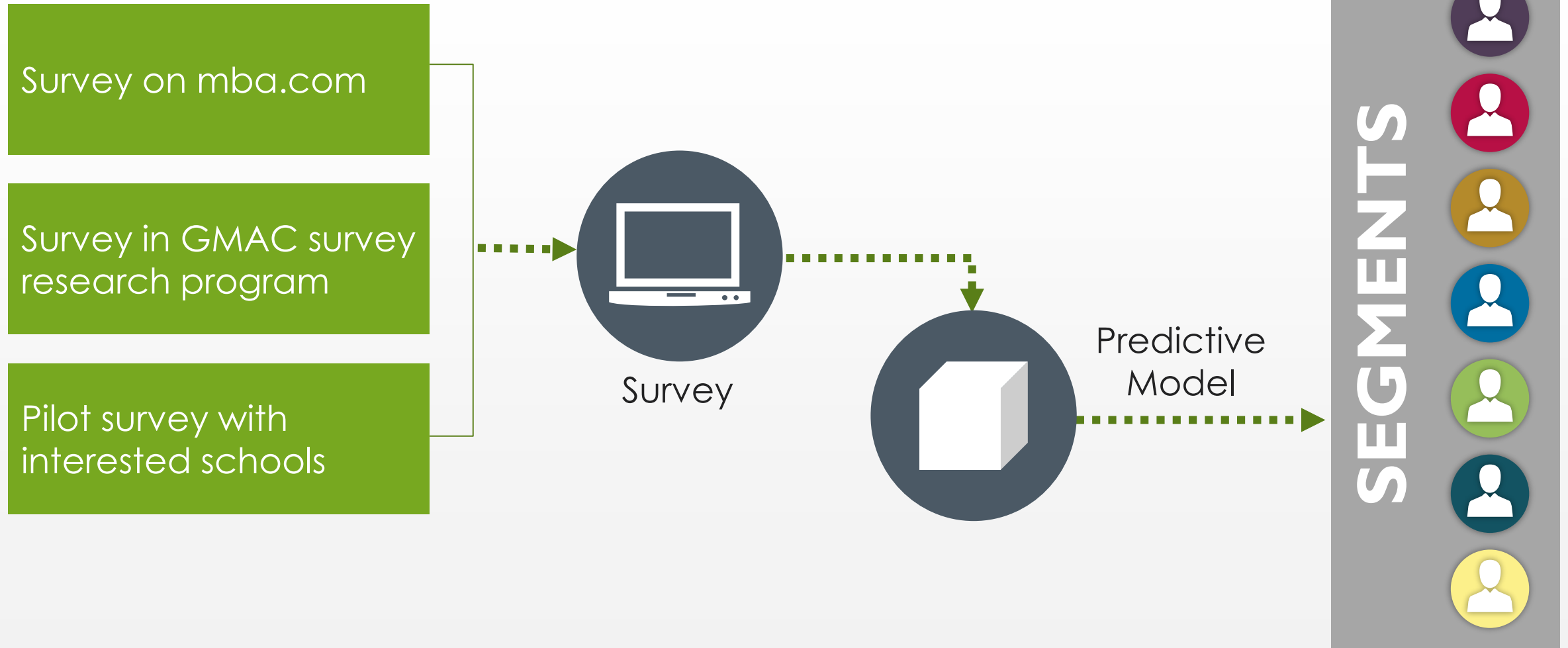
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STAGE

- Operationalize findings

*Today*

# STAGE 2 – NEXT STEPS



# STAGE 3 – POTENTIAL APPLICATIONS

- Pipeline development & advocacy
- GMASS & marketing playbooks
- Curriculum & program evaluation

*How else  
might you use it?*

*What could  
GMAC do to  
make it more  
actionable?*

# Thank you

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STAY ENGAGED

Visit the **GMAC Research booth**  
to learn more

And stay tuned for a **full white paper report** on the study coming in Q3!