

Motivation & personality video

Instructions for candidates

Purpose of the video

We would like to get to know you better – your motivation, your values, and your reflections. This is not a technical test, and you don't need to be perfect. **Do not use AI tools – we want to hear directly from you.**

Technical requirements

- > Duration
- > 3 to 4 minutes maximum
- > Record the video in one single take (do not edit or add music, text, or transitions)
- > Make sure your face and voice are clear

→ If you are applying to the English-language programme, speak in English

→ If you are applying to the Dutch-language programme, speak in Dutch

- > Once your video is ready, upload it as **unlisted** on YouTube (do not use Vimeo) and enter the URL in the field below.
- > How to upload "unlisted"
 - > When uploading your video on YouTube, go to Visibility settings and select Unlisted (only people with the link can view it).
- > After uploading your recording to YouTube, please double-check that your video is visible and that it plays from start to finish. If the video stops midway, the evaluation will also stop at that point and your work may not be fully assessed.
- > We kindly ask you to keep the video online until one year after you receive your results, and to delete it afterwards.

Content

Please answer these 3 parts:

a. About you

Who are you? Introduce yourself briefly and share something that shows your personality (max. 30 seconds).

b. Why hospitality? Why our school?

Why do you want to work in hospitality? Why do you want to study at our school? What will it help you to achieve?

Show us that you explored our programme:

- > Which part of our curriculum do you think fits you best, and why?
- > Which of our school values means the most to you, and why?

- > We are a business school, and we value entrepreneurial thinking – whether through personal projects, school activities, volunteer work, or within an organisation. Can you give an example of a time when you showed initiative, solved a problem, or came up with an idea that made something better?

c. Your Global Mind Monitor results

Please fill out the Global Mind Monitor, measuring the current level of your intercultural competencies. This is not a test! The results help you identify your current strengths and weaknesses and highlight opportunities for growth.

Now, look at your personal report:

- > Choose one element from the report that you have already developed well and one you would like to develop further.
- > Illustrate both with an example from your daily life.



Tips

- > Be honest and clear
- > You can prepare your answers, but do not read a script
- > We are looking for real people, not a perfect performance
- > Do it on your own: we want to see the real you! **Authenticity counts!**

What we look at in your video

When we review your video, we focus on:

1. Your motivation for hospitality
2. Your connection with our school values
3. Your fit with the study programme
4. Your entrepreneurial mindset or initiative
5. Your reflection on the Global Mind Monitor
6. Your communication and authenticity

