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April 2021

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chicks

High achievers

Kaplan students share their success stories

High achievers

Gemma Shaw meets Kaplan's budding entrepreneurs.
Photography by John McGrane



Kaplan Test Prep and Admissions has helped over 9,000 students in Hong Kong to score higher on standardised tests and gain acceptance to top boarding schools, colleges and graduate schools. Kaplan's professional admissions consulting counselors determine admissions strategies ultimately helping students to achieve places in their top choices of dream schools and colleges.

Aspiration in 2021

Aspiration is the theme for 2021 and Kaplan is keen to create noise around its high-achieving students who 'glow as they grow' with support from the dedicated admissions counselor team. The admissions consulting service adopts a student-centered approach with a focus purely on students themselves, their needs, confidence level, life goals and aspirations. This is a far cry from some other admissions consulting services which structure their services around a 'one size fits all' approach and standardised admissions essays, school interviews and school rankings.



Tiffany Wong , Admissions Counselor

Students tend to engage with the admissions consulting services for between one and three years forming a close relationship with counselors. In most cases, students check in every other day, sharing updates on what has happened at school, the counselor will listen and offer advice as well as giving constructive feedback on college admissions essays and interview performance.



Patrick Ho, Senior Admissions Counselor

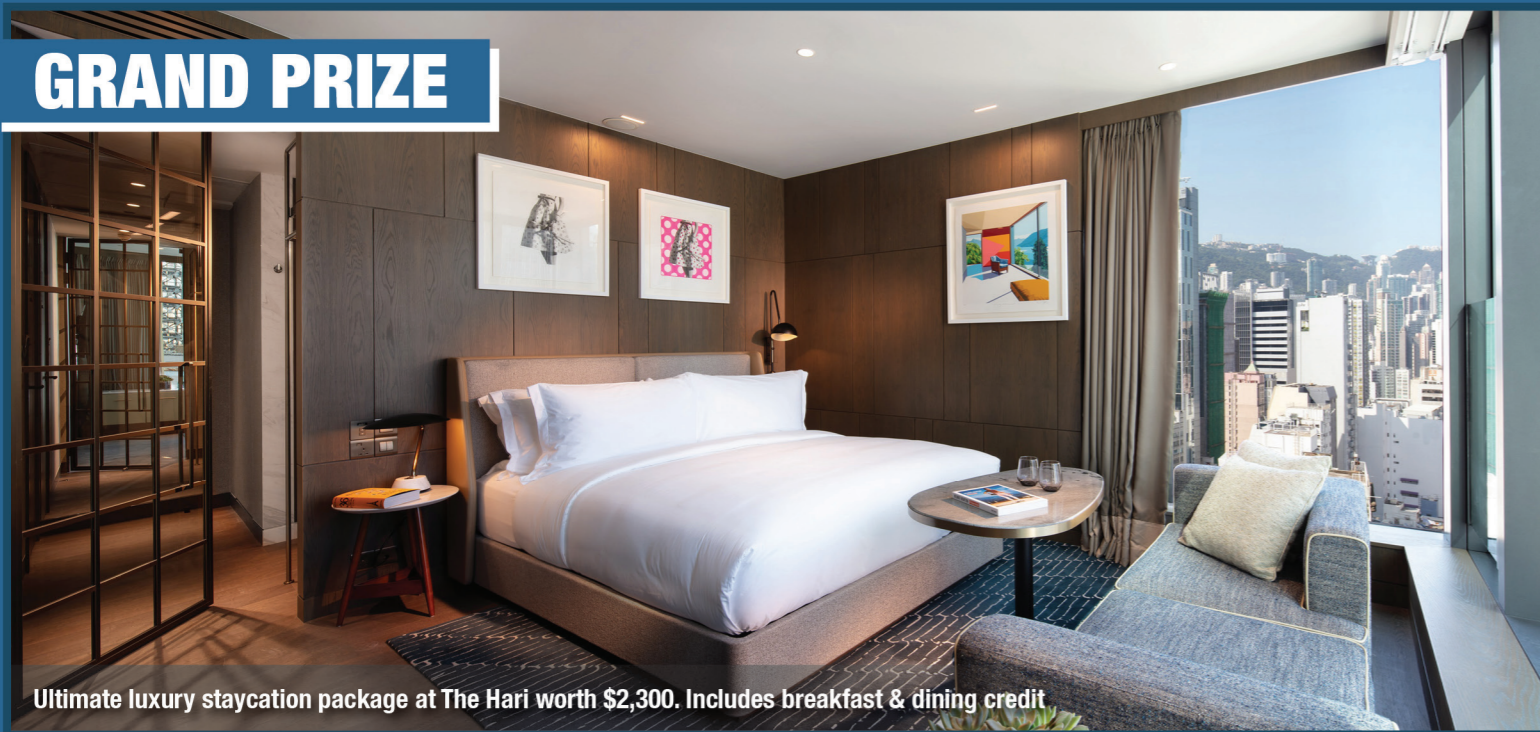
Who is Kaplan for?

A large percentage of students come from international schools, a smaller percentage from local schools and in recent years, an increasing number of university students who would like to explore their career path. Sessions are personally tailored to the student. "There are so many types of students and no single approach can deal with all types of student," says Hubert Ho, Head of Admissions Consulting Services.



Tina Wu , Senior Admissions Counselor

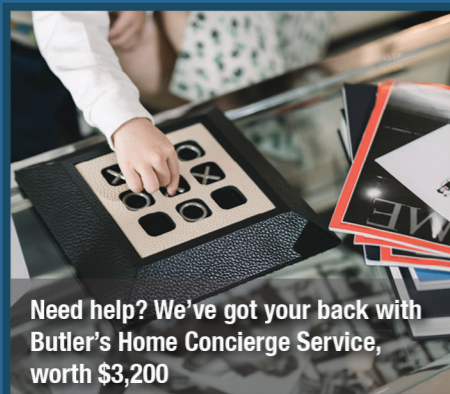
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COVER STORY

Student profile: Liz's story



Sammie (Liz) is now in her final year at PolyU Fashion Design and has just been awarded a place to study for a Master of Business in Innovation, Entrepreneurship and Management at Imperial College (UK). During her time at PolyU she won a \$150,000 HSBC Innovation and Technology Scholarship with her fashion technology design.

"Hubert Ho, Head of Admissions Consulting Services has supported me since day one. I was very anxious about the application process, he helped me to realise that the only variable I could control was myself. That realisation helped me to refocus."

Last year, Hubert encouraged me to apply for an Innovation and Technology Scholarship. I won the scholarship which gave me the confidence boost I needed to turn my first project idea into a reality. I created an innovative sleeping product for the homeless called "The Stressless Climate Detective Sleeping Bag."

During the university application process, Hubert and I conducted in-depth analysis of the Imperial College and courses I was interested in. This helped us identify what qualities the admissions team would be seeking. I was then able to demonstrate those qualities through my CV and personal statement. Kaplan has played an invaluable role in helping me secure a place at Imperial College London."

Student profile: Shane's story

Shane is applying for a Master of Science in Business Analytics and hopes to pursue a career as an entrepreneur. She recently launched her own start-up company during her admissions journey, and created a backpack with special functions.

"Kaplan's test prep and admissions consulting service has helped me establish a clear career pathway."

Hubert used a number of techniques including the SWOT analysis, 16 Personality Test and goal setting management to help me realise my dream of becoming an entrepreneur and business consultant."

With Hubert's help, I established my brand Aquafiery and launched my first product, the Aquafiery backpack which is targeted towards entrepreneurs and allows them to carry their company on their back. Over the next five years, I plan to develop more products to help entrepreneurs and create the business consultancy arm of my company."

Since engaging with Kaplan I've seen changes within myself including a willingness to take immediate action when I want to get something done, huge personal growth and above all, a sense of clarity."



Hubert Ho, Head of Admissions Consulting Services

