



Briefcase
Coach

CRAFTING A COMPELLING STORY FOR “WHY THIS COMPANY”

*Interview Resource
for Higher-Level Professionals*

WHY THIS COMPANY, THIS ROLE?

For Higher-Level Professionals

This worksheet is intended to help you articulate a compelling and genuine answer to this common and important interview question.

1. DEEP DIVE INTO THE COMPANY

- **Mission & Values:** What does this company stand for? How do their values resonate with yours?
- **Recent News & Initiatives:** What are they doing that excites you? Any new products, projects, or expansions?
- **Culture & Leadership:** What is their work environment like? What is their leadership style? (Research on LinkedIn, Glassdoor, company website)
- **Industry Standing:** Where do they fit in the market? What are their competitive advantages? What are the challenges they face?

WHY THIS COMPANY, THIS ROLE?

2. ANALYZE THE ROLE:

- **Responsibilities:** How do these responsibilities align with your skills and experience?
- **Impact & Contribution:** How does this role contribute to the company's overall success?
- **Growth Potential:** What are the opportunities for advancement or skill development?
- **Challenges:** What are the potential challenges of this role, and how are you equipped to handle them?

3. CONNECT THE DOTS:

- **Personal Alignment:** Why are you personally drawn to this company and this role? What unique value can YOU bring?

WHY THIS COMPANY, THIS ROLE?

3. CONNECT THE DOTS (*CONT*):

- **Career Goals:** How does this position fit into your long-term career aspirations?
- **Enthusiasm & Passion:** What specifically excites you about this opportunity?

4. CRAFT YOUR RESPONSE:

- **Be Specific:** Avoid generic statements. Use your research to demonstrate a genuine understanding of the company and the role.
- **Show Enthusiasm:** Let your passion shine through!
- **Highlight Your Value:** Connect your skills and experience to the role's requirements.
- **Focus on the Future:** Express your eagerness to contribute to the company's success.

Remember: Authenticity is key. The best answer is one that truly reflects your interests and motivations.

WHY THIS COMPANY, THIS ROLE?

Examples of Compelling Answers for Executive Job Seekers

EXAMPLE 1: FOCUS ON IMPACT

"I've been following [Company Name]'s work in [Company's area of impact] for several years now, and I'm consistently impressed by your commitment to [Specific company value or initiative]. In my previous role at [Previous company], I led a project that [Describe a project that aligns with the company's values], and the results were incredibly rewarding. To see [Company Name] making such a significant impact on a larger scale is truly inspiring. The opportunity to contribute my skills and experience to an organization that shares my passion for [Shared value] is something I find incredibly motivating."

EXAMPLE 2: FOCUS ON GROWTH AND INNOVATION

"[Company Name]'s reputation for [Positive company attribute, e.g., innovation, customer focus, employee development] is well-known in the industry. I've always been drawn to organizations that prioritize [Specific value] and foster a culture of continuous improvement. In my career, I've consistently sought out opportunities to challenge myself and expand my knowledge, and I believe this role offers the perfect environment to do just that. I'm particularly excited about [Specific aspect of the role or company] and the potential to contribute to [Company Name]'s continued success."

EXAMPLE 3: FOCUS ON VALUE ALIGNMENT

"What truly excites me about [Company Name] is your unique approach to [Specific company strategy or initiative]. I've always believed that [Your belief related to the company's approach], and I see that philosophy reflected in everything from your [Company product/service] to your [Company culture aspect]. In my previous role, I had the opportunity to [Describe a relevant experience that aligns with the company's approach], and the positive results reinforced my conviction in this way of thinking. The chance to join a company that's not only successful but also truly committed to [Company value] is an opportunity I wouldn't want to miss."