**Acing Your Interviews**

**Recommended Exercise:**

**Think carefully about why you want the job and how to communicate that.**

Articulate why you want the job you’re seeking

Detail three non-generic ways in which the role you’re after fits into your story. This could be, or include, any sensible combination of the following:

* Link to underlying passion/your “why”
* Identity/affiliation
* Stimulation, a place where you can discover and achieve
* Meaning/fulfillment
* Logical continuation of your story
* Fit with/building block towards your long-term aspirations
* Specific skills you want to learn
* What you want to accomplish within the role
* Attractiveness of the company

\* Having the required skills or capabilities is not a reason to want a job

|  |  |
| --- | --- |
| **How the job fits in your story / why you want the job** | **Example (sales role)** |
| 1 | After five years in branding and pricing, this sales role will significantly enhance my skillset in marketing |
| 2 | This sales role is a steppingstone toward my long-term goal of working in business development in my family’s business |
| 3 | I’ve always enjoyed solving people’s problems. Sales for me is one of the purest and most challenging avenues in which to practice this craft. |