

THE FORMULA: RAC FORMULA

R - RESEARCH

State one specific fact you know about this company (product, mission, recent news).

A - ALIGNMENT

How does your experience connect to their work or values?

C - CONTRIBUTION

What specifically can you bring to the team? "I can help you by..."

KEY PHRASES

I have been following your company because...	Я стежу за вашою компанією, тому що...
What particularly attracts me is...	Мене особливо приваблює...
I believe my skills align with...	Я вважаю, що мої навички збігаються з...
I am excited about the opportunity to contribute to...	Я радий можливості зробити внесок у...
From what I understand about your mission...	З того, що я знаю про вашу місію...
I can bring... to your team.	Я можу принести вашій команді...

TIPS

- + Research the company before the interview: website, LinkedIn, recent news.
- + Connect their work to YOUR skills -- show you chose them, not just any company.
- + Generic ambition is a red flag. "I want to grow and develop" is what every candidate says.
- + Explain what you will BRING, not just what you want to GET.
- + One strong, specific reason beats three vague ones.

INTERVIEW CRIMES: WHAT NOT TO SAY

x "Because I need a job and your company seems like a good place to work."

Generic and shows no research. You could say this about any company in any city.

x "Because it is a big and well-known company with a great reputation."

A compliment is not a reason. It says nothing about why THIS role fits you specifically.

x "I want to develop my career and learn new things in a dynamic environment."

Every single candidate says this. It is completely meaningless without specifics.

x "I found this position on LinkedIn and it matched my skill set."

Shows zero genuine interest. You are describing how job boards work, not why you care.

