

Why do you want this job?

Showing genuine interest without sounding like you just need a job

Date started: _____

Learning Objective

By the end of this episode, you will be able to answer "Why do you want this job?" using the RAC structure (Research, Alignment, Contribution) in 45-60 seconds.

How do you feel about this question right now, before the lesson?

Circle your confidence level (1 = nervous, 5 = confident):

Обведи рівень впевненості (1 = нервую, 5 = впевнений/а):



nervous



unsure



ok



good



confident

Key Words & Pronunciation

Word	Pronunciation	Translation	Definition	Stress Pattern
align with	/ə'laɪn wɪð/	відповідати,	to match or fit with your values or goals	a·LIGNwith
company culture	UK /'kʌmpəni 'kʌltʃə/ US /'kʌmpəni 'kʌltʃər/	корпоративна культура	the values and working style of an organisation	COM·pa·nyCUL·ture
mission	/'mɪʃən/	місія	the main purpose or goal of an organisation	MIS·sion
contribute to	/kən'trɪbjʊ:t tu:/	робити внесок у		con·TRIB·ute to
enthusiasm	UK /ɪn'θju:ziæzəm/ US /ɪn'θu:ziæzəm/	ентузіазм, захоплення	strong excitement or interest in something	en·THU·si·asm

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My notes · мої нотатки



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Interview Crimes · What Not to Say

The question: "Why do you want this job?"

Crime 1 of 4

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

Interviewer thinks: "They haven't researched us at all. This is a generic answer that fits any company on the planet."

Better: Name something specific: a product, a project, a value, or a company decision you actually know about.

Crime 2 of 4

You say: "Because it's a big and well-known company with a great reputation."

Interviewer thinks: "That's a compliment, not a reason. Every big company gets this. It says nothing about why THIS role suits you."

Better: "I admire how you've expanded into renewable energy. It aligns with the work I've been doing in sustainability." Reputation + personal connection.

Crime 3 of 4

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

Interviewer thinks: "Every single candidate says this word for word. What do you want to learn specifically? What about US?"

Better: Be specific: "I want to develop my skills in B2B sales specifically. And your team works with enterprise clients, which is exactly where I want to grow."

Crime 4 of 4

You say: "I found this position on LinkedIn and it matched my skill set, so I applied."

Interviewer thinks: "They applied to 50 jobs today. We're just another tab they had open. There's no genuine interest here."

Better: Show that you know the company: "I came across this role and spent time researching your work. Your approach to X really stood out to me."

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Which crime is easiest to slip into? · яку помилку легко припуститися саме тобі?

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Model Answer · Read & Fill in the Gaps

Word Bank:

following

attracted

aligns

contribute

reduced

facing

understand

scale

stood out

"I've been _____ your company's work closely for the past year. What particularly _____ me was your recent expansion into sustainable packaging. it _____ directly with the supply chain projects I've been working on.

I believe I can genuinely _____ to this area. In my current role, I _____ material costs by 18% by switching to eco-friendly suppliers. which is exactly the kind of challenge you're _____ .

From what I _____ about your mission, this role would give me the opportunity to _____ that work across a larger organisation. That's why this position _____ to me."

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Cultural Note

Candidates often answer with self-development: "I want to grow professionally." This sounds reasonable, but in English-language interviews it signals that you haven't researched the company. Interviewers want to hear what drew you to this company specifically . The stronger your research, the more genuinely interested you sound.

KEY TAKEAWAY

Research + Alignment + Contribution. That's the formula that turns "I need a job" into "I chose you."

Check Your Understanding

1. What are the three key ingredients of a strong answer to this question?

2. Why is "I want to develop my career" a weak answer?

3. What specific achievement does the speaker mention in the model answer?

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Phrase Flashcards

Phrase	IPA	Ukrainian	How to use
I've been following your company's work for...	/aɪv bi:n ˈfɒləʊɪŋ jɔː ˈkʌmpənɪz wɜːk fɔː/	Я стежу за роботою вашої компанії вже...	to open with genuine familiarity. Mention something specific: a product, campaign, or value. This shows you did your research, not just read the homepage.
What particularly attracts me is...	/wɒt pəˈtɪkjʊləli əˈtræktz miː ɪz/	Мене особливо приваблює...	to name one specific aspect of the company or role, not just "everything".
I believe my skills align with...	/aɪ brɪˈliːv maɪ skɪlz əˈlaɪn wɪð/	Я вважаю, що мої навички збігаються з...	to connect your background to what the company needs. Follow with a specific skill, not a vague claim.
I'm excited about the opportunity to contribute to...	/aɪm ɪkˈsaɪtɪd əˈbaʊt ðɪ ˌɒpəˈtjuːnɪti tə kənˈtrɪbjʊːt tuː/	Мене захоплює можливість зробити внесок у...	to show what you offer, not just what you want. Finishes your answer on an outward, team-focused note.

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Answer Builder · Build Your Answer

Structure: RAC structure

R

Research

What specific fact do you know about this company?

A

Alignment

How does your experience or background connect to their work?

C

Contribution

What specifically can you bring to the team or project?

Sample answer:

I applied because this role combines two things I have been building towards: client-facing work and product strategy. At my current company I redesigned our client onboarding process and reduced average time-to-value by three weeks. That project showed me I work best when I can see a direct impact on the customer, and that is exactly what this role offers.

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Grammar Practice · Articles & Prepositions

Fill in the gaps

Write the correct preposition or article.

I've been following _____ company's work for _____ while. My skills align _____ your current projects. I'm excited _____ the opportunity to contribute _____ your team.

Fill in the gaps

Complete the answer with the correct verb forms.

"What particularly _____ (attract) me was your focus on innovation. I've _____ (spend) three years _____ (work) in this area, and I believe this role would allow me to _____ (scale) that expertise."

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Plan Your Next Episode

Plan Your Next Episode

When do you plan to do the next episode?

Date: _____

Words & phrases I want to remember · слова та фрази, які хочу запам'ятати
