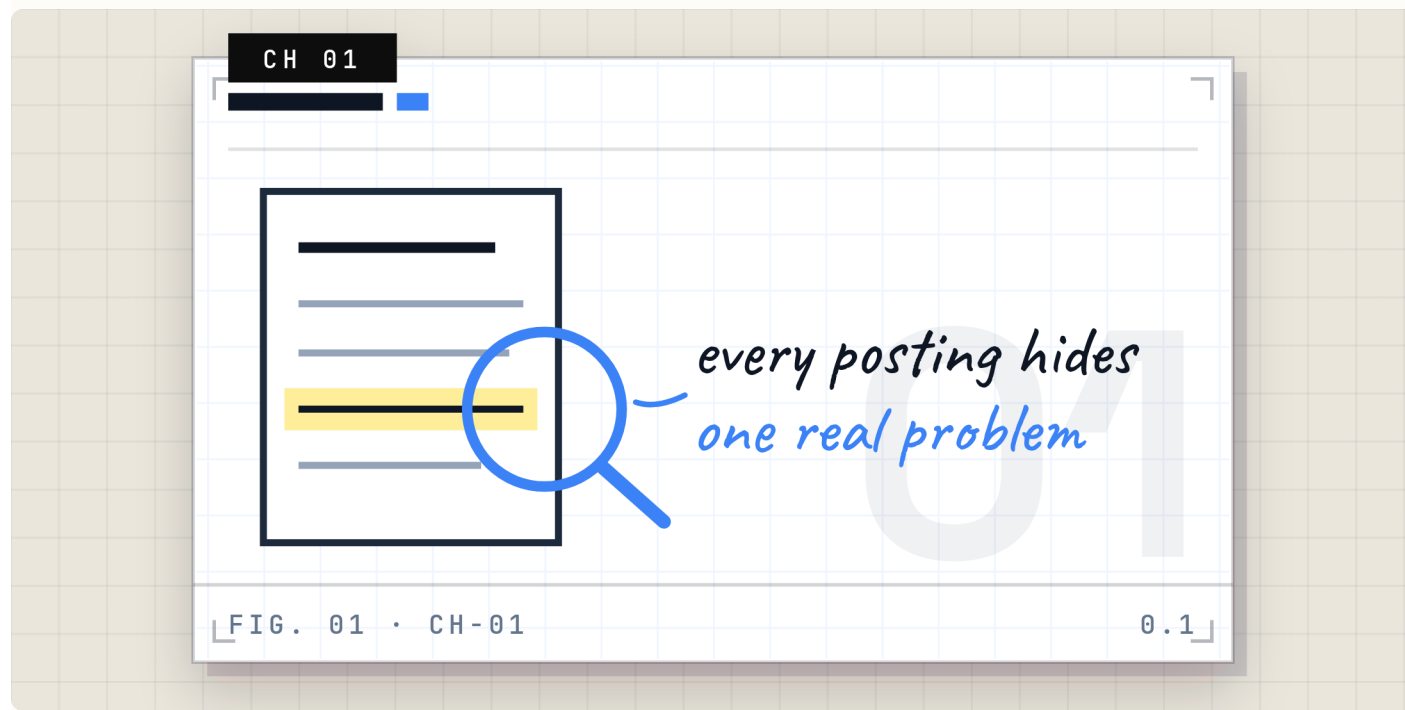


What problem do they really need me to solve?

By **Chris Baldwin** · Founder, Baldwin Blueprint · Updated June 2026



SHORT ANSWER

Identify the real problem by looking for pain points, repeated challenges, or desired outcomes in the job description. Frame your experience as a solution to these specific needs, showing how you've solved similar issues before. This shift moves you from a task-doer to a strategic problem-solver in their eyes.

Feeling that cold dread when you stare at a job description, wondering if you're a perfect fit or just wasting your time? Most job seekers feel anxious because they're trying to match every bullet point. But what if the job description isn't a checklist, but a puzzle where the real problem is hidden?

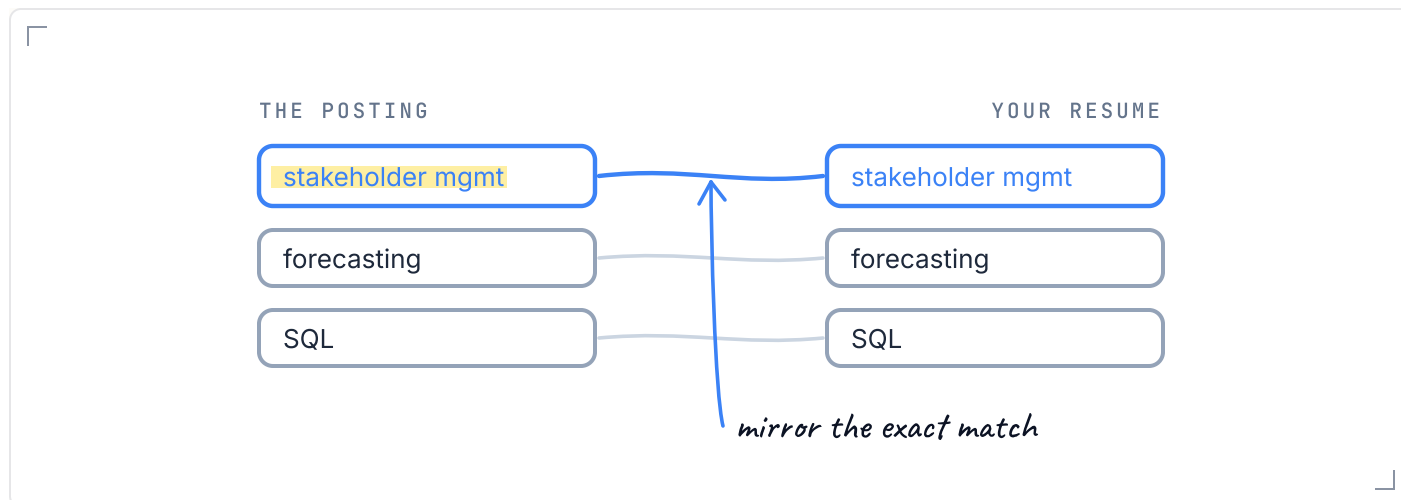


FIG. 02 I stopped paraphrasing what the posting asked for and started echoing it word for word. If they wrote 'stakeholder management', my resume says 'stakeholder management', not 'working with people'. The scanner and the human both pattern match, so give them the exact pattern.

§ 01

What is a job description really for?

A job description is often a wish list assembled by HR, not a precise problem statement from the hiring manager. It's a collection of tasks and traits, but the true purpose is to find someone who can fix a specific pain point or achieve a critical outcome for the team. I want you to start seeing it as a symptom list.

Most job descriptions are written from a place of 'what we want' rather than 'what we need solved.' They list qualifications and duties, but those are just the surface. The real gold is finding the underlying business challenge that led them to open this role. I promise you, once you start looking for problems instead of duties, the whole application process changes. It's a different lens entirely. They aren't looking for a perfect match to a bulleted list, they are looking for relief from a problem.

§ 02

How do I find the hidden problem they want solved?

Look for repeated words, desired outcomes, or areas of responsibility that hint at current struggles or future goals. These are your 'strategic signals.' If they mention

'improving efficiency' multiple times, or 'reducing errors,' that's a direct flag. If a company is scaling rapidly, their problem might be managing that growth.

I always tell people to focus on the 'why' behind the 'what.' Why do they need someone to 'manage cross-functional projects'? Maybe their current projects are stalling. Why 'optimize reporting'? Perhaps current reports are unclear or too slow. The Baldwin Blueprint helps you map these signals directly from the posting, turning vague requirements into concrete problems you can solve. It's about listening to what isn't said directly, but implied by the phrasing.

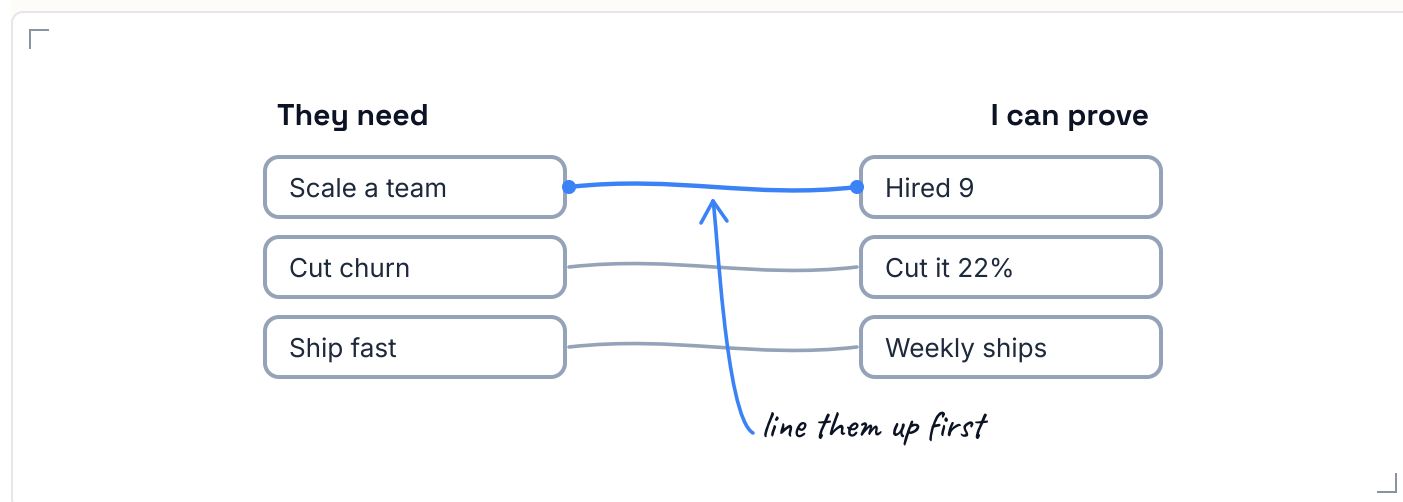


FIG. 03 Before I write a single line, I draw two columns: what they need on the left, what I can prove on the right. Then I draw lines connecting them. The gaps that have no line tell me exactly what to address in the cover note.

Build this for your role.

Paste a real posting, get the 12 page plan. First draft free.

Start free

§ 03

What if the job description is vague or generic?

Sometimes, the job description genuinely lacks clear signals, and that's an honest caveat to this entire approach. If you find a truly generic posting, it often means the company itself hasn't fully defined the problem yet, or it's a role for a growing team where many different needs exist.

In these cases, you might need to do more research on the company itself, their recent news, or even their competitors. You're looking for industry trends or common problems a company of their size and type would face. It's harder, yes, but not impossible. You can still infer potential problems, even if you have to cast a wider net. This is where a little extra digging can pay off big. You're building an informed hypothesis.

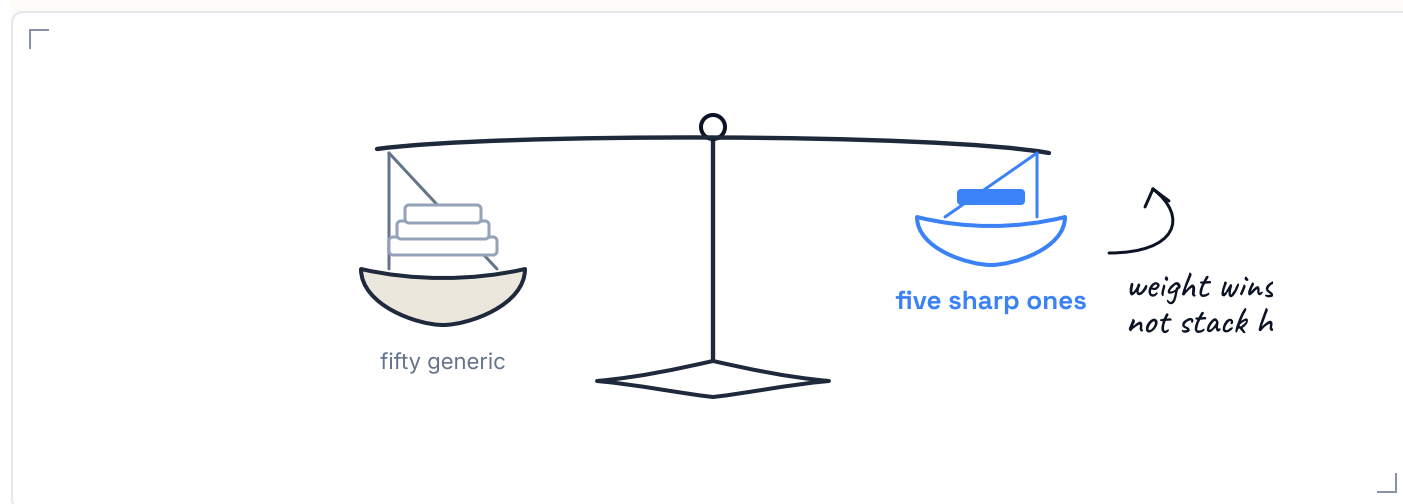


FIG. 04 I weighed fifty generic applications against five sharp ones, and the five tailored to the role still tipped the scale. Fit carries more than sheer count.

§ 04

How does finding the problem change my application?

Finding the problem lets you frame your entire application as the solution, not just a list of your past jobs. Instead of just stating what you did, you explain how what you did solved a similar problem. This is the core of the Impact Memo in your Baldwin Blueprint.

Your resume bullets shift from 'managed projects' to 'implemented new project tracking, reducing missed deadlines by 15%.' Your cover letter becomes a mini-consulting proposal. You're not just applying for a job; you're offering to solve their specific pain. This immediately sets you apart because you're speaking their language, the language of business impact. They don't just want skills; they want results.

§ 05

Can Baldwin Blueprint really help me see this clearly?

Yes, absolutely. Baldwin Blueprint is built from the actual job posting, specifically designed to help you decode these signals. We turn that raw text into a 12-page strategic Blueprint you walk in with.

It includes an Impact Memo, an Account Map, Strategic Signals, an Experience Accelerator, and a 30/60/90 day plan. Every single component is crafted to show how your unique experience solves the precise problems we've identified in their job description. We give you a framework to articulate your value as a solution, not just a set of skills. The first draft is free, no card required, so you can see this in action for your specific role.

WORKED EXAMPLE • RESUME BULLET

BEFORE

Managed social media campaigns and created content.

AFTER

Increased brand engagement by 25% and drove 10% more inbound leads by identifying and addressing gaps in content strategy for a key target audience.

READING A JOB DESCRIPTION

What most people do	What actually works
Match keywords point for point	Find the underlying business problem
List responsibilities from past jobs	Show how you solved similar problems
Apply to every role you 'fit'	Target roles where you can be the solution
Focus on your skills and experience	Focus on their needs and desired outcomes

The takeaways

- 01 Job descriptions hide the real problem.
- 02 Look for pain points, not just tasks.
- 03 Frame your experience as a solution.
- 04 Read the posting like a brief, not a checklist.

Questions people ask

Is this just guessing what they want?

No, it is not guessing; it is informed hypothesis building based on critical reading of the job description. You are looking for patterns, pain points, and desired future states explicitly or implicitly mentioned. This approach gives you a stronger foundation than simply hoping your resume matches their checklist. It's about strategic inference.

What if I identify the wrong problem?

Even if your initial problem identification is slightly off, the act of thinking like a problem-solver sets you apart. You will be asking better questions in interviews. The hiring manager will see you as someone who thinks strategically about business challenges, which is always a positive. It shows initiative and a business mindset. It is better to have a well-reasoned hypothesis than no hypothesis at all.

Is Baldwin Blueprint just a fancy cover letter?

No, Baldwin Blueprint is much more comprehensive than a cover letter. It is a 12-page strategic document built directly from the actual job posting and your resume. It includes an Impact Memo, an Account Map, Strategic Signals, an Experience Accelerator, and a 30/60/90 day plan. It is designed to be a complete strategic plan, not just an introduction.

Does this approach work for entry-level roles?

Yes, this approach works for all levels, including entry-level roles. Even entry-level positions are created to solve a problem, perhaps a capacity issue or a need for specific support. You might focus on how your learnability, organization, or specific project work can alleviate burdens or improve processes for the team.

BUILD SHEET

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Free, no card. No account needed to draft.

Or [read a real finished Blueprint](#) first. Free, no signup.

MORE FROM THIS CHAPTER

CH 01

"fast-paced" → understaffed.

THE TRANSLATION

[FIG. 01 • CH-01] 01.0

What does 'fast-paced environment...

Translate 'fast-paced environment' as a warning...

INSIDE THIS SHEET >

3 MIN [Read →](#)

