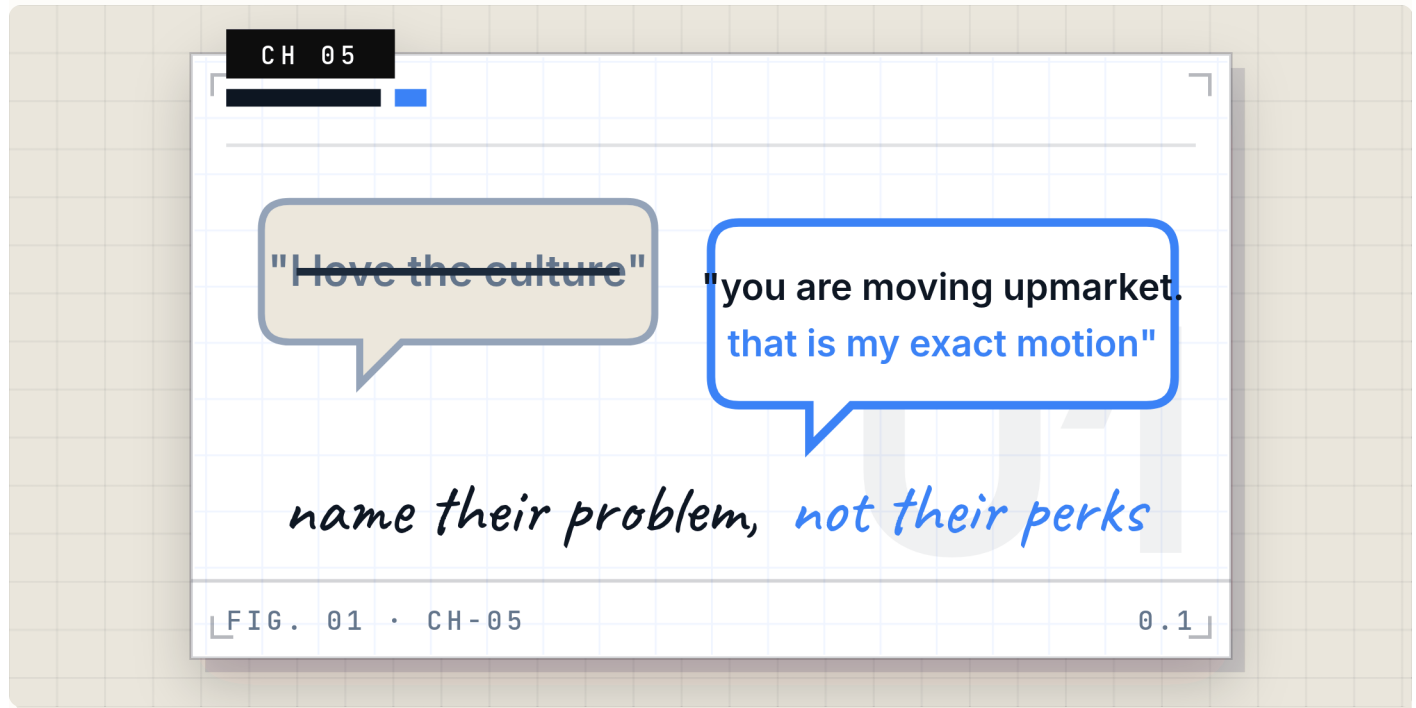


How do I answer "why do you want to work here" without sounding fake?

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



SHORT ANSWER

Shift your answer from praising the company's culture to solving their specific business problems. Use the actual job posting and real strategic signals to show how your experience directly impacts their current goals. This proves you are already thinking like an employee on day one.

Sitting across from a hiring manager, the question of why you want to work here often triggers a panic response where you end up reciting their own website back to them. I know that hollow feeling. This guide gives you a concrete method to turn raw company research into a strategic answer that makes them nod in agreement.

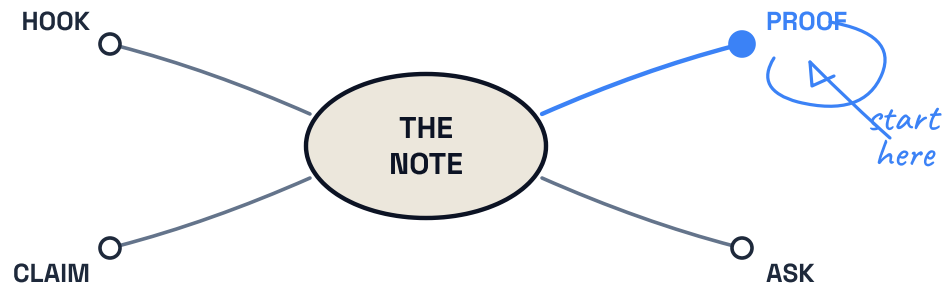


FIG. 02 One central idea with four short branches, an at a glance map of how a sheet is built. The proof branch is the one to start from.

§ 01

Why does my current answer feel so generic?

Generic answers feel weak because you are reciting public marketing copy instead of talking about their actual business struggles. Hiring managers hear the same praise about their culture and growth twenty times a day, which makes you sound like every other desperate candidate on the market.

Stop telling them how great they are. They already know they are great, or at least they want to think so. Instead, talk about their friction.

For example, an account executive applying to a SaaS company shouldn't praise their award-winning software. Talk about how their expansion into enterprise accounts requires a specific type of multi-stakeholder consensus building that you have spent three years mastering.

§ 02

How do I find the real problems they are facing?

Find their real problems by analyzing the specific requirements and responsibilities listed in the job posting. Every bullet point in a job description is a confession of pain, representing a task that is currently undone or a goal that is currently being missed.

Read between the lines. If a posting for a customer success manager emphasizes reducing churn in mid-market accounts, that is your cue. They do not just need a friendly face. They have a leaky bucket.

I recommend building a Baldwin Blueprint to map these pain points out. When you walk in with an Account Map and Strategic Signals built from their posting, you show you did the actual work before the meeting even started.

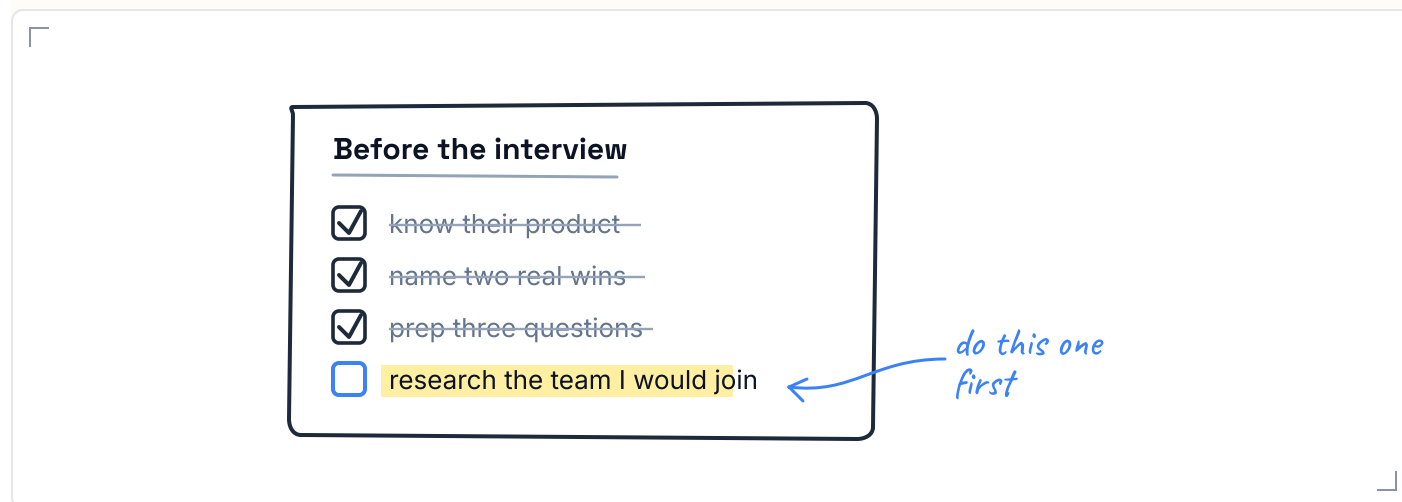


FIG. 03 My real prep note has three things done and one still open, with the company research highlighted, because it is the item that actually changes the conversation.

Build this for your role.

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

Start free

§ 03

What if I really just want the job for the paycheck?

Admit to yourself that wanting a paycheck is normal, but realize that the hiring manager only cares about what you can do for them. You do not need to pretend this is your lifelong dream, but you must find a genuine business problem you actually enjoy solving.

I will be honest with you. Nobody believes this is your absolute dream destination. That is fine.

The trick is to connect your professional pride to their specific challenge. If you love the thrill of turning around cold accounts, and their posting shows they are struggling with outbound sales, that is your connection. It is professional alignment, not emotional devotion.

§ 04

How do I structure my response in the room?

Structure your answer by connecting a specific company challenge to a proven success from your past, ending with a clear vision of your first ninety days. This three-part framework moves the conversation from passive admiration to active, collaborative problem-solving from your very first sentence.

Start with their challenge. Name it clearly. Then, share a brief story of how you solved a similar issue elsewhere.

Finally, reference your 30/60/90 day plan. Tell them how you expect to apply that exact experience to their pipeline. This approach changes you from a hopeful applicant to an active strategist.

WORKED EXAMPLE • STAR ANSWER

BEFORE

I want to work here because your company has an amazing culture, you are growing so fast, and I really want to use my sales skills to help you succeed.

AFTER

I want to join because your posting highlights a push into mid-market manufacturing, which is where I spent the last two years. At my last role, I built our manufacturing playbook from scratch, and I want to bring that specific framework to your team to shorten your sales cycle.

What most people do	What actually works
Reciting the About Us page	Targeting the specific pain in the job posting
Praising the company culture	Connecting your skills to their revenue goals
Focusing on what the job does for you	Focusing on what you do for the business

The takeaways

- 01 Stop flattering the company and start solving their business problems.
- 02 Use the job description as a map of their pain.
- 03 Bring a physical blueprint to guide the interview conversation.
- 04 Connect your past wins directly to their future goals.

Questions people ask

Isn't a strategic blueprint just a fancy cover letter that they won't read?

No, because a cover letter is about your past, while a Blueprint is about their future. It is a physical, 12-page document containing an Account Map and a 30/60/90 day plan. You do not mail it; you walk into the room and hand it to them.

What if I cannot find any public information on their business problems?

Look directly at the job posting itself. Companies only hire when they have pain, and the job description is the blueprint of that pain. If they ask for outbound experience, their inbound pipeline is likely struggling. Read the clues.

Should I mention their competitors during my answer?

Yes, if you do it strategically. Mentioning how a competitor is winning a specific segment shows you understand the broader market. Frame your answer around how you can help this company capture that specific market share back.

SOURCES

- Harvard Business Review: How to Answer Why Do You Want to Work Here
- Indeed Career Guide

BUILD SHEET

This is the plan a Blueprint drafts for your exact role.

Paste in a real job posting and your resume. Get a tailored 12 page Blueprint in minutes.
Your first draft is free.

Start your free Blueprint

Free, no card. No account needed to draft.

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

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The Company Research Desk by Chris Baldwin, founder of Baldwin Blueprint. About · All chapters · The tool