CONSTRUCTION people

The 'Why Us' Interview Question - Checklist

Even if you're technically strong and have plenty of project experience, how you connect that experience to the company and the interviewer's priorities can make all the difference. Use this checklist to prepare and cover your bases before your next interview.

🎯 Research beyond the website

- Spend time understanding what makes the company different - not just their projects, but their structure, focus, and approach.
- Check whether they're a builder-developer, design-and-construct builder, or client-side consultancy, and note what that means for how they operate.
- Read recent project news, awards, or community initiatives that might reveal their values or direction.
- Identify one or two aspects that genuinely resonate with you (eg. live environments, sustainability, design-led delivery, client relationships).
- Ask people you know what they know about the company eg. friends, subbies or consultants who work for them etc

🎯 Know why 'them' - Not just the role

- Be clear on why you're drawn to that specific business.
- Prepare a short explanation that connects your skills and career goals to their type of projects or delivery model.
- Avoid generic answers - focus on what you admire about how they build, lead, or develop projects.

🎯 Anticipate what they'll be listening for

Consider who's interviewing you. Adjust your examples slightly depending on who's in the room.

- Director → likely focused on client relationships, commercial awareness, and big-picture delivery.
- Construction Manager → listening for leadership, site coordination, and problem-solving.
- Commercial Manager → tuned into cost control, forecasting, and risk management.

🎯 Cover multiple angles in your answers

- When answering, touch on at least three perspectives:

  Technical. What you did or managed.
  Delivery. How it impacted the project.
  Personal. What you learned or enjoyed.

- Don't assume the interviewer will 'fill in the gaps' - spell out the value you added.
- Practice a few short paragraphs that show well-rounded capability (like the CA and PM examples in the article).

🎯 Show enthusiasm and fit

- Let your tone and examples reflect genuine interest - people notice when you've put effort into understanding their business.
- Use specific language that connects your experience to their projects or challenges.
- If it's a builder-developer, show awareness of both development and construction perspectives.
- If it's a consultancy, highlight client-side coordination and communication skills.

🎯 Prepare for common context questions

- 'What do you know about us?' - Focus on what sets them apart and why that appeals to you.
- 'Tell me about a recent project' - Include multiple angles (technical, delivery, personal).
- 'Why do you want to work here?' - Link to their approach, not just the role description.
- 'What did you enjoy most about that project?' - Use this to show self-awareness, motivation, and fit.

🎯 Check the basics beforehand

- Know who you're meeting and their roles.
- Revisit your own project examples so they're easy to discuss fluidly.
- Have a few specific questions prepared that show curiosity about their operations or pipeline.
- Remember - Strong preparation = relaxed delivery.

For in-depth details click here