



- ✓ **Exit Statement**
- ✓ **Why Are You Looking Now?**
- ✓ **Why This Role? Why This Company?**

Purpose

To set the stage correctly in a way that best supports you – by clearly and confidently explain your transition and positioning without oversharing or creating doubt.

1. Your Exit Statement Should Be Simple and Neutral

Your goal is clarity, not narrative depth.

Good structures:

- “My role was impacted due to a restructuring.”
- “My organization went through a strategic realignment.”
- “I completed a strong run in the role and decided to transition.”

Avoid:

- Long explanations
- Emotional framing
- Over-justification

2. “Why are you looking now?”

Focus on forward momentum.

Strong answer structure:

- What you’ve accomplished
- What you’re looking to do next
- Why now is the right timing

Example:

“I’ve built and led X over the past several years, **and now I’m focused on** roles where I can apply that experience in a broader leadership capacity.”

3. “Why this role / why this company?”

This is about alignment, not flattery.

Structure:

- What specifically attracts you
- How your experience maps
- Why this is the right next step

Avoid generic praise. Be specific and intentional.

4. Key Rule

Never sound reactive. **Always sound directional.**