

How You Can Help. Participate in a brief interview to help the FINE team further understand any nuances, goals, external factors, etc. that play into the current (and future) positioning of the brand.

Interview Preparation Guide

You're not expected to be overly prepared for these interviews, but if you would like to carve out time to think about it in advance, below are some ways to get in the right mindset.

EXPLORE SOME WEBSITES

Visit your own website and get familiar with the content. Visit some sites of other firms. Think about what kinds of content and/or features you would like to see on the next version of the website.

CONSIDER THE FIRM'S CORE ESSENCE

What are the 3-5 things that truly define the core of your firm's essence. What are the root characteristics, capabilities or attributes that you consider to be at the root of the firm's DNA.

POINTS OF DIFFERENTIATION

What does the firm do better than the competition? What does the firm offer that others don't?

WHAT'S NEW?

Most firms evolve over time, faster than their websites can evolve, and that leads to a perception gap in the marketplace. What are the 3-5 things that you want your new website to communicate that might not be well communicated in the current website?

FIRM CULTURE

Think about what makes daily life at the firm special and distinctive. Take some notes about the things you feel are worth elevating for consideration as we think about crafting a new website:

- What would be nice for potential employees/staff to see?
- What would be nice for management teams / CEOs to see?
- Bankers? Others?