

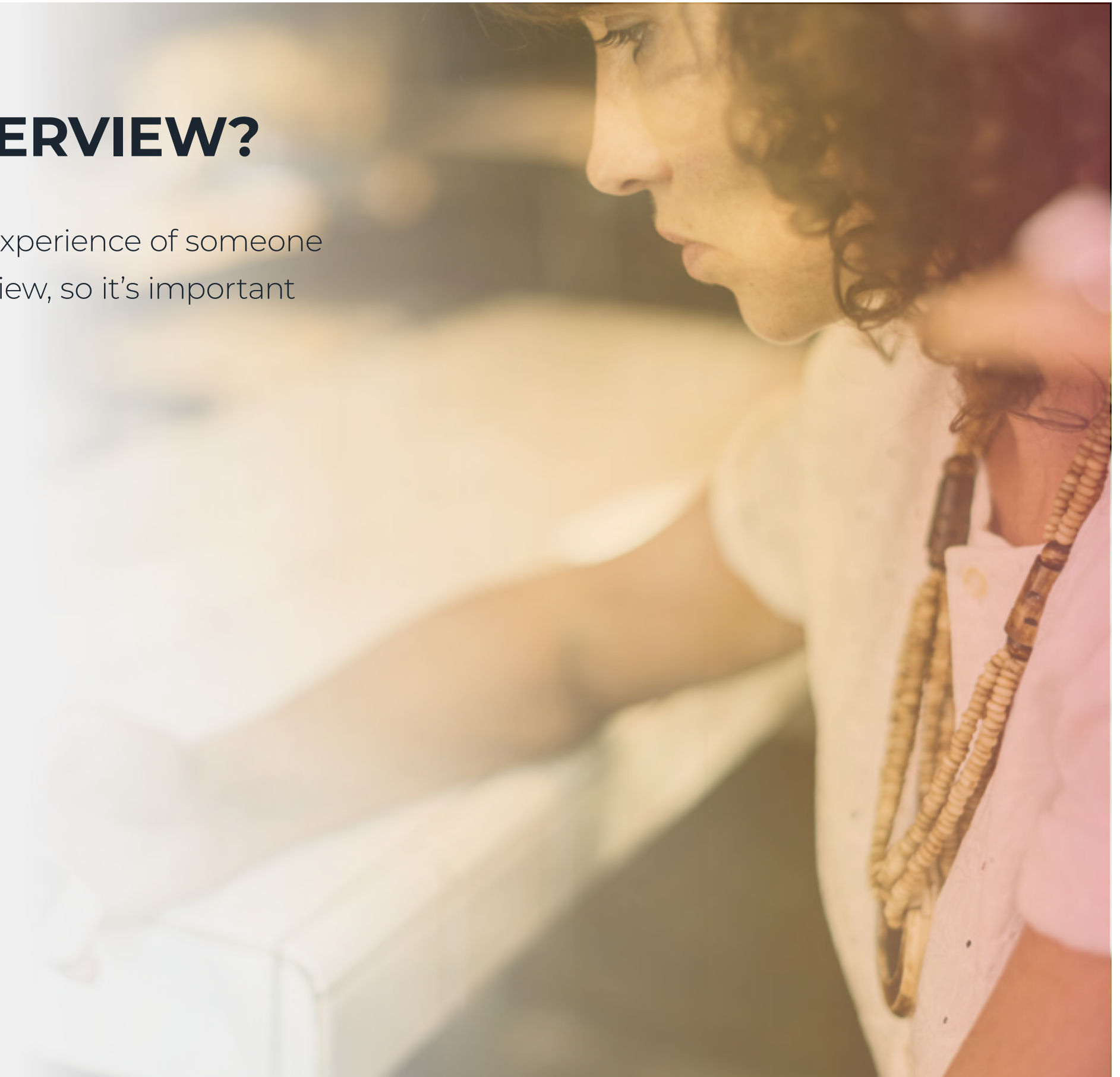
ESSENTIAL CAREER RESOURCE

INFORMATIONAL INTERVIEW **FACT SHEET**

INTRODUCTION

WHAT IS AN INFORMATIONAL INTERVIEW?

An informational interview is a meeting to learn about the real-life experience of someone working in a field or company that interests you. It's not a job interview, so it's important to keep focused on getting information, not a job offer.



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HOW DO YOU SET UP INFORMATIONAL INTERVIEWS?

You can conduct informational interviews with people you already know (in-network), and people you haven't met yet (out-of-network).

IN-NETWORK

1. **Make a list of people in your network that might have contacts in a field, company or job that interests you. Places to look:**
 - a. Who do you know in your target industry / job function / role?
 - b. Who are some people you admire?
 - c. Do you have any mentors (current or former)?
 - d. Which professors do you like or connect with? Who do they know?
 - e. Any classmates, alumni or friends with interesting experiences?
 - f. Who are the “connectors” or “social butterflies” that tend to know everyone?
2. **Send an informal email explaining that you're starting informational interviews and you'd love to chat with them.**
 - a. Be prepared to share “what you're looking for” – what kind of industry, job, company, etc.

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In-Network

New Message

To camila@gmail.com

Cc Bcc

Subject

Dear Camila,

Long time no speak! How are you? I'm writing because I'm interested in getting into the consulting field, and I'd love to hear about your experience with Accenture. Would you be willing to spend 20 minutes on the phone/ Zoom with me? I know you're busy, so any time would be appreciated.

Thanks so much,
Victor

Send



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Out-of-Network

OUT-OF-NETWORK

1. Ask people in your network for contacts in a field, company or job that interests you.
 - a. Ask your mutual friend to do an email introduction
 - b. Draft the email introduction for them, so they can copy and paste (sample emails below)
2. Find people on LinkedIn
 - a. If there are companies you like, search for them on LinkedIn to see if you have any mutual contacts there

RESOURCE



Out-of-Network

EXAMPLE - MUTUAL CONNECTION

New Message

To david@gmail.com

Cc Bcc

Subject

Hey David,

How are you? I'm writing because I'm interested in applying for a job at Google, and I saw on LinkedIn that you're connected to Gina Googler, VP of Operations. Do you know her well enough to do an email introduction? If so, here is some text you can copy/paste. If not, no problem. Hang soon?

Thanks,
Your name

Send



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Out-of-Network

EXAMPLE - NEW CONNECTION

New Message

To david@gmail.com

Cc Bcc

Subject

Dear Mr. Smith

Thanks for connecting on LinkedIn! I'm just starting my career in public service, and I'd love to hear more about your experience with Sample NGO. Would you have 20 minutes to chat (in person or via phone) in the next few weeks? Here's my availability...

Send



RESOURCE



Do your Research

HOW DO YOU PREPARE?

DO YOUR RESEARCH



1. Research the company

- Read through the company website. Make sure you're familiar with the mission, values, and services
- Browse the career site to see what types of positions are open, and what they're looking for in a candidate
- Follow the company on social media (LinkedIn, Facebook, Twitter, Instagram) so that you're up to date on the latest news and information



2. Research the person

- Google the individual or look them up on LinkedIn
- Try to find some common ground, or something specific to ask them about

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Do your Research

HOW DO YOU PREPARE?

DO YOUR RESEARCH



3. Prepare some questions to ask, such as:

- Can you tell me about your story and how you got here?
- What does your day-to-day look like?
- What do you like most? Least?
- If you could do it all over again, is there anything you'd do differently?
- Any advice for me if I'm interested in pursuing...
- I'm interested in XYZ, is there anyone else you think I should talk to?
- What skills do you wish recent graduates had more of?
- Are there any industry-related resources I should know about? Blogs, list-serves, communities, etc.



4. Think about how to present yourself

- Dress is generally business casual
- Practice your introduction

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Plan your Logistics

HOW DO YOU PREPARE?

PLAN YOUR LOGISTICS



5. **If in-person - Map your route – plan to arrive 15 minutes early**

- Bring copies of your résumé/CV



6. **If via video:**

- Make sure to maximize your Wi-Fi – close out other programmes, turn off Wi-Fi on other devices, restart your computer
- Test your audio and video
- Consider your background
- Use a headset to minimize background noise
- If other people will be around, give them a heads up that you are not to be interrupted

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WHAT DO YOU TALK ABOUT DURING THE INTERVIEW?

1. Start with a firm handshake and a big smile (or just a big smile if on video)
2. Be friendly, professional, and warm
3. Introduce yourself using the Past, Present, Passion framework
 - a. Past: Name and where you're from
 - b. Present: What you're studying/area of expertise/what you're doing right now
 - c. Passion: What you're excited about – tailor it to the person you're talking to
4. Launch into your first question (e.g. "can you tell me a little about your role?")
5. Listen actively
6. Ask thoughtful follow-up questions
7. Show enthusiasm and appreciation for what they're saying
8. Close by:
 - a. Thanking them profusely for their time, insight and advice
 - b. Asking if there's anything you can do for them
 - c. Reiterating any follow-up items



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HOW SHOULD YOU FOLLOW-UP?

1. Send a thank you email 1-2 days after
 - a. Get specific about what you appreciated and/or what was helpful to you
2. If possible, share something that might be useful to them (article, etc.)
3. Identify/reiterate next steps, if any
4. Connect on LinkedIn or maybe social media

