

# WE ARE CAREER SERVICES

# INFORMATIONAL INTERVIEW

www.careers.humber.ca

**Informational Interview Defined:**  
 An interview conducted to collect information about a job, career field, industry or company. An informational interview is not a job interview. Talking with someone already in a particular career can give you a better sense of what to expect when you enter the field.  
 jobsearch.about.com

## Contact

It is best to contact someone 2 levels higher than your role as they have a say in hiring  
 E.g. Marketing Manager, IT Manager



## Introduce

when you call/email, explain who you are and why you are calling. Mention that you will require only 15 – 20 minutes for the interview



## Prepare

a script in point form of what you will say to the person.



**NEW**  
 Dear [first name],  
 My name is [your name], and I'm a student studying [your program]. I'm reaching out because I would love to learn more about [two or three things you'd like to learn from the person].  
 I'm sure you're busy, so even 20 minutes would be appreciated.



## Schedule

the appointment and obtain specific details of where to meet and when

## Research

the company and prepare a list of questions to ask



**tip**  
 We recommend e-mailing the questions to them ahead of time so that they can prepare



## Confirm

your appointment the day before by e-mail



**Attire**  
 dress professionally (conservatively)



## Gather

your materials for the interview. This could include a folder with your questions, resume, portfolio, business cards, pad of paper, and pen



**tip**  
 Send a thank you email and also request to connect with them on LinkedIn with 24 hours

## The Interview

NORTH CAMPUS  
 Academic & Career Success Centre,  
 Learning Resource Commons, First Floor  
 416-675-6622 ext. 5030  
 careers.humber.ca

LAKESHORE CAMPUS  
 Academic & Career Success Centre,  
 Student Welcome & Resource Centre, First Floor  
 416-675-6622 ext. 5028  
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**What if they say no?**  
Don't be discouraged! Ask them to recommend someone else to connect with or ask for a more convenient time.

## Tools to help you find professionals:

**LinkedIn** – LinkedIn has many features that connect you to professionals such as the “Get Introduced” feature, Alumni searches on University Pages, or a simple e-mail introduction. *Take a look at our LinkedIn handout!*



**tenthousandcoffees.com** – This online platform lets you connect with a large number of established professionals over the phone, Skype, or a cup of coffee.



**Referrals** – Know someone who knows someone? Kindly ask for the person's contact information and permission to contact them for an information interview. Don't be afraid to ask for help!

## Suggested Questions for your Informational Interview:

### Personal Experience:

How did you get into this field? Why did you choose it?

If you could do it all over again, would you choose the same career? Why?

Tell me about the positive and negative aspects of this career...

What preparation would you suggest for someone entering the field?

### Industry Related:

What is the salary range for various levels in this field?

What other career areas are related to your work?

What are anticipated trends for this industry over the next few years?

How do you stay current with industry trends?

### Career Advice:

Is there advice you might give someone who is starting in this field?

What personal attributes do you think are essential to success?

Would you critique my resume and give me suggestions for improvement?

What are some of the problems, issues, barriers I may encounter in trying to reach my goals?

Visit [careers.humber.ca](http://careers.humber.ca) to find more information under *Career Resources*.

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