



INFORMATIONAL INTERVIEWS

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INTERVIEW PREPARATION RESOURCE

WHAT IS AN INFORMATIONAL INTERVIEW?

An informational interview is conducted to collect information about a job, career field, industry or company. It is not a job interview, though it is an opportunity for an individual to learn more about the job. Talking with someone already in a particular career can give you a better sense of what to expect when you enter the field.

Contact



It is best to contact someone 2 levels higher than your role, as they have a say in hiring. See our Finding Connections resource to learn how to get introduced!

Prepare



Prepare a script in point form of what you will say to the person. See our Elevator Pitch resource for tips on crafting a compelling story!

Introduce



When you call, email, or message on LinkedIn, explain who you are and why you are reaching out. Mention that you will only require 15-20 minutes for the interview.

Schedule



Schedule the appointment at their convenience (remember, they are providing the favour, so it would show you appreciate their time by asking when they are available) and obtain specific details of where to meet and when.

Research



Research the company and prepare a list of questions to ask.

Confirm



Confirm your appointment the day before by contacting them through your initial communication.



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Attire

Dress professionally, as if you were going to an interview.



Gather

Bring materials for the interview which could include a notebook, pen, resume, and portfolio.

SUGGESTED QUESTIONS

Whenever you conduct an informational interview, remember that the goal is not to receive a job offer. The best outcome from an informational interview is the facilitation of a professional relationship. The questions you ask should come from an intention to learn and connect.

PERSONAL EXPERIENCE

- How did you get into this field? Why did you choose it?
- Tell me about the positive and negative aspects of this career...
- What preparation would you suggest for someone entering the field?
- Tell me about your experience working on this project...

INDUSTRY RELATED

- What are the opportunities for growth from an entry-level position?
- 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 any 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, or barriers I may encounter in trying to reach my goals?



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TOOLS TO FINDING PROFESSIONALS

LinkedIn

LinkedIn has many features that connect you to professionals such as the “Get Introduced” feature. Take a look at our Finding Connections resource for more details.

Ten Thousand Coffees - humber.tenthousandcoffees.com/signin

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 informational interview.