

Informational Interview

An informational Interview is a networking technique to expand your professional connections while providing you with further insight on your chosen field and deepen your understanding on the skills and possible strategies to achieve your career goal. Informational interviewing is also a great way to build rapport with new and existing connections.

Why are Informational Interview Important?

- Connect and network with people in your chosen field
- Build rapport which may open new professional opportunities
- Confirm and/or clarify career path and career interests
- Gain valuable “insider” information about your field and/or desired position
- Information gained can assist you with developing a career plan to achieve your career goal

Who to Interview?

- Select an expert in the field that you are pursuing
- Select an individual who holds the position you desire to obtain
- Ideally, select someone who you know, have met, or have a mutual connection with

How to find them?

- Personal/Professional/Academic Network
- LinkedIn
- Mutual Connection
- Company Directory

List three people you would like to interview:

Name, Email, Title, Organization, Relation/Mutual Connection

Name, Email, Title, Organization, Relation/Mutual Connection

Name, Email, Title, Organization, Relation/Mutual Connection

Requesting an Informational Interview

(Sample Email)

Dear Mrs. Mendoza,

I recently spoke with Dr. Williams, assistant professor at California State University San Bernardino, who suggested that I contact you. I am a sophomore at California State University San Bernardino majoring in communication with a specialization in public relations. I am interested in learning more about the field of public relations. If interested and available, I would love to schedule a time to meet with you to discuss your current role, career trajectory and any advice that you may have as I begin my career.

Thank you,
Caity Coyote

During an Informational Interview

(Example Questions, Note: 13 Questions = 30 minutes)

1. What experience led you to your current position in the organization?
2. What does a typical day (or week) look like for your role?
3. What responsibilities does your job entail?
4. What prior experiences are essential to break into the field?
5. What are the most important skills needed to succeed in this field?
6. What do you like most and least about your position or working in this industry?
7. If you could start all over again, would you change your career path in any way? What would you change it to?
8. What is something that you wished you would've known coming into this field?
9. What are the various jobs in this field or organization?
10. How do you stay up to date on trends in the industry?
11. What do you see as the major problems for those working in this field today?
12. What kind of job hunting strategies would you suggest?
13. What advice do you have to recent college graduates?

List three questions you want to ask your interviewee:

(Remember: Make the interview experience about them!)

1. _____
2. _____
3. _____

After an Informational Interview

(Sample of Follow-Up Email)

Dear Mrs. Mendoza,

I appreciate you taking the time to speak with me today. I truly valued our conversation as it clarified my career path. Thank you for sharing your experience and providing helpful resources. I will regularly check the websites you suggested for job leads, and have already contacted the ABC professional association regarding membership. I will reach out to you in the near future to update you about my progress. Thank you for your time and guidance.

Sincerely,
Caity Coyote