



INFORMATIONAL INTERVIEWING

What is an informational interview?

An informational interview is a chance to interview an employer about their job, company, and industry. You can obtain valuable information about a type of career through an informational interview. Below are some guidelines for conducting an informational interview.

Why should I conduct an informational interview?

- To help you make informed choices about where you want to work and what kind of job you want.
- To get “inside information” about workplaces and companies.
- To create a network of contacts.
- To make a favorable impression with someone who may be able to offer you a job or a job lead at some point in the future.
- To build your confidence for your job interviews by practicing asking questions and providing information about yourself. You can't be rejected after an informational interview!

How do I find people to interview?

Anyone can be part of your network. Here are some people you might consider asking for career- related information:

- Friends, family, neighbors and acquaintances
- Professors, advisors, classmates (current and previous)
- Current and previous employers and co-workers
- People whose careers interest you or that you are curious about – you might read or hear about them in the media or through social media
- UL Lafayette's school page on LinkedIn
- People employed at organizations where you think you might like to do an internship, co-op, or work
- People to whom you have been referred by your contacts

How do I set up an informational interview?

You can set up your interview by phone, email or through LinkedIn. If someone refers you, be sure to mention his or her name. Here are some things to include in your request:

- Indicate that you are a UL Lafayette student interested in learning about his/her career. Include what you are studying and when you are planning to graduate.
- Ask if you can interview him/her for information to learn more about his/her career field. Indicate that you will only take 15 to 30 minutes.
- If you are invited to her/his workplace, accept graciously; you will learn more about the work environment.
- For some very busy professionals a telephone or email interview may be all the time she/he can give you. Accept this alternative graciously as well.
- I'm really interested in the work that you do.
- When would it be convenient for us to schedule a phone or in-person meeting?

What questions should I ask?

1. What do you do in a typical day or week?
2. What skills are the most important for this field? How did you acquire them?
3. What types of interaction do you have with other people?
4. How did you get started in this job? What has been your career path?
5. What experience, education, training, skills prepared you for your current position?
6. What do you like about your work? What do you dislike about your work?
7. What skills are the most important for this field? How did you acquire them?
8. What has been the most helpful to you in reaching your present position?
9. What trends do you see in this industry?
10. What professional associations are related to your industry?
11. What kinds of opportunities do you think this field offers new professionals?
12. What advice would you give me if I were interested in this field/ industry/type of job? What classes should I take? What experiences should I get?

Informational Interview Guidelines

- Bring your list of questions – consider 8-10 questions.
- Try to hold your informational interview in person rather than on the phone, if possible. You'll get a better understanding of what the company is like: how people interact, how they dress, what kinds of facilities are available for employees.
- Take notes during the interview – you are doing research. Write down key words to help you remember the conversation.
- Keep track of time. After 20 minutes, thank the person for spending time to meet with you. If the other person wants to continue beyond 20 minutes, you may.
- If your interview is in person, bring your résumé with you. The person might offer to critique it, or you can ask if they would be willing to do so. If your informational interview is via phone, you can ask the person if she/he is willing to critique it.
- Make sure you have accurate information for your records and follow-up: the person's name, job title, department, email and phone number; and the company name, address and website.
- Send a thank-you note within 24 hours. Remember to include your name, address, phone number and email in the note. Proofread your note carefully for typos and professionalism.

Pointers

- Relax and enjoy yourself.
- Be prepared with your documents. If the interview is via phone, make sure you are in a quiet place, free of distraction, where you can concentrate on the conversation.
- If the interview is in person, be well groomed and neatly dressed. Professional dress is appropriate – first impressions count!
- If the interview is at a company site, look around and notice your surroundings. Notice what you like and don't like about what you see and be sure to put these observations in your notes.
- Be aware that informational interviews can turn into employment interviews. Be prepared to talk about your background, educational knowledge, skills, experience and enthusiasm for the field.