



The Washington Center

Informational Interviews

Welcome & Agenda

- Workshop Guidelines
- Why Did You Come to this session
- About the Facilitator
- What is an Informational Interview
- 7-step process of Informational Interviewing
- Wrap Up
- Q & A



Meet Today's Presenter



B. Nathan
Career Advisor
Academic Internship Programs

Guidelines

- Keep your microphone muted when not speaking
- The chat feature is also available shall you feel more comfortable putting your questions in the chat feature
- Keep your video on. If you have to remove yourself, then turn your video off.
- Remind us of your name/institution/ internship when you share



To begin

Use the chat feature to share the following:

Your name, institution, current location, internship and why you chose to attend today's workshop.



About the Facilitator





What is an Informational Interview

Informational Interviews Are

Informal
Conversations

Not JOB
INTERVIEWS

Research tool to gather
insight into people's
journeys; specifically
their career journey.

Typically you interview
people who you have
an interest in wanting to
more about; therefore
do research ahead of
time.

Why Conduct Informational Interviews

- Firsthand information into the realities of working in a specific career or position in an industry.
- Expand your network to include new contacts of folks who know you and your interests. These networks could lead to future job leads.
- Learn about career paths you didn't know existed.
- Get advice on what employers in this industry want to see on your resume, want to hear in an interview and other specific tips related to the industry.



When Looking to Conduct Informational Interviews

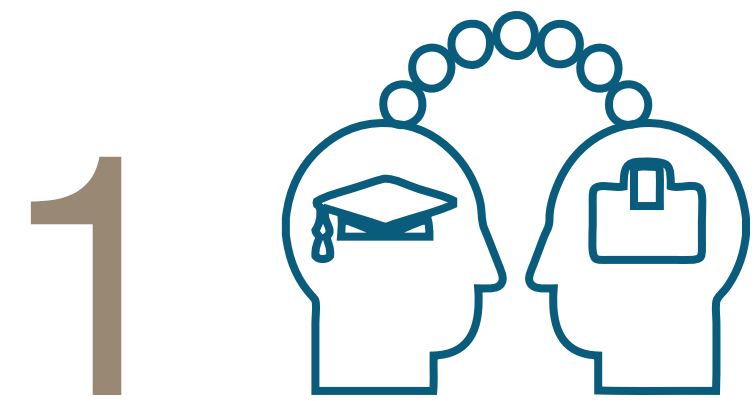
- Choose people in your network, people who work for companies you respect or want to know more about. Look for a diversity in perspective, identities, and positions within the organization.
- Making connections: Connect with someone you and your internship supervisor might know; you and your TWC faculty member might know, or school alumni might know.



A woman with long dark hair, wearing a white blouse, is smiling and looking towards a man whose back is to the camera. They are sitting at a wooden table in what appears to be an office or library setting. A teal semi-transparent box is overlaid on the right side of the image, containing the title text.

7-step process of Informational Interviewing

The Informational Interview Process



Decide what you want to explore

- Make a list of companies, jobs, or industries you are interested in. Research these beforehand. Try to be specific if possible (forensic psychology, tax accounting, data analytics for advertisement).
- Research companies.
- Use industry associations to identify industry trends.

The Informational Interview Process

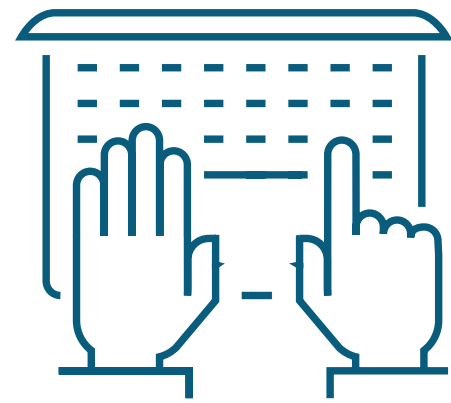


Identify people to reach out to

- Tap into your personal network. Your network includes the following groups: friends, family, co-workers, neighbors, employers, internship supervisors, professors, and fellow students and student interns.
- Use LinkedIn to search for alumni, companies or job titles you have interest in. Find profiles of those who hold those positions.

The Informational Interview Process

3



Conducting
Messages

Reaching out to alumni:

Hi Kelly,

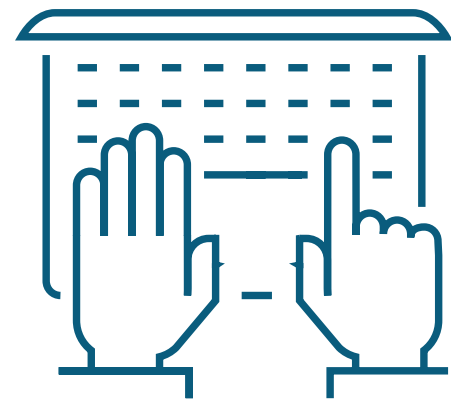
I saw your name on the _____ Alumni page and am really interested in what your journey to Haworth Marketing has looked like. I'm a senior marketing major at Biola and I desire to learn more about what kinds of opportunities are out there. Your career journey looks similar to what I may be interested in and I would love to hear more about it.

Would you be willing to share your experiences over the phone with me?

Thanks!
Katie

The Informational Interview Process

3



Conducting
Messages

Reaching out to a stranger:

Dear Ms. Velasquez,

I noticed your LinkedIn profile and your impressive background in Digital Marketing. I am currently studying Business Administration with an emphasis in Marketing at Biola University.

I would love to learn about your work experiences and any advice on entering into the marketing industry. Would you be open to having a short phone conversation or a video conversation

Thanks!
Kellie

The Informational Interview Process

- Introduce yourself as a college student pursuing a _____ degree who has a specific interest in _____ and would like to hear about their experiences in that field/industry.
- Show some of your personality and excitement in this message! They will be much more inclined to talk to a student who sounds interesting, not bland.
- If using LinkedIn, always send a personalized connection request.
- If **you get a YES**...Schedule a time that works best to connect and confirm method of interview.
- **If you get a NO**... thank them and wish them the best in their career! Consider asking if there is someone else they would recommend you speak with.
- **If you don't hear back**...Don't be afraid to follow up. Often times the professional you are reaching out to may be busy. This doesn't mean they don't want to speak with you.

The Informational Interview Process



Prepare for the conversation

- Create a brief introduction on who you are and your hopes for the conversation.
- Research the company.
- Research the individual.
- Have a list of questions prepared beforehand.

The Informational Interview Process



Showtime

- Respect their time!
- Begin with asking how their day is going and giving your brief intro. This will help get the ball rolling.
- Use the questions you prepared beforehand. However, just because you have these doesn't mean you have to ask all of them. These are simply guidelines — let the conversation flow naturally.
- Be excited about their answers and show clear interest in them and their career!
- You direct the conversation. Don't expect the professional to.

The Informational Interview Process



Follow-up

- Write a thank you email (or handwritten note to go the extra mile) within 1-2 days, showing them how grateful you are for their time and information.
- Stay in touch! LinkedIn is a great tool for this.

The Informational Interview Process



Reflect

- Write out what you learned, new questions you have and next steps to take.
- Ask yourself:
 - Does the person I just talked to use the skills I want to use on a daily basis?
 - Would I enjoy working for that type of company/organization?
 - What aspects of their work sounded energizing for me? What sounded draining?



[Example: Informational Interview](#)



Wrap Up

Wrap Up

On a piece of paper, answer the following questions:

- What is one thing you learned that you didn't already know about informational interviews?
- What are you excited about as it relates to the upcoming informational reports you must conduct this semester?
- What are you nervous about as it relates to the upcoming informational interview reports you must conduct this semester?





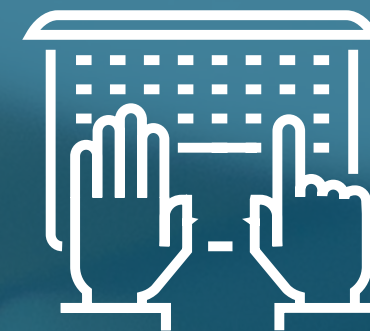
Questions



How to Contact Me



Email
Bethel.Nathan@twc.edu



**Schoology
Message**



Call
202-238-7966