

# Informational Interviewing

One of the best sources for gathering information about what's happening in an occupation or an industry is to talk to people working in the field. This process is called **Informational or Research Interviewing**.

An informational interview is an interview that you initiate — you ask the questions. The intent and purpose is to obtain information, not to get a job.

Some good **reasons to conduct informational interviews** are:

- to explore careers and clarify your career goal
- to discover employment opportunities that are not advertised
- to expand your professional network
- to build confidence for your job interviews
- to access the most up-to-date career information
- to identify your professional strengths and weaknesses



## Helpful information

- Learn as much as you can about the company, salary and benefits. Friends, neighbors, or relatives who work for the company are good sources. The public libraries, internet searches, local Chambers of Commerce, and your local Wisconsin Job Center can also be helpful.
- Learn everything you can about the job duties and ways that your previous training and experience help you qualify you for the job.

### Interviewing publications:

- Hidden Elements of Interviewing
- Questions Questions Questions
- Keys to Successful Interviewing
- Prove It!
- Telephone Tips and Techniques

### Publications available in these topic areas:

- Resumes and Applications
- Job Search
- Job Readiness

Listed below are **six steps to follow to conduct an informational interview**:

### Step 1 —

#### Identify the occupation or industry you wish to learn about

Assess your own interests, abilities, values and skills, and evaluate labor conditions and trends to identify the best fields to research.

### Step 2 —

#### Prepare for the interview

Read all you can about the field prior to the interview. Decide what information you would like to obtain about the occupation/industry. Prepare a list of questions that you would like to have answered.

### Step 3 —

#### Identify people to interview

Start with lists of people you already know — friends, relatives, fellow students, present or former co-workers, supervisors, neighbors, and so on. Professional organizations, internet research, organizational directories, and public speakers are also good resources. You may also call an organization and ask for the name of the person by job title.

## Step 4 — Arrange the interview

Contact the person to set up an interview:

- by telephone
- by a letter followed by a telephone call, or
- by having someone who knows the person make the appointment for you

## Step 5 — Conduct the interview

Dress appropriately, arrive on time, be polite and professional. Refer to your list of prepared questions; stay on track, but allow for spontaneous discussion. Before leaving, ask your contact to suggest names of others who might be helpful to you and ask permission to use your contact's name when contacting these new contacts.

## Step 6 — Follow up

Immediately after the interview, record the information gathered. Be sure to send a thank-you note to your contact within one week of the interview.

Note: Always analyze the information you've gathered. Adjust your job search, resume, and career objective if necessary.

## 20 Questions

Prepare a list of questions for the informational interview to help you learn about the company and the job. Following are some sample questions.

1. On a typical day in this position, what do you do?
2. What training or education is required for this type of work?
3. What personal qualities or abilities are important to being successful on this job?
4. What part of this job do you find most satisfying? Most challenging?
5. How did you get your job?
6. What opportunities for advancement are there in this field?
7. What entry level jobs are best for learning as much as possible?
8. What are the salary ranges for various levels in this field?



9. How might jobs in this field change in the future?
10. Is there a demand for people in this occupation?
11. What special advice would you give a person entering this field?
12. What types of training do companies offer persons entering this field?
13. What are some prerequisites for jobs in this field?
14. Which professional journals and organizations would help me learn more about this field?
15. What do you think of the experience I've had so far in terms of entering this field?
16. From your perspective, what are the problems you see working in this field?
17. If you could do things all over again, would you choose the same path for yourself? Why? What would you change?
18. With the information you have about my education, skills and experience, what other fields or jobs would you suggest I research further before I make a final decision?
19. Tell me about my resume. Do you see any problem areas? How would you suggest I change it?
20. Who do you know that I should talk to next? When I call him/her, may I use your name?



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