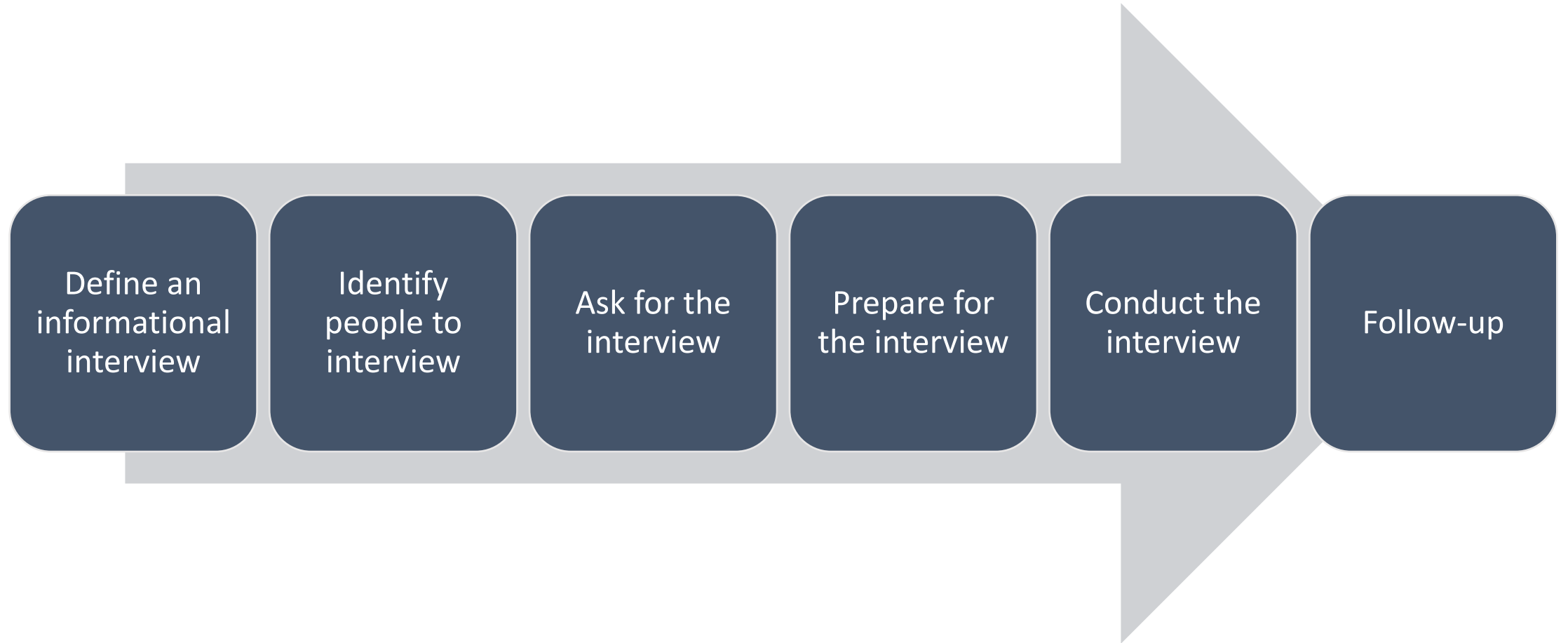




The Art of Informational Interviewing

The **A****R****T** of Informational Interviewing



What is an Informational Interview?

- In-person meeting?
- Zoom or phone call with a stranger?
- Job exploration?
- An informative job interview?
- Occupational research?
- Resume builder?
- Job ask?

Build Your Confidence Today!





Identify People to Interview



Brainstorm a list of people you may want to interview, considering **(HANDOUT page 1)**

- Who do you know?
- Who could direct you to other people?
- What kinds of positions do you want to explore?
- What do you want to learn more about in your organization?
- Who and what are your resources?

Ask for the Interview

Script your “Ask”

- Determine how you will make your contact (in alignment with your personality style)
 - Email
 - Slack
 - MS Teams
 - LinkedIn
 - Other Social Media
 - Through another person
- Script how you will ask for the interview



Prepare for the Interview

Have your **ELEVATOR PITCH** ready

- A brief (30 seconds or less), informative, and compelling story of who you are as a professional that gives a memorable impression of you
- Personal branding – shapes your unique personal and professional fingerprint
- Introduce yourself, give summary of what you do, explain your value proposition, say what you want from them

(Source: Article “Elevate Your Pitch,” TD Magazine, July 2022)

Prepare for the Interview

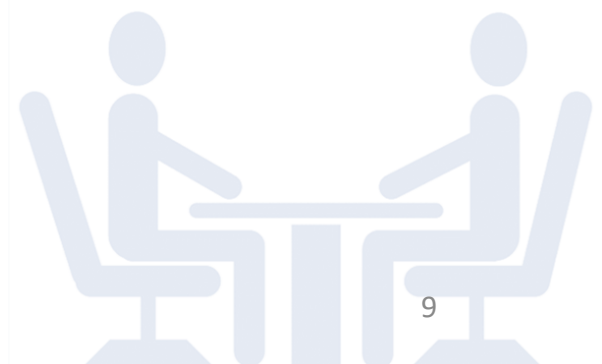
Select and Edit Questions

- Review the list of potential questions (**HANDOUT pages 1 and 2**)
- Choose questions you would like to ask
 - Edit questions to fit your style and your goals
 - Consider creating some custom questions

Conduct the Interview

ACTIVITY: Participate in Mock Interviews in PAIRS

- Work in pairs
- Choose roles
 - Interviewer – ask 3-6 questions; be curious
 - Interviewee – answer questions; be yourself
- Switch roles and repeat



Follow-up

After Informational Interviews

- **Practice Gratitude**
 - Write a thank you (e.g., email, handwritten note)
- **Evaluate (HANDOUT page 2)**
 - Review the checklist, *“Evaluation of the Informational Interview”*
- **Self-Reflect**
 - Write notes about each interview. Include impressions, insights, questions, follow-up activities



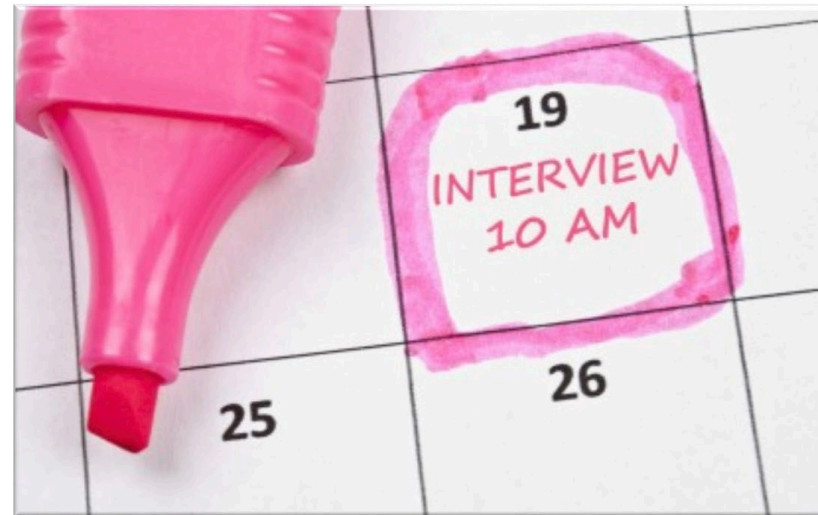
Reflect; Pair and Share

- WHO are you going to ask for an interview?
- HOW are you going to ask for the interview?
- WHAT questions are you going to ask?
- WHAT are you going to tell the interviewer about yourself?
- HOW will you reflect after the interview?
- HOW will you express gratitude to the person you interviewed?



Pair-and-Share

Set Your Informational Interviewing Goal



“I will complete ____ informational interviews by ____, and the names on the top of my list are ____.” (HANDOUT page 2)

What are the **benefits** of Informational Interviewing?



Thank You!



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