



INFORMATIONAL INTERVIEWS

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Make note:



“If you want to go somewhere, it is best to find someone who has already been there.”
-Robert Kiyosaki



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Hmmmm.....



If you could ask someone who has your dream job what would you ask?



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What is an informational interview ?

Your point of view: Talking with people who are currently working in the field to gain a better understanding of an occupation or industry -- and to build a network of contacts in that field.

The professional's point of view: "We're always looking for top talent, and an informational interview is another chance to meet a potential candidate," It provides an opportunity for us to share what we do and learn how the candidate might fit into our organization."

-Holly Paul, PricewaterhouseCoopers national recruiter

Why Should I Conduct Informational Interview?

- ▶ to *explore* ...careers and clarify your career goal
- ▶ 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
- ▶ to *obtain*... critical feedback on your resume/job-search goals

IMPORTANT!

An informational interview is not a job interview! You are not asking for a job. An Informational Interview **can** and **has** lead to an internship or job.



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What are the steps?



- ▶ Identify occupations of interest
- ▶ Identify people in the occupation
- ▶ Prepare for the interview

Clip from Joni Daniels book, "Get Back & Work"

<https://www.youtube.com/watch?v=2zd0vSkzEDI>



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Identify Occupations of Interest:

First and foremost, you have to conduct research about your field, occupations in your field and which occupation that you want to know more about. Use resources below:

- ▶ What Can I Do with a Major In? Identify occupations.
 - ▶ USF Major Possibilities: <http://www.usf.edu/career-services/students/explore-major-possibilities.aspx>
 - ▶ UCSC: <http://sociology.ucsc.edu/undergraduate/advising/Careers%20in%20Sociology.pdf>
 - ▶ UTenn: <http://career.utk.edu/students/choosing-a-majorcareer/explore-majors-and-careers/>



Research the specific occupations

- ▶ Occupational Outlook Handout

- ▶ OOH: <http://www.bls.gov/ooh/>

- ▶ ONET online

- ▶ ONET: <https://www.onetonline.org/>



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Identifying your network:

- ▶ Friends & Friends of Friends
- ▶ Fellow students/Colleagues
- ▶ Coworkers
- ▶ Professors (ex. Professor Mayberry 😊)
- ▶ Student organizations

Professional Associations

- ▶ <http://www.asaecenter.org>
- ▶ LINKED IN:
 - ▶ <https://www.linkedin.com/hp/?dnr=S1tVSW-b0m1mfKnESTl8C2PyMY1mf9ZCpZ4>



Before the interview

- ▶ Conduct *research* on the organization and professional (bio)
- ▶ Develop a list of *questions*
- ▶ Pick out a *business casual* outfit
- ▶ Create and Rehearse an *Elevator Speech* - **YOU'VE GOT TO FIRST KNOW YOURSELF!**
- ▶ Check your *online image*
 - ▶ Google yourself
 - ▶ Review your social media settings and content
- ▶ *Practice* with your friends
- ▶ Have your *resume* ready to go
- ▶ **TAKE NOTES - JOT DOWN KEY WORDS AND PHRASES**

Requesting the informational interview

- ▶ In person-*(preferred)*

- ▶ Use the *Elevator Speech*

- ▶ <http://www.usf.edu/career-services/students/elevator-speeches.aspx>

- ▶ Phone

- ▶ Phone script-write it down

- ▶ Email

- ▶ Business format



Dear _____:

I obtained your name from the University of South Florida Career Services Office. I'm a student at the University of South Florida obtaining a degree in _____. I am currently in the process of defining my career goals and attempting to learn more about my areas of interest, specifically _____ and _____. I thought you would be a great resource for information about this field, and was hoping you might be available for a short informational interview (either in person or over the phone) sometime during the next few weeks. Please let me know by return email or, if you prefer, by calling me at (xxx) xxx-xxxx. Thank you for considering this request! I look forward to hearing from you.

Thank you for your time and consideration.

Sincerely,
name

-UMASS Career Services



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Research organization and professional (Remember it's interesting)

- ▶ Know their organization
 - ▶ Org website: Mission, Vision, Values (About Us)
 - ▶ Glassdoor <http://www.glassdoor.com/index.htm>
 - ▶ Linked In
- ▶ Know the person's position in the organization and job description
- ▶ What are they up to in the industry (ie. something notable they have contributed to the industry)
- ▶ What are the industry trends?
 - ▶ Ex: Sociological Research online:
<http://www.socresonline.org.uk/20/1/contents.html>

What Do I ask? Good Question

- ▶ How did you get started in this field, and what do you think has made you successful throughout your career? (This gets the other person talking about himself/herself and can provide you insights about how you can get started and achieve success of your own.)
- ▶ *What are some ways that other people you know have gotten started in this field?* (This will help you learn how most people get their start in the industry.)
- ▶ What are the pros and cons of working in this field? (This cuts right to the chase about the good, the bad, and the ugly about an industry.)



And then...

- ▶ What traits, skills, or experiences do employers in your field look for in candidates? (This will help you understand how you can enhance your candidacy and how you should position yourself to employers.)
- ▶ If you were me, what would you do to try to break into this field now? (This will get the other person to tell you what you should be doing to find a job in the field at this time.)

And then....

- ▶ What publications, professional associations, or events should I check out for additional information on this field? (This will direct you to other valuable resources about breaking into a field.)
- ▶ Do you know anyone else I can speak to for advice about breaking into this field? (This builds your network even further and may lead to additional insights.)
- ▶ Can you take a quick glance at my resume and give me your feedback? (This is a subtle way of reminding the other person that you want to find a job in the field, and this may also give you some ideas on how to improve your resume.)



Winding it up...

- ▶ If I have additional questions in the future, can I reach out to you again? (This keeps the door open for future advice.)
- ▶ Is there anything I can do to help you? (Always look for ways to return the favor when someone helps you by offering their time and advice.)

THANK YOU AND THANK YOU

DON'T forget

- ▶ Thank them for their *time*
- ▶ Shake Hands
- ▶ Get their **business card** and ask if you can *request* them on **LINKED IN**

Thank you and Follow up! It's a must!

- ▶ Written by hand or send email (**EDIT!**)
- ▶ Within **24 hours** while you are *fresh in their minds* (same as a job interview)
- ▶ **Recommended:** Send an article or information you learned along with the email
- ▶ *Keep in their periphery! Be **intentional** about periodical follow ups*





Remember....you've got this!

- ▶ Relax & Breathe
- ▶ You get to **ask** the questions, with this interview you are in the **driver's seat**
- ▶ You share a common **passion**
- ▶ Be **yourself!**

What Career Services Offers

Career Counseling

- Self-assessments - easy, informative and can help you narrow down your interests!
- Career/Occupational Exploration
- Relating a career decision to a college major

Job Search Coaching

- Resume Writing
- Cover Letters
- Interview Skills
- Networking Skills
- Job Search Strategies
- Professional Etiquette Dinner

How Career Services Can Help!



Connecting to Employers

- Employ-A-Bull
 - Job Lines (part-time, internships, full-time)
 - Resume Referral
 - On-Campus Interviews (information sessions)
 - Cooperative Education
- Career Fairs
 - Part-Time/Internship - April 1st!
 - Full-Time

Career Services Resources



Career Express Hours:

Monday -Thursday 9:30am-4:30pm

No appointment necessary! Located in SVC 2088

Job Shop Hours:

Monday - Thursday 5-8pm

Located in the library next to Starbucks!



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Career Services



Visit us!

SVC 2088 or call 813-974-2171
to make an appointment

Monday - Friday

8am - 5pm

www.usf.edu/career-services/



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