

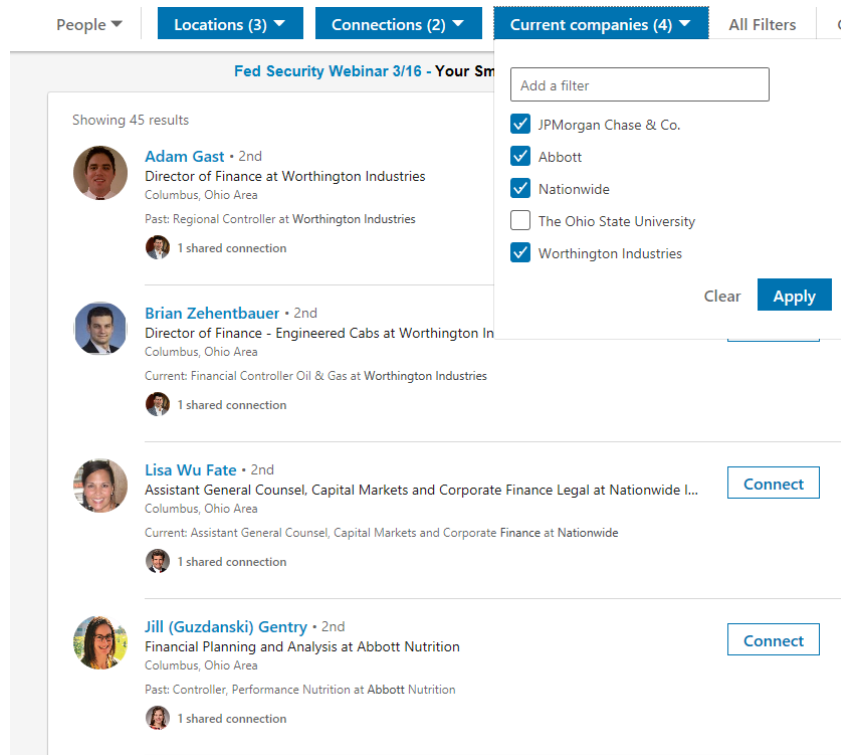


## How to Conduct an Informational Interview

- 1) Lessons/Topics Covered: Gain understanding of an Informational Interview and its benefits.
- 2) Mentee Objective covered:
  - a) Assist mentee in preparation for a potential Informational Interview (you interview the person/company).
- 3) Goals/Objectives of this Lesson:
  - a) Understand that Informational Interviews are appropriate for all ages and career types.
  - b) Knowledge of how to direct the Informational Interview: ask questions and keep the focus of the conversation about your **career exploration and interests**.
  - c) Learn how to gather insightful career recommendations and job search advice.
- 4) Sources
  - a) Neil, Jeff. *“Informational Interview Handbook: Essential Strategies to Find the Right Career and a Great New Job”* New Career Breakthrough. New York, NY. 2014 & 2017.
  - b) Schwab, David. *“Mastering the Informational Interview”* Forbes. Web 11 January 2017. <https://www.forbes.com/sites/davidschwab/2017/01/11/mastering-the-informational-interview/#56769c6e1d37>
  - c) Neil, Jeff. *Informational Interview Handbook: Essential Strategies To Find The Right Career and A Great New Job* (p. 46). New Career Breakthrough. Kindle Edition.
  - d) <https://career.berkeley.edu/Info/InfoInterview>
- 5) Read Ahead(s)/ Homework Assignment
  - a) Utilize the source above to increase topic conversation between mentor and mentee.
- 6) Lesson Notes
  - a) Discussion of the benefits of Informational Interviews.
    - i) Discover career options that match your skills, interest and personality.
    - ii) Find insider help to get interviews for job openings posted on job boards, company websites and LinkedIn.
    - iii) Gather insider information to help you find the right job at a company that you'd love to work for.
    - iv) Assess your career ideas.
    - v) Find unadvertised job openings that have little or no competition.
    - vi) Get advice and recommendations on how to land a job in a specific field of industry.
    - vii) Improve your interviewing skills and prepare for an upcoming interview.
    - viii) **If the person you're interviewing is an OSU alumnus, gain insight on a) what they did to prepare for their career while at OSU and b) how they transitioned from classroom to career.**
  - b) Discover the keys to successfully request an Informational Interview
    - i) Understand the different ways to request the interview, ex. Email, phone; etc.
    - ii) What to do if they say, no, yes or maybe.
  - c) Six steps for Informational Interviewing
    - i) Research Career Fields
    - ii) Identify people to interview
    - iii) Prepare for the interview
    - iv) Conduct the informational interview
    - v) Follow-up
- 7) Break into discussion with mentor and mentee.



- a) Discussion of whether they have a better understanding of an Informational Interview and its benefits.
  - i) Go over the Forbes article entitled: *“Mastering the Informational Interview”* together. If possible watch the embedded video entitled: *“How to Interview Your Employer: 10 Questions You Should Ask in an Interview.”*
    - (1) Review the questions and “why” you need to ask these questions.
    - (2) Discuss ways you can differentiate yourself.
    - (3) Understand that social media is the best tool for interviewing
      - (a) OSU Alumni Fire
      - (b) Twitter
      - (c) LinkedIn
        - (i) Alumni can be a great resource for informational interviews. You can narrow your search results to people who attended the same schools (i.e., colleges and universities) you attended by clicking on ‘Schools’ (see arrow in bottom right corner of the image below) and then entering the name of the school you attended (see image below). Also search the company’s homepage you are researching on LinkedIn. Below is a search of people in Finance from Columbus/Cleveland, OH and Washington DC, who are Ohio State graduates and work at the companies below. They are also 1<sup>st</sup> or 2<sup>nd</sup> connections of the Alumni, who can contact for future job opportunities.



- 8) Post Lesson Assignments
  - a) Do an informational interview with your mentor, if desired.
- 9) Lesson(s) Learned Feedback
  - a) Include any lessons learned from this module. Can be transferred to bi-monthly report.