

# INFORMATIONAL INTERVIEWS:

## Gaining insights for informed career decisions

The informational interview is a key method for 'testing the waters' before you dive into career decisions or further education. By engaging in a focused conversation with someone who works in your field of interest, you have a platform for asking specific questions. Gaining first-hand insights and advice will enable you to make more informed decisions when it comes to your career path and even the job hunt.

Informational interviews are a common practice and can be useful to you throughout your career – they're not just for new graduates!

Informational interviews are NOT the same as interviewing for a job. They are about information gathering, improving your communications skills, professional networking, and demystifying your desired career path.

### ASK ABOUT THE INDUSTRY, BROADLY

- What are the entry-level positions in the industry?
- What experience is required for a particular role?
- What are some recent developments in the industry that have made an important impact?
- What are some of the industry challenges that seem to have always existed?
- From your experience in your industry, are people looking to hire specialists or generalists? What does a 'unicorn' look like in your field?

### ASK ABOUT THEIR ROLE AND WORKPLACE, SPECIFICALLY

- What is a typical day like?
- How did you gain additional experience and skills after completing university? What extra courses did you take?
- What do you find the most fulfilling part of your job?
- What surprises you the most about your job?
- If you could restructure your role to be a dream job in your field, how would that look?

## KEY TOPICS & SAMPLE QUESTIONS

### PROFESSIONAL GROWTH

- What did you need to know in order to get your foot in the door? How do you continue to 'sharpen the saw' - improve your skill set?
- What's your advice for making an impression - how can you ensure that your creative work 'stands out'?
- Do you have advice about professional communication - such as with your colleagues and clients?

### CAREER TRAJECTORY

- How do I position or market myself when actively searching for a particular role?
- How did you find yourself at this company/ organization in the first place?
- How do you find what role you're best suited to within the industry or a particular organization?
- What do you see yourself doing in five years?