



NETWORKING and INFORMATIONAL INTERVIEWING

Career Connection

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So, What Is Networking?

- Building and maintaining career-facilitating relationships

- It's NOT:
 - hit-and-run contacts
 - “me, me, me”
 - a job interview



Why It's Important

- A Source of Information
- The Hidden Job Market ~ 80% of jobs
- Networks often lead to experience opportunities, job openings / leads, and references



Networking Possibilities

- Identify Potential Network Contacts
 - Family and Friends
 - Career Fairs and Networking Events
 - Student Groups, Faculty, and Advisors
 - Volunteer, Intern, Shadow, Info'l Interview



Informational Interviewing

- What is it?
 - A meeting you initiate w/ someone working in an industry/occupation of interest
 - To help w/ career decision-making & planning
 - “Informational,” but can result in relationship

Informational Interviewing

- How?
 - Determine Your Purpose/Prepare
 - Identify Possible Interviewees
 - Arrange the Meeting
 - Show Up...Prepared!!!
 - FOLLOW UP





Informational Interviewing

- Determine Your Purpose and Prepare
 - What occupations/industries?
 - What questions do you have? (see example)
 - What are your questions about fit?
 - Questions about career development strategy?



Identifying Interview Contacts

- Start w/ your inner circle & expand outward
 - Warm Contacts
 - Cold Contacts:



Arranging the Meeting

- Be proactive but respectful
- (1) Call, (2) Letter, or (3) Letter-then-call
- Basic Formula (see examples)
 - Introduce self and how you've identified him/her
 - Clarify your purpose
 - Show them you have done your homework about the company
 - Clarify logistics (place, time, how)



Show-up—Prepared!!

- Dress professionally (at least business casual)
- Have your Qs prepared/typed out
- Ask Qs that are important to you
- Engage interviewees in talking about selves
- Tactfully access resources this person can offer



Follow-Up

- Make arrangements for follow-up
- Send a prompt, meaningful thank you letter
- Stay in touch: Build something
 - Contact them with additional Qs
 - Send them updates
 - Show an ongoing interest in them



Essential Etiquette

- Don't Exploit Your Interviewee
 - Bring a resume, but never present it unless asked
 - Don't ask that person for an internship or job
 - Be a farmer—cultivate the relationship



Next Steps?

- Identify existing networking contacts
- Use the handout to prepare for “Conducting Informational Interviews”
- Seek out related volunteer, part-time positions, and/or look for an internship.
- Come visit Career Connection 😊