

The Information Interview in 6 Steps

v 4

Notes:

1. Do not organize your interview around the résumé (maybe don't even take it with you), for it will get in the way of the conversation.

If he or she wants to see your résumé, you can send it after the meeting (along with the Thank You card!).

If you're asked, say that you are doing research, hence you didn't bring a résumé with you

2. This is not a presentation, it is a conversation. If you are doing most of the talking, you're doing it **wrong**. You're there to hear the other person talk. **It's like a date!**



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1 Introduction
 Thank you so much for taking the time to see me to-day. Be assured that I'm not here to ask you for a job, rather to do research into the industry in Ottawa.

As you know, I'm doing research to determine my fit with the industry in Ottawa

2 Industry-Related Questions
 As we get started, perhaps I could tell you a little about myself --> 30 second introduction / elevator speech.
 What would you say are the current challenges in the industry?

3 Company-related questions
 Might I ask you what kind of projects your organization is working on?
 How is your market changing?
 What is your company doing to address new federal regulations?

4 Personal Questions (if rapport develops)
 When you hire people, what kinds of skills and qualifications do you look for?
 How long have you been with this company?

If you don't mind my asking, what is it like to work here?

5 Conclusion and Referral
 Thank you so much for spending time with me to-day. It was so valuable.
 Can you think of someone else I should be speaking to?

6 Thanks
 Would you be prepared to give him/her a call now -- I wouldn't want him/her to be embarrassed by getting an email from a person he (or she) doesn't know.

Send a Thank-You Note, preferably in the form of a card.

Start with your 1-minute introduction

Follow with very general questions

Get more specific as rapport develops

Get a referral!

Send a Thank You card. Continue the conversation!