

# Informational Interview

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**NORTHERN ARIZONA  
UNIVERSITY**  
*The W. A. Franke College of Business*

Information Interviews are a valuable source of occupational information. Directed by your interview questions, an informational interview relays firsthand experiences and impressions of someone in an occupation. The interview does not have to be highly structured, but rather it should be more of an informal conversation. Building strong relationships with career contacts is the first step of networking with people in the field in which you are interested in pursuing a career.

## **Directions**

1. Choose a manager(s) working within the business environment to interview. Interns should select manager(s) working at different levels within the organization and with different types of responsibilities.
2. Determine what questions you will ask ahead of time and take notes throughout the interview.
3. Write a 1-2 page summary describing what you gained from this experience. Additionally, answer the following two questions:
  - a. What did you find useful that you can apply to your future career path?
  - b. How will you incorporate this knowledge into your life?
4. Write a thank you note to the manager(s) you interviewed.
5. Turn in the following to the FCB Internship Coordinator via BbLearn:
  - Cover page including your name, the name and title of the person interviewed, and the date of the interview.
  - The 1-2 page summary of the interview
  - A copy of your interview questions
  - A copy of your thank you note to the manager

## **Suggestions for questions to discuss during your informational interview:**

- What has been the manager's career path to their current position? What companies have they worked for and what have their responsibilities been?
- If they could change anything about their career path, what would it be?
- What do they enjoy most about their current position and responsibilities? What do they enjoy least about their current position and responsibilities?
- What aspects of their position are the most rewarding? What aspects of their position are the most frustrating?
- What is the most challenging aspect of their position? What are they doing to overcome these challenges?
- What current trends could have an impact on their business within the next 2-5 years? How are they planning for this?
- How might the business change in the next 2-5 years? How are they planning for this?
- What is the critical challenge ahead for their particular segment of the industry?
- What advice can they offer you as you are entering the business environment today?