

Informational Interviews & Job Shadowing



	Informational Interview	Job Shadowing
What is it?	<ul style="list-style-type: none"> • A short networking meeting to connect with a professional in a career of interest • Find out about work environment, work-life balance, day-to-day 	<ul style="list-style-type: none"> • A day to experience the career that interests you • A first-hand snapshot of daily activities and responsibilities in the work environment of a potential future workplace
Why is it valuable?	<ul style="list-style-type: none"> • Discover nuances of the profession • Make valuable connections • Find out if the career path fits your lifestyle and values 	
How do you look for one?	<ul style="list-style-type: none"> • Decide what you want and which questions you want answered • Research the company • Leverage your existing contacts • Use LinkedIn to find recruiters or people in positions of interest • Attend networking events 	
How do you reach out?	<ul style="list-style-type: none"> • Create an outreach template & catchy subject line (see page 2) • Keep track of people you've contacted (use a spreadsheet) • Keep in touch 	
What do you do during?	<ul style="list-style-type: none"> • Go in prepared • Ask questions (see page 2) • Build a connection • Expand your network • Give more than you take 	<ul style="list-style-type: none"> • Go in prepared • Ask clarifying questions • Try to be as hands-on as you can • Talk to colleagues in the workplace • Tour the workspace
Next steps	<ul style="list-style-type: none"> • Share your experience and give feedback • Write a thank you note (see page 2) • Periodically check in with them • Leverage your new connection • Find courses and newsletters to follow • Engage in more informational interviews and job shadowing 	

OUTREACH MESSAGE TEMPLATE

Dear [THEIR NAME],

I hope this message finds you well.

I am reaching out to you because I have been increasingly interested in pursuing [INSERT PROFESSION/ROLE/COMPANY]. I noticed that we have [INSERT THING] in common and would greatly appreciate 15 minutes of your time to expand my understanding of [INSERT PROFESSION/ROLE/ COMPANY].

Thank you very much for your time and I look forward to hearing from you.

Kind regards,
[YOUR NAME]

****NB:** If someone you know gave you their information, make sure to mention who referred you to them. If possible, ask your mutual acquaintance to directly make the connection. People are more likely to respond to people who have been introduced to them by people they trust.

THANK YOU MESSAGE TEMPLATE

Dear [THEIR NAME],

I would like to take thank you for taking the time to speak with me the other day about [INSERT MAIN TOPIC OF CONVERSATION]. Our conversation was very insightful and gave me a deeper understanding of [INSERT TOPIC(S)].

Thank you again for offering to connect me with [INSERT NAME] so that I can learn more about [INSERT TOPIC(S)].

Kind regards,
[YOUR NAME]

****NB:** If it is a job shadowing opportunity, you can include much of the same content as outlined above but include a sentence along the lines of "I would like to thank you for the opportunity to shadow you and learn more about [INSERT ROLE/COMPANY]."

QUESTIONS TO ASK DURING AN INFORMATIONAL INTERVIEW AND/OR JOB SHADOWING OPPORTUNITY

- How did you find this role?
- What made you want to work here?
- What is a typical day in your role?
- What advice do you have for me?
- Are there skills or tech I should learn?
- What would you change?
- What kind of lifestyle does it allow?
- How are successes celebrated?
- What is your growth trajectory?
- What do employees typically find surprising when starting?
- What tasks do you complete that were not in the job description?
- What current trends and issues should I learn about the field?
- What strategies does the company use to ensure open communication?
- How does the company handle feedback?

