1) Situation

Task

Action

Result

Result – more effective if numbers are involved

2) Turn weakness into a strength for 'what is your weakness?” question.

3) Hard skills – i'm qualified for this position

Soft skills – i'm the best for this position

Informational Interviews

Reverse interview – go to someone in the industry and ask for tips and experiences

- gain info/advice we can't find elsewhere

- practice interview, gives confidence

- introduce ourselves to the industry

NOT

- a job interview

- a job application

- a chance to sneak a resume in

(interviewee may find it a BETRAYAL if you do so)

Methods of Obtaining an Info Interview

- networking

- by email from company website

- by phone

- drop by

- at a meetup or conference

SPECIFY HOW MUCH TIME IT'S GOING TO TAKE

Research, research, research – like a job interview

prepare lots of questions with natural or logical progression

What Not to Ask

- Can I work here?

- Where can i find a job?

- Can you look at my resume?

ONLY ask questions you can't find the answers to anywhere else.

What To Do

- be punctual

- explain why you are there and what you hope to get out of it

- provide overview of you career goals

- ask your questions

- take short notes

- ask in advance if you plan to record and get permission

- stick to the time/questions agreed upon

- express your gratitude and get a business card

Followup

- expand on your notes RIGHT AWAY

- Reflect on what you learned from interview

- send a thank you email (and a card?)

- NO RESUME! - unless requested

- follow up on their suggestions ASAP