

*Career Development
& Coaching Course*
Session 6
Fall 2024



Informational, Job & Grad School Interviews



Non-Recruiter

Informational Interviews

DON'T KNOW UNTIL YOU KNOW

70-80%
jobs are never
published

75%
resumes rejected
before reaching a
hiring manager

60-80%
of jobs are found
through
networking

Only 3-12% of applicants land via a job board

70% of people find jobs thru connections in a company

35% of LinkedIn users get a job offer from casual communication on LI

Informational Interviews with non-recruiters are for getting insight & advice NOT getting a job!



Sharing your resume or asking for a job right off the bat is like asking someone to marry you on the first date.



CareerCompass

IDENTIFY TARGETS



DO YOUR RESEARCH

A photograph showing a person's hands typing on a laptop keyboard. In the background, there is a notebook and a pen. The overall atmosphere is professional and focused.

Time in Role
Education / Field of Study
Internships
Volunteer Work
Memberships
Company News
Company About Page
Recent Events
Interests
LinkedIn Groups

PREP & REQUEST

- Connect on LinkedIn or Hunt Down Their Email
- LI Connection Request Limit is 300 characters.

Hi Jen,

I enjoyed the insights you shared at X webinar last week. I'm a junior majoring in Media Studies at UC Berkeley and was wondering if you had 15-20 minutes for a brief chat? I'd love to learn more about your experience and any tips you may have to share.

Cheers,

Sally

Alternatives:

Get your perspective on...

Hear your opinion about...

Hear your story of how...

...would love to add you as a professional connection.

Open with a Little About You

(*1-2 mins)

- First, I really respect that everyone is really busy so want to thank you for taking the time to meet with me today.
- As you know, I'm studying X and am interested in [type of work/career/roles]
- I noticed that you...[mention anything that shows you've done some research and that you can connect around related to beliefs, interests, etc.
 - that you follow XYZ
 - in that last article you posted, you wrote about...
 - that you've been with your current company for X years
 - that you also went to the same school I did
 - that you love sailing

Then Segway to Them...

Understanding Their Path

- Can you tell me a bit about your career path and what led you to the role you're in today?
- What were some of your early roles in the field?
- Was there anything that propelled your career faster than others?
- If I were to pursue this career, do you know what I could expect to make at each level?
- If you were to go back in time to when you first entered the working world, would you do anything differently?

Understanding Their Role or Career

- What are some of the major focuses of your role?
- What does a typical day/week look like for you?
- What do you enjoy most about the work you do? / What are you most excited about right now?
- What do you enjoy the least? Or, is there something that surprised you about the role when you first started?
- What do you wish you'd known when you were starting out in this career/role?
- What are some of the biggest challenges you face day-to-day? What are some of the biggest rewards?
- What are some of the types of big projects you're working on now or that you've finished up in the last few months?
- What skills have you found to be the most helpful?

Asking for Advice

- Do you have any recommendations for other people I should talk to or other resources I should explore?
- Are there any questions I'm not asking that I should be?
- Job Search
 - when did you start your job search process in college?
 - did you do any internships? were they helpful?
 - looking back, what did you do that was the most useful in getting an entry level position?
- Would it be all right for us to stay in touch? What's the best way?
- If you feel a good connection, you can ask "Would you be willing to take a look a quick look at my resume and let me know if you think it's missing anything?"

A close-up photograph of a person's hand holding a smartphone. The screen shows a digital timer application with the time set to 15 minutes and 0 seconds. The background is dark, and the phone has a silver or light-colored frame.

"I'm noticing that we're coming up on our time and wanted to check in with you. Do you have a hard stop or can I ask one last question?"

KEEP AN EYE ON THE TIME

FOLLOW UP!

- Keep records
- Send a thank-you note within 1-2 days
- Schedule reminder on your calendar to keep in touch with the person, especially if you had a particularly nice interaction; let them know that you followed up on their advice and the outcome.
- Follow and engage with them on social



Informational Interviews

Recruiter or Hiring Manager

A NOTE ABOUT RECRUITERS

Recruiters are part salesperson, part cheerleader, part coach, and part strategist to both candidates and hiring managers.

Their job is to understand each role well enough to

- 1) find a candidate with the right skills and capabilities for a job they've likely never done themselves, and
- 2) sell you on the position so you'll accept an offer if you're the best final candidate.

BE AWARE: There are external and internal recruiters.

INMAIL OR EMAIL TO A RECRUITER YOU KNOW RECRUITS FOR SPECIFIC INDUSTRIES OR FUNCTIONS/ROLES

**this makes it extremely easy for the recruiter to know what you are looking for and if you fit any current openings. If none exist, they will most likely add you to their database for future openings.*

Hi [Recruiter Name],

I'm reaching out because I am in the market for a new opportunity, and I understand you recruit for [types of roles]. Here is the type of role where I can bring the most value:

Position — Full-time employee. Open to contract work with conversion potential. Prefer in-office or hybrid positions.

Title — Market or Product Researcher, eCommerce or B2C.

Location — San Francisco Bay Area, but open to relocation.

Industries — Technology, SaaS, AI, cybersecurity, cryptocurrency, med-tech. Not interested in ride-sharing/self-driving auto companies.

Company — Prefer startups or companies with less than 5,000 employees but open for the right opportunity.

Compensation — Negotiable, minimum \$80K total comp plus insurance benefits.

My resume is attached for your review and here is my LinkedIn profile [link]. I look forward to hearing from you when you have a position where you think I could bring the most value.

*Best,
[Your Name]*

A photograph showing a man in a dark suit and glasses from the side, engaged in a video call on a laptop. The laptop screen displays a woman with blonde hair smiling. They are in an office setting with a whiteboard in the background featuring the word "Catalyst".

Interviews



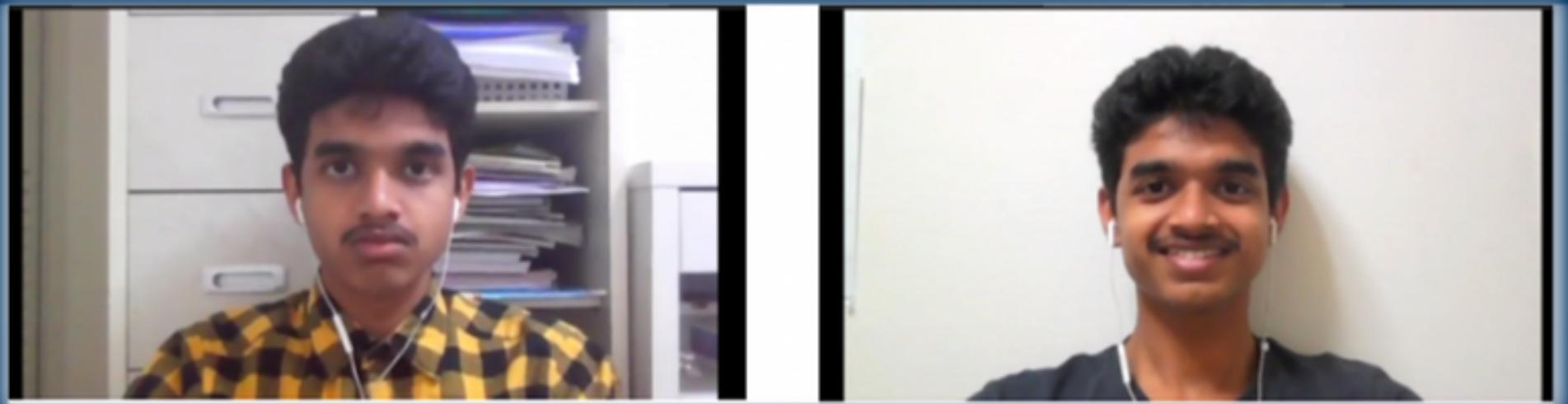
Top Mistakes

BEING LATE OR UNPREPARED

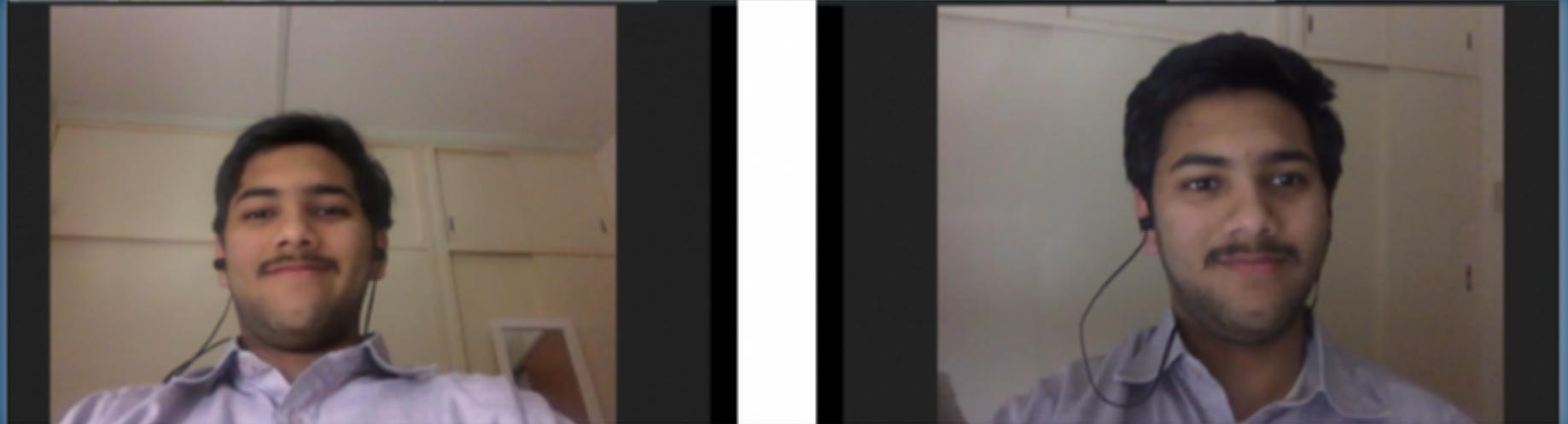




**NOT TESTING TECHNOLOGY &
LIGHTING BEFOREHAND**



INTERVIEWING IN A MESSY SPACE



CAMERA ANGLE

DISTRACTING HAND OR BODY GESTURES



- sit at edge of seat
- smile and be enthusiastic, even on the phone
- use post it notes
- try to look at camera or position person your talking to on the top
- record your interview from your phone

A FEW QUICK TIPS TO NAIL IT

THIS IS YOUR TIME TO SELL YOURSELF

Don't think of it as showing off,
think of it as "how can I help?"

"What skills, knowledge,
experience do I have that can
help this company, this team,
this research department, this
professor?"



TOP 5 QUESTIONS

1

Tell me about yourself.



Why this company?



What interests you about this particular role?



How are you uniquely qualified for this position?



Do you have any questions for us?

Interviewer: So tell me about yourself

Me: I'd rather not I kinda need this job



1

TELL ME ABOUT YOURSELF

REAL QUESTION

- Can you be brief in describing yourself in a professional way?
- Are you the same person I see in your resumé?

THINK OF IT AS IF THEY ARE REALLY ASKING THIS
(Engineer example)

Tell me about your journey into tech. How did you get interested in coding, and why was web development (or replace with other job-specific skills) a good fit for you? How is that applicable to our role or company goals?"

Don't spend valuable time talking about things which aren't relevant to the job!

EXAMPLE



1

TELL ME ABOUT YOURSELF

EXAMPLE ANSWER - JP MORGAN, FINANCE

"I'm currently an analyst at Silvermans, where I've been able to work on the firm's Investor Day, laying out the initiative's medium and long-term performance goals. This was an incredible learning experience for me, where I got to present to investors and the general public, working closely with senior management to put everything together.

Before Silvermans, I was already interested in finance, as my mother was a financial consultant, and she encouraged my interest in all things related to the economy. So I studied finance and economics at the University of Chicago and did a summer analyst internship at Evermore, after which I secured my position at Silvermans.

While I've enjoyed my time there, I'm looking to pivot from investor relations to corporate strategy and development at a firm with a much larger balance sheet, where I can keep learning and start developing industry insights for business leaders."

TOP 5 QUESTIONS

1 Tell me about yourself.

2 Why this company?

What interests you about this particular role?

How are you uniquely qualified for this position?

Do you have any questions for us?

"So, why do you want to work for our company?"

Me:



2

WHY THIS COMPANY?

REAL QUESTION:

Why do you want to work with OUR company?

- Make it about THEM first.
- This is an invitation to share your research and knowledge about the company.
- Show the hiring manager that you've done your homework and truly want to work here and only here.
- As you share specifics, highlight how your own skills, goals, and beliefs align with the company.
- Speak from the heart - be genuine.

EXAMPLE



2

WHY DO YOU WANT TO WORK HERE?

EXAMPLE ANSWER:

“I want to work at JP Morgan for two main reasons:

First, I keep up with the research done on Institutional Investor, and I saw that in 2022, you were ranked as their number one global research leader for a second year in a row. It shows how much value you provide for your clients, and I’m looking to learn and grow in an environment that puts clients first.

Second, I was mentored by Madhu Vijay, who’s currently an associate at JP Morgan’s San Francisco office. She told me about how much internal mobility is available within the company, and she encouraged me to apply.”

TOP 5 QUESTIONS

- 1 Tell me about yourself.**
- 2 Why this company?**
- 3 What interests you about this particular role?**

- How are you uniquely qualified for this position?
- Do you have any questions for us?

3

WHAT INTERESTS YOU ABOUT THIS PARTICULAR ROLE?

REAL QUESTION:

“Have you done your research and do you know what this specific job entails? Do your interests match our needs?”

This is specific to the role, not the company, so keep the job description in mind.

- Mention key tasks, goals, and requirements that resonate with you.
- Then, emphasize how the role aligns with your career goals and is a perfect fit for your skill set.

EXAMPLE



TOP 5 QUESTIONS

- 1 Tell me about yourself.**
- 2 Why this company?**
- 3 What interests you about this particular role?**
- 4 Why should we hire you? How are you uniquely qualified for this position?**



Do you have any questions for us?

Interview in an IT company



So, what makes you suitable for this job?



I hacked your computer and invited myself for this interview

4

WHY SHOULD WE HIRE YOU? WHAT MAKES YOU A GOOD CANDIDATE?

REAL QUESTION:

What are the 4 or 5 things I should say to my managing director about you that would convince him/her that you are the right person for the job? How will we remember you? How are you different (note, not better) than anybody else? What value will you bring to US?

- First, highlight skills, attributes or experiences that make you unique.
- Second, show how that uniqueness will add value for the company.
- Third, highlight characteristics that would make you a great fit for the company culture.

EXAMPLE



TOP 5 QUESTIONS

- 1 Tell me about yourself.**
- 2 Why this company?**
- 3 What interests you about this particular role?**
- 4 Why should we hire you? How are you uniquely qualified for this position?**
- 5 Do you have any questions for us?**

5

DO YOU HAVE ANY QUESTIONS FOR US?

THIS IS A GUARANTEED QUESTION AND CAN BE A DEALBREAKER, SO COME PREPARED.

It's quite possible you will pick up questions during the interview, but you should **ALWAYS** come prepared with 3-4 questions to ask.

You're last question should be:

"Can you tell me what are the next steps and when I can expect to hear from you?"

See my guide "Questions to Ask at the End of an Interview" for more inspiration.

MOST COMMON GRAD SCHOOL INTERVIEW QUESTIONS

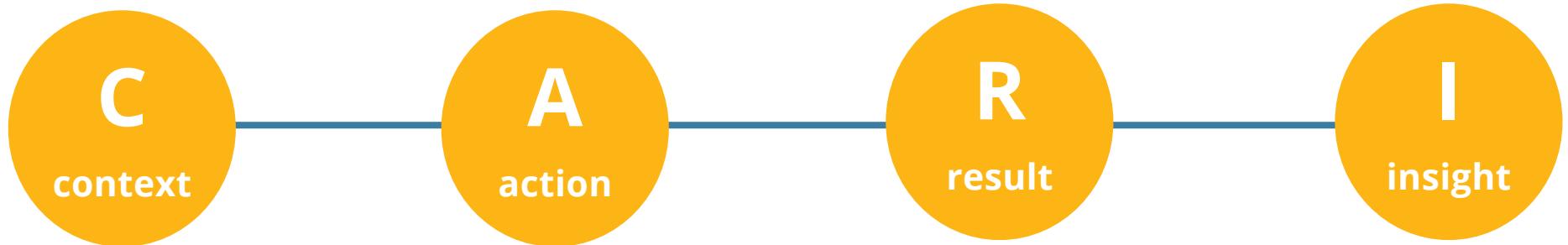
- 1. Walk me through your CV.*
- 2. Why are you pursuing a XYZ degree?*
- 3. Why our school?*
- 4. Why this specific program/research department)?*
- 5. What are your short/long term career goals and how will getting this degree help you to achieve them?*
- 6. How will you uniquely add value to our program/research team?*
- 7. Do you have any questions for us?*

A top-down photograph of four individuals working at a light-colored wooden table. On the left, a person in a blue shirt holds a white mug. In the center, a person in a white shirt uses a laptop. To the right, another person in a blue shirt writes in a notebook. A fourth person's hands are visible at the bottom of the frame, also writing. The word "Canva" is faintly visible in the center of the image.

SO, TELL ME ABOUT A TIME
WHEN...

*this is your cue to
use the CARI
format to answer

CARI FORMULA



Introduce the situation or challenge

Set the context

How did you overcome the challenge

Explain what you did

What was the outcome of your actions

Share the results

What did you learn, what was the impact?

How will this help you in the future

EXAMPLE



EXAMPLE CARI ANSWER

Tell me about a time you were 75 percent through a project and had to pivot quickly. How did you handle it?



At my last job, I was leading a project that was near completion. Everything was moving smoothly and on-target for timely completion. Then, one of our partners providing one of the software upgrades that were to occur at the 90 percent mark encountered a breach of their systems and it was estimated to delay our project by two to four weeks.

So, I had to review our plans and come up with options to keep the project on target as much as possible.

EXAMPLE CARI ANSWER

Tell me about a time you were 75 percent through a project and had to pivot quickly. How did you handle it?



A

action

Going with another software provider wasn't a viable option, as the groundwork had been laid to go live with the current provider, and starting over would have delayed the project even more. Instead, we were able to allocate two of our own people and resources to support the provider in recovering from the breach in less than half of the time than they had told us to expect.

EXAMPLE CARI ANSWER

Tell me about a time you were 75 percent through a project and had to pivot quickly. How did you handle it?



R

result

As a result, we were able to complete the project only two days after the originally scheduled completion date.



I

insight

My key takeaway that I still use today is to make sure to build in a cushion for contingencies. It goes along with my whole philosophy of underpromise and overdeliver.

A photograph of a person's hands typing on a laptop keyboard. The laptop screen displays a document with text and a logo that includes the letters 'GQ' and 'TC'. In the background, there is a stack of books, a white mug with a face on it, and a small potted plant.

PRO STRATEGY

Figuring Out Probable Questions You Will Be Asked

PLACES TO SEARCH

Google (incl. YouTube videos)

Indeed, GlassDoor, Online Job Boards

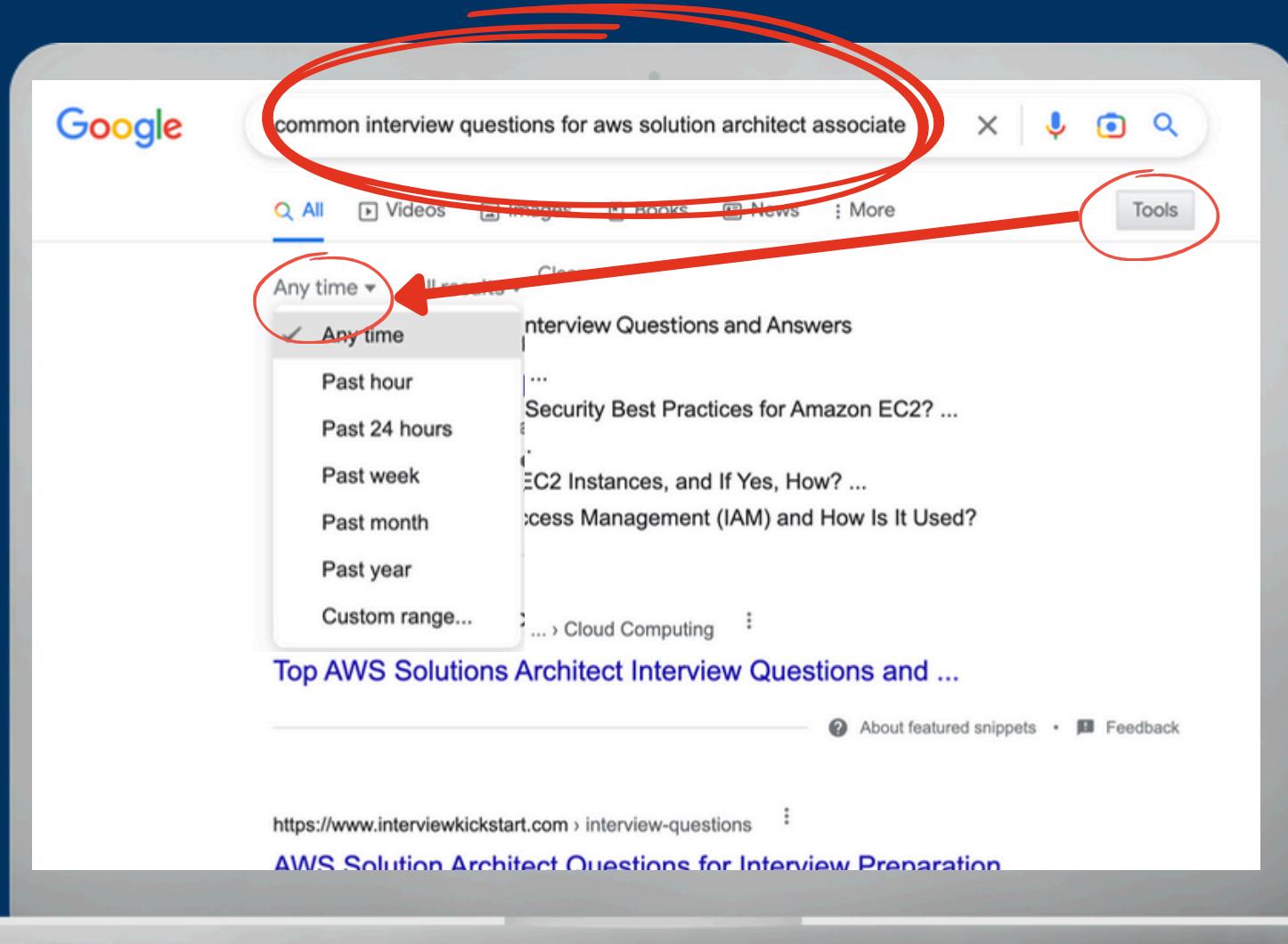
Reddit or other online communities

Company website

Recently Hired Employees in Similar Positions

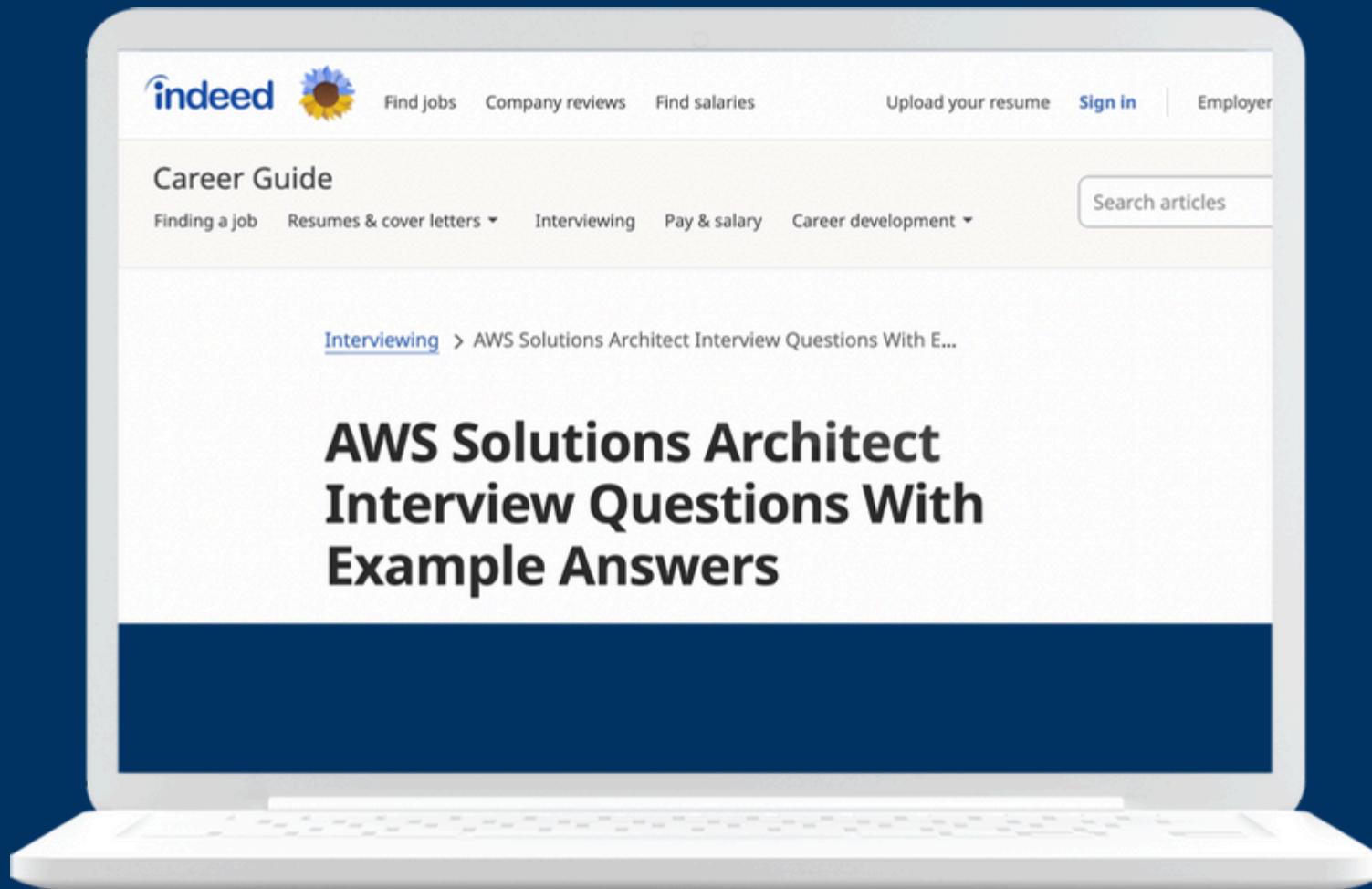
Recruiter

GOOGLE SEARCH



- Be specific in the search bar with name of company + role
- Click "Tools" to narrow search results to past year

INDEED OR GLASSDOOR GUIDES



INDEED OR GLASSDOOR

The screenshot shows the Glassdoor website interface. At the top, there is a search bar with 'Amazon' and a location dropdown. Below the header are navigation links for 'Jobs', 'Companies' (which is selected), 'Salaries', and 'Careers'. To the right are links for 'For Employers' and 'Post Job'. The main content area features a grid of employee photos and a 'LinkedIn TOP COMPANIES #1 in the U.S.' badge. Below this is the Amazon company profile summary, which includes the Amazon logo, an 'Overview' section with 149K reviews, 24K jobs, 179K salaries, 45K interviews (circled in red), 27K benefits, and 857 photos. To the right are 'Follow' and 'Add an Interview' buttons. The 'Interviews' section displays 'Amazon Solution Architect Interview Questions' updated on Sep 28, 2022. It includes a search bar ('Solution Architect'), a filter button ('Filter'), and a sorting dropdown ('Sort Popular'). A note says 'Found 354 of over 44.8K interviews'. On the right side, there is a sidebar titled 'Affiliated Companies' listing 'Amazon' (Parent Company), 'Whole Foods Market' (Austin, TX), and 'Audible' (Newark, NJ).

- You will need to login and they may periodically add a company review or interview question
- Use "Sort" to change from "Popular" (default) to "Most Recent"

INDEED OR GLASSDOOR

Solutions Architect Interview

Anonymous Interview Candidate in New York, NY

— Declined Offer — Neutral Experience — Average Interview

Application

I applied through college or university. I interviewed at Amazon (New York, NY) in Jul 2020

Interview

You apply online, then a recruiter reaches out to you via email. You then take an online test that includes a work simulation (testing your leadership skills), a self evaluation of your technical skills/interests, and then a technical exam. This test has 3 options: red, y

[Continue Reading](#)

Interview Questions

Tell me about a time when you took on something significant outside your area of responsibility and why was that important?

[↳ 3 Answers](#)

Describe a time you didn't think you were going to meet a commitment you promised? How did you identify the risk and communicate it to the stakeholder/team/customer?

[↳ 2 Answers](#)

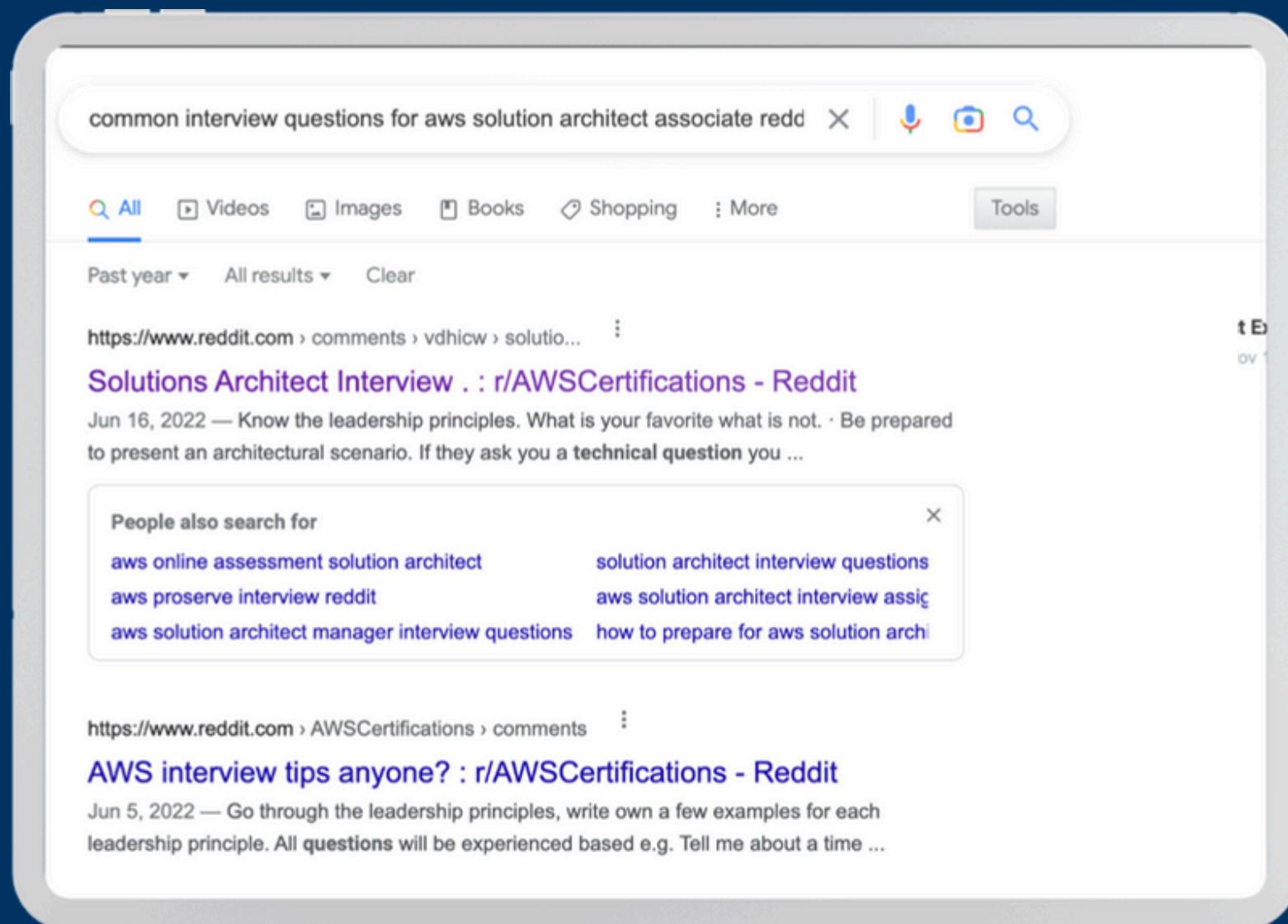
Give me an example of a time you were able to deliver an important project under a tight deadline? Did you have to make any sacrifices to meet this deadline?

[↳ 1 Answer](#)

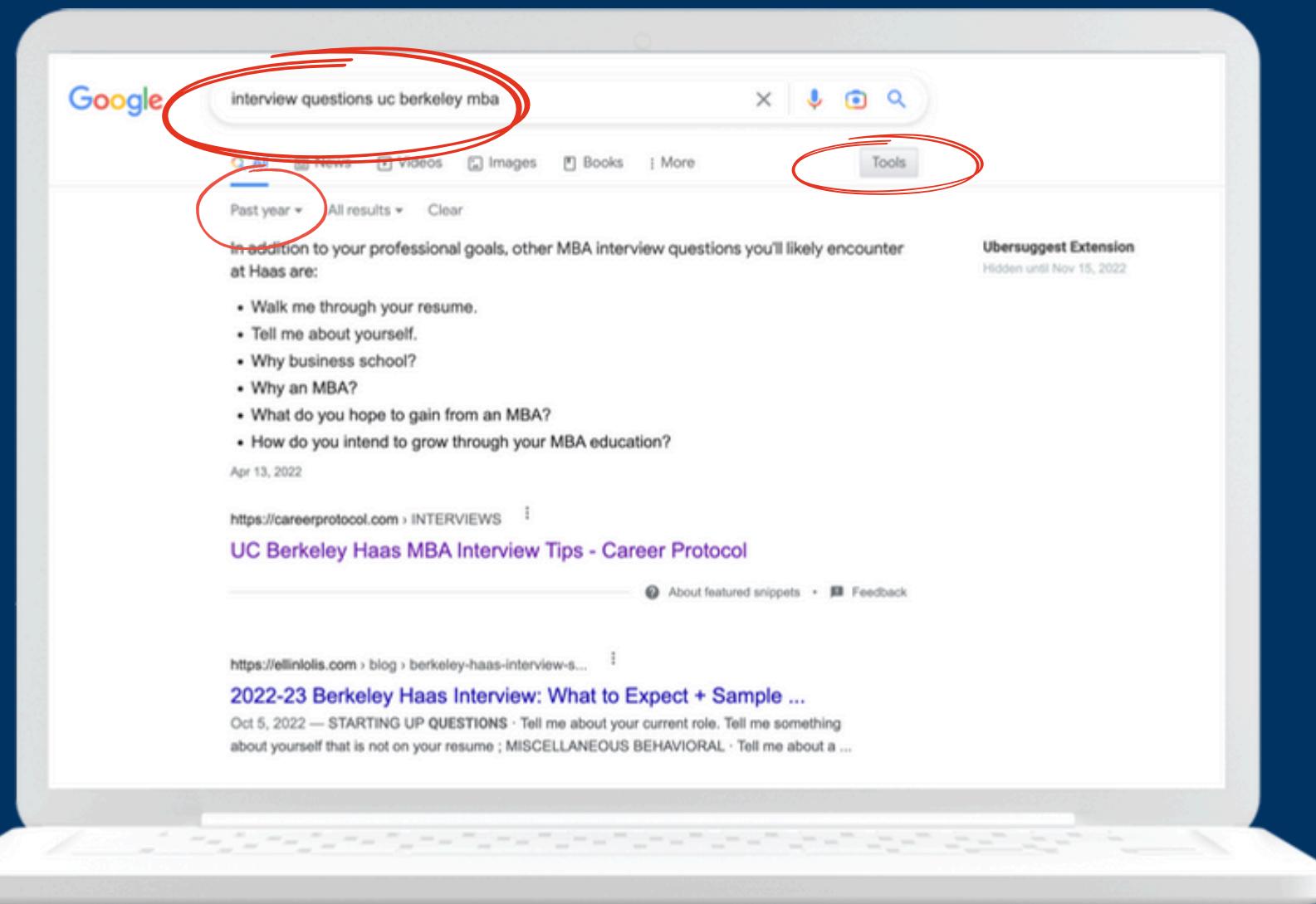
Tell me about a time where you did not effectively manage your project and something did not get completed on time?

[↳ 2 Answers](#)

REDDIT



GRAD SCHOOL GOOGLE SEARCH



Always carefully review all resources available on the school's website specific to the program you are applying to.

GRAD SCHOOL SEARCHES

CAREER PROTOCOL

US YOU SERVICES RESOURCES BLOG LOGIN TALK TO US

1. Haas Leadership Principles

Know the four Defining Leadership Principles of Berkeley Haas.

The MBA interview process isn't just about testing your emotional intelligence and verbal communication skills. Another main goal of the Haas interview is to help the Admissions Team get to know you better and determine whether you're a good fit for its community.

Haas culture is strongly principles-driven. If you want to demonstrate your cultural fit with their program, **be prepared to talk about the four Defining Leadership Principles of Haas** in your MBA interview. Your interviewer might ask you, **"What is your favorite Haas principle?"** or **"Can you tell me how you connect with Haas's Defining Principles?"** and you should be ready to knock that answer out of the park.

You can read about the four principles on [Haas's website](#), but we've also copied

A close-up photograph of a person's hands holding a white check. The check has blue ink and a blue signature at the top. The word "Canva" is printed in large, light gray letters across the middle of the check. The background is a dark, textured surface.

LET'S TALK ABOUT \$\$\$

COMPENSATION NEGOTIATION

DELAY IF YOU CAN
SELL YOURSELF AND YOUR VALUE FIRST

Possible Responses if Asked

- *"It's early in the interview process, and I'm still getting to know the role and doing my research, but if you have a specific range, that would be helpful to know."*
- *"Perhaps we could first determine if I have the required skills to make positive impacts and am a good culture fit. I'm sure if it's a match, we can then reach an agreement on a fair level of compensation."*
- *"Based on all the research I've done and conversations I've had, I'm thinking this role should probably pay in the range of \$XX - \$YY in terms of base salary plus bonus, equity and other benefits. I wonder if that lines up with what you're thinking?"*



Some states in the U.S. have "Salary Transparency Laws" so you can find out what the range is for a desired role and then adjust for where you live.

COMPENSATION BEYOND SALARY

- 1. Start Time
- 2. Title
- 3. Transportation Stipend
- 4. Phone Allowance
- 5. Stocks or Equity
- 6. Signing Bonus
- 7. Retention Bonus
- 8. Relocation Stipend
- 6. Tuition Stipend or Tuition Reimbursement
- 7. Commission Structure and Payments
- 8. Work Schedule
- 9. Work Location
- 10. Paid Time Off
- 11. Benefits
- 12. 401K/Retirement Benefits Matching
- 13. Professional Development Stipend



If presented with an offer, buy 24-48 hours with this response:

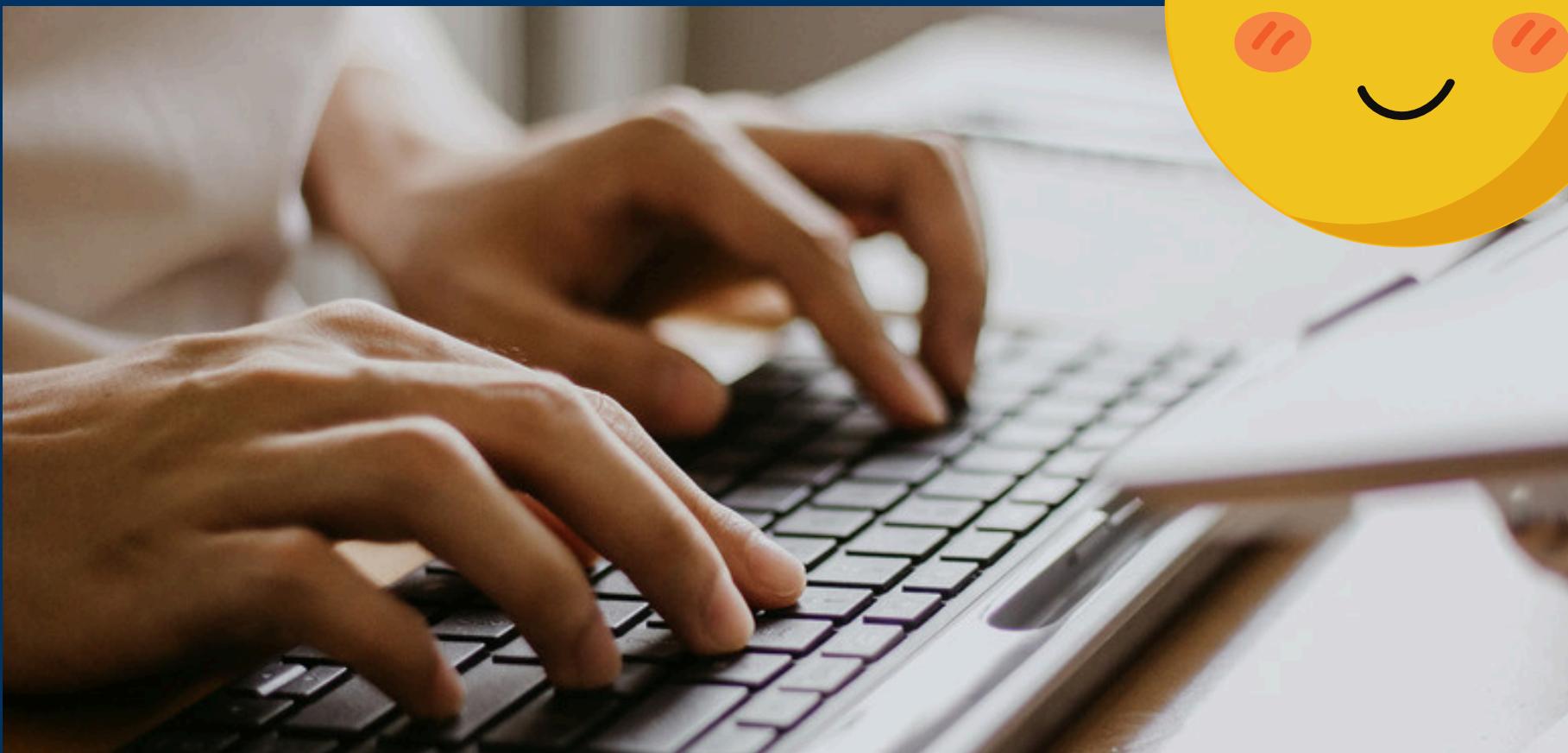
"Thank you very much for your offer. I am truly excited to joining your company! I am looking forward to receiving the offer in writing. I will review it ASAP and let you know if I have any questions. I'll be in touch before the deadline."

Present 2-3 negotiation items BEFORE the deadline arrives.

ALWAYS FOLLOW UP!



NO ASSIGNMENT



Exit Card 11/6

