

You've landed an informational conversation – congratulations! Now you must decide what to ask. Keep in mind, these conversations are time limited so only ask what is most important and relevant to you, and always follow up with next steps and a thank you note!

Career Path

1. Tell me about the career path that led you to your job, how did you become interested in this field?
2. Is there anything you wished you knew before entering this field?
3. What's a typical career path in this business?
4. What experiences best prepared you for your job?
5. What is the advancement potential in the field?
6. If you could start all over again, would you change your career path in any way? Why?
7. How long does it take for managers to rise to the top?
8. Where do you see your career going from here?
9. Do you have any special words of warning or encouragement as a result of your experience?

Job Function

1. Tell me about your job. What are the core components?
2. What did you do yesterday?
3. Who depends on you?
4. Whom do you depend on?
5. If you could change anything about your job, what would it be?
6. What do you like most about your job?
7. What's the most challenging part of your job?
8. Which seasons of the year are toughest in your job?
9. Do you work individually or predominantly in groups or teams?
10. Can you describe the typical work/life balance in this role?

Industry Information

1. How does the future look in your field?
2. What are some of the long-term trends in your business?
3. Are too many or too few people entering this profession?
4. Why do people leave this field?
5. What city should I live in if I want to pursue this profession?
6. In what areas do you see the company expanding? Do you foresee the opening of new markets or greater globalization? Do you predict development of new products and/or services? Building of new facilities?
7. What would be a reasonable salary range to expect if I entered this field? What is the long-term potential?
8. What types of training do companies offer those who enter this field?

Company Information

1. What's a typical entry-level title?
2. What does the company do to contribute to its employees' professional development?
3. Tell me what happens in various divisions of your agency, like the client side, the finance side, the media buying side, the creative side.
4. What's it like to work for this particular company? Is the advice you have passed on to me regarding this sector typical of the industry, or is it specific to your organization?
5. What makes this company distinct from others in the industry?
6. How would you describe the atmosphere at the company? Is it fairly formal or more casual and informal?

Preparation and Personal Fit

1. If you have an internship program, who is the best person you've had and why?
2. What skill set is your business looking for?
3. What would you recommend I study in college to best prepare me for this field?
4. What aspects of my background do you feel would be the biggest obstacles to making the transition to your career field?
5. What would be good internship experiences I should consider?
6. How important are grades or GPA for obtaining a job in this field?

Next Steps

1. What industry publications would you recommend I read to help keep me informed of developments in this field?
2. [If you feel comfortable and it seems appropriate]: Would you mind taking a look at my resume to see if you have any suggestions?
3. What aspects of my background do you feel would be the most helpful in making the transition to your career field?
4. What type of work samples or portfolio should I be trying to develop as I try to move into this career?
5. Are there any professional associations that you are part of or suggest I join?
6. Do you have any recommendations for other people I should speak with in the field to learn more? May I use your name when reaching out to him or her?

https://gsm.ucdavis.edu/sites/main/files/file-attachments/informational_interviewing_200_questions.pdf

<https://mgt.buffalo.edu/career-resource-center/students/networking/mentorlink/40-questions-to-ask-in-an-informational-interview.html>

<https://www.careereducation.columbia.edu/resources/15-helpful-questions-ask-informational-interview>

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