



Employer Tip Sheet

Informational Interview: Success Factors

A tip sheet for Earn & Learn employer partners

When designing and implementing an Informational Interview at your company, keep the following success factors in mind.

Before the Informational Interview

- Confirm logistics with the WBL coordinator or teacher.
 - ✓ Let them know if you would like the young person to contact you directly to arrange the interview.
 - ✓ Provide phone numbers at the workplace.
 - ✓ Determine if safety gear is necessary and, if so, arrange for it to be available.
 - ✓ Though it's best if the interview takes place at your company, if it's happening at the school, ask where to park and enter the building.
 - ✓ Ask the teacher about the student or young adult you'll be talking to and find out what he or she is currently focused on in the classroom so you can explain how the academic content being learned is applied in the workplace. Provide real-world examples.

During the Informational Interview

- Describe a typical day at your workplace to help the student or young adult understand what you really do vs. what your title says.
- Be real. If possible, share mistakes you've made and how you have addressed problems. What was your experience like in school? Did you struggle at all? If so, share that story! How did you get to the job you're in today?
- Talk to the student or young adult about the range of career options in your industry. Indicate what it will take to be hired when education and training is complete.

After the Informational Interview

- Provide feedback to the program coordinator or teacher to improve future Informational Interviews.
- Consider how you might use the interview to promote your company's visibility in the community.

Go Deeper

- Consider giving the student or young adult an assignment or task they can work on after the interview.
- Explore ways that you might further interest students and young adults and grow the pool of potential future employees.
- Talk to your Earn & Learn connector about being a guest speaker, or hosting students and young adults for Job Shadows, Workplace Tours, Temporary Jobs or Internships.