

# Informational Interviewing

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How and Why to Conduct

**Get Hired In Tech**

October 15, 2018





## My WHY

To support the ambitions of others to meet promise and potential.



# Danny Rehr

Business Analyst, Consultant,  
Strategist

- Volunteer
- MBA (Strategy)
- Fountain Pens
- Coffee



Rehr  
Consulting

A stylized illustration of a fountain pen nib, angled upwards and to the right, positioned as if it has just finished writing the word 'Consulting'.

[danrehr.com](http://danrehr.com)

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Strategy & Continuous Improvement

A small, stylized illustration of a fountain pen nib, angled upwards and to the right, positioned at the end of the phrase 'Continuous Improvement'.



[www.meetup.com/Live-Interviews-of-the-Ambitious/](http://www.meetup.com/Live-Interviews-of-the-Ambitious/)



gravitatedesign.com

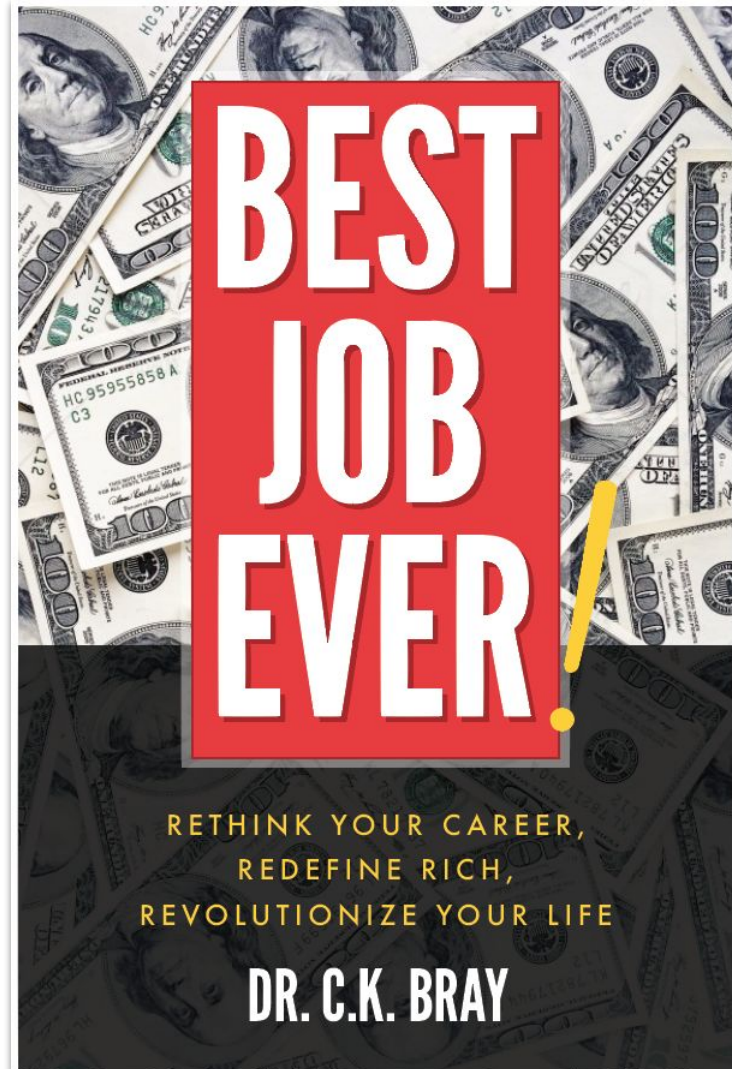


fountainpenstudios.com



Giveaway...

[www.drckbray.com](http://www.drckbray.com)



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REDEFINE RICH,  
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**DR. C.K. BRAY**



Why are we here?



# What We'll Talk About

## Informational Interviewing

1. What is it?
2. Why conduct?
3. How to conduct?



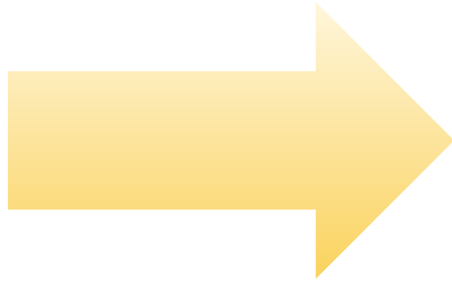


# What / WHY

## Definition 1

An informational interview is an opportunity to learn about a topic and establish an association or even a relationship with a practitioner.





An informational interview is an opportunity to learn about a **topic** and **establish an association** or even a **relationship** with a practitioner.



# What / WHY

## Definition **2**

An informational  
interview is

- NOT...What do you do?
- NOT...Traditional networking

It's NOT about you...



How

# Strategy

Positioning

Activities

Unique  
Sustainable



## How (example)

## Positioning

Fountain pens

Coffee\*

*\*Good coffee, that is...*

In-person\*\*

One-on-one

*\*\*i.e. avoid representing myself on paper*



## How (example)

## Activities

Research

Write letters

Select café

Informational interview



# Demonstration



What is it about your **Personality,**  
**Character, Motivation** and  
**Aspirations** that...





# Q&A, and Giveaway



Rehr  
Consulting 

[danny@danrehr.com](mailto:danny@danrehr.com)

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