



Networking Your Way to Success

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Session Description

Looking to understand and expand your career possibilities? This interactive workshop will help you develop a plan for a 20-minute informational interview with a professional who can offer new perspectives, mentorship, or career insights. You'll craft and refine your personal elevator pitch, research potential interviewees, develop strong questions, and practice your interview skills with a peer. Gain confidence in networking and discover how your degree and interests can open unexpected doors

Agenda

- What is an informational interview
- Introducing yourself
- Choosing someone to interview
- Planning your interview
- Next steps

Informational interviews

“An informational interview is a useful technique for learning about potential careers that involves asking experienced experts questions about their professional experience.”

- [A Complete Guide to Informational Interviews \(With Benefits\) | Indeed.com](#)

Part 1: Introducing yourself

Imagine that you are a professional and a college student asks to talk to you. You want to tell them about your work, and your path to that position. What do you want to know about this student so that you can shape your story?

It's Your Turn: Write a 2 to 3-minute introduction to yourself thinking about how a professional will relate to you and your experiences. (5 minutes)

Practice: Introducing yourself

It's Your Turn:

- Tell a partner your story as if your partner were a professional you were interviewing. Get feedback from your partner about how you might tell your story more clearly. (3 minutes)
- Listen to your partner's story. Give them feedback. (3 minutes)

Part 2: Find and research a professional to interview

You have a network to find someone to interview (friends and family, professors, school website or alumni network site)

It's Your Turn: Find someone to interview and research your interviewee on LinkedIn and on their workplace website. What did you learn about this person's schooling, their company, their job title, how long they have been in that roll, professional affiliations, and other information like previous employers and job titles, professional interests, strengths, areas of interests, etc.? (5 minutes)

Part 3: Plan your interview

Twenty-minute interview plan (outlined in the book *The 20-Minute Networking Meeting* by Marcia Ballinger and Nathan Perez)

1. Thank your interviewee and note how you are connected (1 minute)
2. Remind them what you hope to accomplish, and that you will only take 20 minutes of their time (1 minute)
3. Introduce yourself (2-3 minutes)
4. Ask questions about their work experiences that interest you (12-15 minutes)
5. Wrap up the interview (1 minute)

It's Your Turn: Write out what you will say for each of these steps. (10 minutes)

Practice your interview

It's Your Turn:

- Practice your interview with a partner as if your partner were a professional you were interviewing (practice asking the questions, but the partner will not respond). Get feedback from your partner about how you might run your interview more effective. (10 minutes)
- Listen to your partner's interview. Give them feedback. (10 minutes)

Next steps

- Before you finish your interview, ask your interviewee who else you could interview.
- Immediately after the interview, write a thank you note.
- Keep a spreadsheet of interviewees and send occasional updates.
- Some interviewees will become your champions!

Questions?

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Provide your feedback on: Networking Your Way to Success

Survey Link:

<https://airtable.com/appMqgBJxZT21jAQH/pagDYs1y944GOU5QJ/form>

