

TOOLS FOR YOUR INTERVIEW

INFORMATIONAL INTERVIEWS

A Great Tool

An informational interview is a conversation that you can have with someone who's working in a company or industry that interests you. The goal is not to ask for a job – but to better understand about career paths and opportunities. Don't be shy about reaching out to professionals you don't know, informational interviews are a common part of the employment process. Luckily, most people enjoy sharing about their path to success and providing advice to new professionals interested in their career field.

WRITE DOWN YOUR APPROACH:

Think about family members, friends, faculty, and/or mentors who could answer career questions and share knowledge.

For your interview, draft a short introduction of yourself and career goals.

TIP #1

Create a list of open-ended questions that (with the right advice) can help you move your career plans forward. Sometimes asking two to three different professionals the same informational interview questions can help you to compare and contrast their advice.



Chose two questions below AND Create two questions you want to ask:

- » How did you choose this career?
- » What does a typical day or week look like in your position?
- » What credentials are needed to move up in your industry? What are the pros and cons in this career?
- » What advice would you give a new professional in this career field?

TIP #2

Conduct the interview either: in person, over the phone, or by video chat. Make sure to be professional, lead the conversation, and always be on time.

For your interview, draft a short introduction of yourself and career goals.

POST-INTERVIEW QUESTIONS

Did you think the information was helpful or not?

Did their career interest match your values and career goals?

What would you like to ask in the next interview?

ORGANIZE YOUR CONTACTS

Contact: _____ Date: _____

Follow-Up: _____

Notes: _____

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NET WORTH & SELF-WEALTH

You are the CEO of YOU

Too often our society correlates value (or worth) with: GDP metrics, race and skin color, real estate and financial assets, or inheritance over raw materials and resources. The information below suggests another perspective of value which emphasizes self-wealth.

WHAT IS FINANCIAL LITERACY?

It provides the ability to use knowledge and skills to manage financial resources effectively for a lifetime of financial well-being.

Goal: to generate wealth and value (e.g. net worth).

Real: to generate the right mindset that yields financial prosperity.

4 Basic Financial Terms

Capital	Equity
Investment	Credit

Capital - Wealth in the form of assets owned by a person or organization that is available or contributed for a particular purpose.

- » **Assets:** any item of economic value owned by an individual or corporation.
- » **Capital is more durable than money** and is used to generate wealth through investment.
- » **Money vs. Capital;** which one is more beneficial to you?

Equity - Value of shares (or stocks) a person owns.

- » Stakeholder/ Ownership
- » Own vs. Owe (both are forms of equity but very different)
 - » **Owe:** you have to return monetary assets to fulfill an agreed upon obligation.
 - » **Own:** it is yours and belongs to you.
- » Use Your Capital to grow Equity.

Investment - The purchase or spending of goods that are not consumed today but are used in the future to create and grow wealth.

- » **Quick Return vs. Long Game** (money vs. capital), which is most important to you?
- » **Good investors ask the right questions** and seek to understand the trajectory of a business lifecycle. Remember that investing comes with risks. Yes, there is a possibility that you could lose your money. Doing thorough research beforehand can help you to make sound investments which can yield enormous benefits.

Credit - The ability to borrow money, access goods, or services with the understanding that you will pay later.

- » Preconditions for borrowing:
 - » Must establish credit.
 - » Demonstrate trustworthiness.
 - » Understand how interest works.
- » Check your score for free:
 - » Experian
 - » Credit Karma
 - » At your local credit union (i.e. SDCCU, Mission Federal).



Taken prior to 2020.

WHAT IS SELF-WEALTH LITERACY?

The sense of one's own value, or worth as a person. Serves as a motivational function, by making it more or less likely that people will exhibit a strong desire to take care of themselves, and explore their full potential.

4 Basic Real Terms

Network Capital	Sweat Equity
Time Investment	Credit Worthiness

Network Capital - Also known as social capital, it refers to resources such as information, support, and **social** influence that flows through a network to generate a strong synergy that connects a community of people. Sometimes the connection lasts a lifetime.

- » It's not what you know, but who you know!

Sweat Equity - Is the non-monetary investment that owners or employees contribute to a business venture.

- » Increasing value through labor.
 - » For example, try taking on new initiatives at work or school beyond your assigned duties. This will set you apart from co-workers who simply "punch the time," and will demonstrate you are really invested in your area of expertise.
- » Take ownership in developing and accumulating needed resources for team success.

Time Investment - Invest your time, instead of spending it.

- » Time investment & ROI (i.e. Return On Investment).
- » When you invest in something you expend resources, but you do so with an expectation of getting a good return on your investment (ROI). Investing your time means that you engage in fulfilling activities which are calculated to bring you meaningful rewards in the future.

Credit Worthiness - Based on your work-ethic, how would your employer, colleagues, family members, classmates, or professors rate your ability to follow-through on important, sensitive and urgent tasks?

- » Rate yourself on a scale of 0 - 10+.
- » A strong work-ethic + excellent follow-through = Increased Credit Worthiness.

CURRENCY YOU DO HAVE

- » **Time.** Everyone has 24 hours in a day and 168 hours in a week.
- » **Access to a wide range of professionals** at San Diego State.
- » Faculty and staff who **want to see you succeed.**
- » The ability to **acquire and apply effective strategies.**
- » **Your determination** to evolve into a better person and professional.

Questions to Ask Yourself

- » Are you building a good ROI?
- » Are you setting standards which will help you grow?
- » How often do you self-invest (e.g. health, entertainment, etc.)
- » Are you working harder or working smarter?
- » Are you investing your 24 hours or simply spending your time?
- » Are you asking the right questions about self-wealth and generational wealth?

Bottom Line

1. Grow your network capital.
 - » “You’re either networking or not working.” - *Chris Turntine - Associate Director Employer Services & Campus Planning, Career Services.*
2. Don’t be afraid to sweat, and make things happen.
3. Be strategic in how you invest your time.
4. Use credit effectively to elevate your worthiness and reliability.

Credit: This section is adapted from a workshop presentation “Must Have Tools for Men of Color 2020,” by Quincey Penn, M.S., - Assistant Director of Equity & Inclusion, Career Readiness, and by Antoine Stevens-Phillips, M.Ed., - Public Affairs and Communications Specialist. Both contributors work in the department of Career Services at SDSU.