

Job Seeker Resource Guide: Making the Most of Informational Interviews

As executive recruiters, Good Insight get a lot of informational interview requests. Informational interviews are a great complement to any current jobseeker's strategy, and great for people who are considering switching roles, sectors, and more.

Our [Making the Most of Informational Interviews](#) blog post shares some of our best advice. This handout gives you an extra boost with practical steps, including a sample email and questions you can ask. Happy connecting!

Sample Request for an Informational Interview

Dear Jim,

I saw you speak about the Advocacy Center at the recent coalition meeting, and I'm reaching out to request an informational interview to learn more about your career path.

I've admired the Center's work, and was especially pleased to see that the Housing First initiative made the ballot this year. I would be grateful for the chance to learn more about your journey to becoming a CEO and how you've navigated the challenges and opportunities of nonprofit leadership and within advocacy organizations.

I am currently a Director of Development at a small youth development nonprofit and studied political science in undergrad. I'm interested in becoming a CEO in an advocacy nonprofit in the next few years and am chatting with people in similar positions and industries to learn more. Here's my LinkedIn, if you'd like to learn a little about my background.

Would you be open to a brief, 20–30 minute conversation at your convenience in the next few weeks? I'm happy to work around your schedule or connect with whoever manages your calendar. That said, I'll also link to my Calendly if it's easier for you to quickly compare schedules. The link I shared populates a Zoom link, but if you prefer a phone call or a different way to connect, please let me know.

Thank you for considering my request. I deeply appreciate your time and any insights you might be willing to share.

Warm regards,
Jillian Q. Armstrong
[linkedin.com/in/JillianQArmstrong](https://www.linkedin.com/in/JillianQArmstrong)

Nine Questions to Guide Your Next Informational Interview

Thoughtful, open-ended questions help you make a great first impression. Lead with curiosity to glean their practical insights.

- **Career Path.** What drew you to the role you're in, and were there particular jobs that made a difference in your career journey?
- **Current Role.** What does a typical week look like for you as a _____?
- **Leadership Lessons.** What are some of the lessons you've learned about leading a nonprofit?
- **Sector Trends.** What trends will shape the nonprofit sector in the next few years?
- **Skills & Growth.** What skills or experiences have been most valuable to your career? Looking back, would you have done anything differently?
- **Advice.** What advice would you give me about moving into executive leadership? What particular skills, networks, or experiences I should look into?
- **Professional Development.** What books, resources, or networks that have been helpful for your growth?
- **Networking.** Is there anyone you'd recommend I speak with as I continue exploring this field?
- **Reciprocity.** Given what I've shared about myself, is there anything you'd like my insights on, or anything I can do to return the favor of this conversation?

💡 Prioritize 3–5 of these, depending on time, to leave space for natural conversation.