

Slide 00 - Introduction	
Audio Narration	On-Screen Graphic and Text
No audio.	<p>Text: In this module, we will learn how and why to set up informational meetings in the job search process. By the end of this module, you will be able to set up informational meetings and leverage them in your job search.</p> <p>The goals of this learning module are to: Identify target companies and people to meet for informational meetings. Be equipped to facilitate an effective informational meeting.</p> <p>You will need a writing utensil and a piece of paper during this module.</p> <p>Click on the first lesson below—or the “Start Course” button above—when you’re ready to begin.</p>
	<p>Graphics: No image</p>
	<p>Button: Start Course button</p>
Technical notes	
After reading the text, learner will click start course button to begin.	

Slide 01- Introduction	
Audio Narration	On-Screen Graphic and Text
<p><i>Text will be included in optional narration for accessibility. Activities and quizzes are not included in the audio.</i></p>	<p>Text: Informational Meetings in the Job Search In this module, we will learn how and why to set up informational meetings in the job search process. By the end of this module, you will be able to set up informational meetings and leverage them in your job search. The goals of this learning module are:</p> <ul style="list-style-type: none">● Identify target companies and people to meet for informational meetings.● Facilitate an effective informational meeting. <p>Networking has been cited as the number one unwritten rule of success in business. Who you know really impacts what you know. Sallie Krawcheck, CEO and Co-Founder of Ellevest You will get the most out of this module if you already have these entry skills:</p> <ul style="list-style-type: none">● Basic Networking skills● Identification of personal skills and strengths● Three STAR stories● LinkedIn profile● *Preferred* Job Search Business Card & Updated Resume <p>If you do not yet have these skills, please go to the Passport to Employment website resources section and work through the videos and tutorials there before completing this module.</p> <ul style="list-style-type: none">● https://www.golove.org/resources/passport-to-employment● https://www.youtube.com/playlist?list=PL385VXjo0iB_qjMQRh_XhFW2lhKg3rysl
	<p>Graphics:</p>

Molly written storyboard

	Three people in business attire talking and smiling.
Technical notes	Button: Audio (<i>All text will be included in optional narration for accessibility</i>).
After reading the text, learner will click start course button to begin.	Link to Passport to Employment videos Continue

Slide 02 - What is an informational meeting?	
Audio Narration	On-Screen Graphic and Text
<p><i>Text will be included in optional narration for accessibility.</i></p> <p>Video: I'd say it's worth the effort because when I applied for the job, it was just an on/off light switch, I got the job, or I didn't. More often than not, I didn't. That's a very discouraging process. Whereas the informational interview, I would definitely encourage doing it. Because it's a guaranteed win, you can't walk away from the experience feeling like, "That was just a waste of time." If I apply somewhere, and I write a cover letter, and I hone my skills on a resume, and I get my references, and I submit it, and they say, "thanks, but no thanks," then it kind of feels like a waste. But if I take the time to meet a new person and hear their story and get to know them, and I make a connection no matter what, even if they don't have a job opening, that's not the point. I walk away, winning from that experience. The job, it might come, it might not, but the informational interview part of networking I find it really meaningful because it's not high stakes. It's not, oh, you don't have anything, then I guess I'll be on my way like if you don't have an opening, I'll just move on and keep looking. It really is actually trying to meet people who give their time and effort to a stranger, someone they don't even know. The people I met with, they were willing to meet with me because they're that excited about what they do. And they want to share that with other people.</p> <p>There are, I'd say there are three big benefits that come from all those interactions combined. Not only did informational interviews help me in my job search, it also helped me find the next job, and once I had the next job, it helped me really be successful within, inside my next profession, inside my</p>	<p>Text: What is an informational meeting</p> <p>Informational Meetings, sometimes called "Informational Interviews," involve talking to people who currently work in your target field, company, or job role to gain a better understanding of an occupation and to build a network of contacts in that field, company, or role.</p> <p>Benefits of Using Informational Meetings</p> <ul style="list-style-type: none"> You are making a first-hand impression on someone who can directly or indirectly benefit you over the long haul. You are establishing a personal relationship with an agent of potential employers. You are gaining insights that will greatly benefit you at a job interview. You are able to examine in advance whether you have located an employer whose corporate culture suits your nature and needs (working environment, career path potential) The informational meeting serves as a valuable job-hunting tool to find out what companies are hiring, what jobs are available, what skills those jobs require, whom to ask for job interviews,

Molly written storyboard

<p>next job. The first was that just getting out there in the midst of my job search really helped me to maintain a positive outlook on what I was doing. I had kinda hit some snags along the way. I was far enough in my job search where I had some not great news along the way, some jobs that didn't pan out, whatnot. So, the informational interview was just a really cool way to develop that passion again, keep that fire stoked, keep me excited about what I was trying to jump into, and uh, you know, meeting those people. It really helped me to reframe my mind and my focus on to something positive. In the midst of what can be a very turbulent experience, the job search.</p> <p>The second thing, the second big benefit that happened was a completely unexpected benefit. Besides just gaining some connections, one of the people I reached out to after we had had an informational interview and I asked her some questions about her experience and asked her about her story and listened a lot. Then she actually opened up and said, "Hey, I've got a job opening. Just, by chance, that I'm looking to get filled." She had asked for a little bit of information about me, and so she thought I might be a good fit. That's actually the job I currently have right now. It actually ended up panning out into a job. So that was really unexpected. I would have been completely happy with just meeting people in the profession I wanted to enter. But this is the idea of networking. You don't have to have every networking lead pan out. You just need one to pan out, and then you got the next job. And for me, the piece of networking that helped out the most was the one-on-one informational interviews that led to that next job.</p> <p>And then the third piece about informational interviews that I found extremely helpful is that when I did enter this new profession. I'm taking some classes now to get certified, and I went into my class, and the guest speaker, the first guest speaker of this like 12-week-long course, was the third person that I had gone on an informational interview with. And, so, I was like, man, what a small world! You know, I already knew this guy. I just entered this new profession, and I already know the guest speaker one on one. We had had lunch together. I actually realized a lot more about my own interests and what I wanted from my next job in this process. So, I wasn't just learning about them. It helped me to realize that I had maybe overlooked part of that profession that I probably should have given more time. And the only way I could have learned more about it is by hearing about the profession from people who are doing it.</p>	<p>plus who you are able to get face-to-face. Use of this approach might be the best way to find a position you really like because the dynamics are entirely different from those of a job interview. Why use informational meetings instead of simply applying for jobs? Because they work!</p> <p>Video Activity-Flash Card</p> <p>When you are ready, click the card to flip it and see the correct answer.</p> <p>Flashcard front- What is an informational meeting? Flashcard back - Talking to people who currently work in your target field, company, or job role to gain a better understanding of an occupation and to build a network of contacts in that field, company, or role.</p>
Technical notes	Graphics: Two women at a table talking. Video: Jason giving his story, talking head
After reading the text, learner will click start course button to begin.	Button: Audio Flashcard Continue

Slide 03 - Strategies for getting Informational Meetings	
Audio Narration	On-Screen Graphic and Text
<p><i>Text will be included in optional narration for accessibility.</i></p>	<p>Text: There are a few different strategies for getting informational meetings.</p> <ul style="list-style-type: none">• You could tell someone you are interested in their career path and want to learn more about it. You are interested in what they do and where they work and would like to learn more about both.• You could ask where your skills fit in an industry. (If you don't have a specific job title or company in mind, start here).• You could work on a project and ask for a meeting to help with research on the project. (Just make sure you produce a project, it's not a setup for getting a job). <p>How to start networking:</p> <ul style="list-style-type: none">• Ask people you already know to meet. (If you don't know where to start, start here).• Pick a job title that you are shooting for. Search LinkedIn for people with that job title and ask them to meet.• Find target companies and find people through LinkedIn or the people you already know, who work at that company to meet. <p>Reasons to conduct informational meetings:</p> <ul style="list-style-type: none">- To clarify your career goals- To expand your professional network; build visibility- To build confidence for a job interview; invaluable interview experience; reduces anxiety- To access the most current career information- To identify your professional strengths and weaknesses. <p>The basic rules:</p>

	<ul style="list-style-type: none"> • Keep the meeting to 20-30 minutes, you can even set a timer. • Make it clear you are not asking for a job. • At the end of every meeting, ask how you can help the person you are meeting and ask them, "Who do you know that I should be talking to?" Try to get three contacts. <p>Check Your Understanding Choose the correct answer to the multiple-choice question, there is only one correct answer. Short answer question: Identifying personal strengths and weaknesses is a: Basic rule of informational meetings Reason to conduct informational meetings (correct) Strategy to get an informational meeting</p>
<p>Technical notes</p>	<p>Graphics: Two men’s hands shaking. Two women smiling, one taking notes in a notebook</p>
<p>After reading the text, learner will click start course button to begin.</p>	<p>Button: Audio Quiz submit button Continue</p>

<p>Slide 04 - Networking toward an Informational Meeting</p>	
<p>Audio Narration</p>	<p>On-Screen Graphic and Text</p>
<p><i>Text will be included in optional narration for accessibility.</i></p>	<p>Text: Networking toward an informational meeting Identify your target occupation(s), companies, and functions Preparation: Determine your immediate and long-term job goals; general career objectives to show you're focused. Also, this</p>

	<p>helps the potential interviewer think as to where or how you might benefit the company. Use research to find companies that may be a good "fit" for your skills and abilities.</p> <p>Networking 101 Activity</p> <p>Take your time here and write down your responses to each prompt on your paper.</p> <ol style="list-style-type: none">1. Pick three companies where you would want to work. Ask your current network, and search online for contacts in each of those companies. Write those three companies on your paper.2. Think of your immediate network, friends, family, mailman, connections from social and religious organizations, your banker, and university connections. Write five contacts from your immediate network on your paper.3. Pick a job title that you are shooting for. Search LinkedIn for people with that job title and ask them to meet. Write one or two target job titles on your paper.4. List contacts: Talk to friends, relatives, and professional and personal acquaintances. Acquire names, set your sights high; work to get to a potential decision-maker.5. Contact someone who works for your target company: the higher-level party, the better, and arrange a brief "fact-finding" meeting <p>Check Your Understanding</p> <p>Select the correct answers to the multiple-choice question. There is more than one correct answer.</p> <p>Pick many question: Who are some people in your immediate circle of acquaintances who you could contact for an informational meeting or networking?</p> <p>My family My pastor The CEO of a national corporation (incorrect) A former coworker</p> <p>Graphics: A group of people sitting together working.</p>
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Molly written storyboard

	Button: Audio Quiz submit button Continue
Technical notes	
After reading the text and completing the quiz, learner clicks continue.	

Slide 05 - Introduce Yourself	
Audio Narration	On-Screen Graphic and Text
<i>Text will be included in optional narration for accessibility.</i>	Text: "I'm looking to make a career move, and Sam suggested that you would be a good person to speak with for advice and guidance. I would appreciate the opportunity to have a short meeting with you soon. I would like to get your perspective on opportunities in the field." There are several ways to meet people and introduce yourself. You can meet people that are friends of friends and communicate with them by phone or electronically. You can introduce yourself to people who work at your target company via LinkedIn. If you are introducing yourself electronically, send an initial e-mail note or LinkedIn message and include the contact that you have (your friend or another person who works at a target company) who pointed you to the target person. If you do not include your point of contact, reference the common source of contact (LinkedIn group, professional group, individual, positive conversation with the mutual contact) in the message. Ask for a 20-minute informational meeting to brainstorm or use them

	<p>as a sounding board about their company, career/job/role, etc.</p> <p>Make it clear you are not asking them for a job or interview. A practice that has worked well is to include something like this: “I’m not asking for a job; I’m seeking information and guidance. I will respect your time via a timer on my cell phone, and I will come to you at your office, or if you prefer, we can meet at your favorite coffee place or for a virtual coffee.”</p> <p>Remember, you are not asking for help or for a job, but for information and guidance. If the person is unable to meet with you, thank them for their consideration and ask for the name of someone else in the company who might be agreeable and/or more appropriate to meet with.</p> <p>Write your introduction on your paper.</p> <p>Activity – Introduce Yourself. Tom is introducing himself to someone, inviting them to have an informational meeting. Click on the response you would like to choose to see how the conversation proceeds. There are no wrong answers, and you can go through the activity as many times as you want.</p>
<p>Technical notes</p>	<p>Graphics: Woman looking in the mirror getting ready to go somewhere. Man in business clothes in an office.</p>
<p>After reading text, learner does interactive activity, upon completion, learner clicks continue.</p>	<p>Button: Audio Continue Continue (button within the activity)</p>

Slide 05A - Introduce Yourself

On-Screen Graphic and Text
Text: Hello, My name is Tom I am in career transition. Mike said you would be a good person to talk to to learn more about banking. I would appreciate the opportunity to have a short meeting with you soon. 1) Hello, Tom. I would love to sit down and tell you more about the industry. a) Thank you so much! Could we set up a 20-minute meeting on Tuesday? You choose the location, and I'll come to you. 2) I'm sorry, tom, I am swamped right now, I don't think I will be able to help you out. a) I understand; thank you for taking my call.
Graphics: Man in business clothes in an office with a neutral expression. 1) Man in business clothes with a surprised expression 2) Man in business clothes with a disappointed expression.
Button: option 1 & 2 Audio Continue

Slide 05B - Introduce Yourself
On-Screen Graphic and Text
Text: Can you tell me about your role in the company and how you got there? 1) Gladly! I have been at Community Bank for 20 years. I started as a teller and worked my way up to Regional Manager. 2) Are you looking for a job? a) You caught me. I am a job seeker, but I'm not asking you for a job. I just wanted to learn more about you and your company.
Graphics: Man in business clothes in an office with an asking expression. Man in business clothes in an office with a happy expression. Man in business clothes in an office with a neutral expression.

Button: option 1 & 2 Audio Continue

Slide 05C - Introduce Yourself
On-Screen Graphic and Text
Text: Can you tell me about your role in the company and how you got there? 3) Gladly! I have been at Community Bank for 20 years. I started as a teller and worked my way up to Regional Manager. 4) Are you looking for a job? a) You caught me. I am a job seeker, but I'm not asking you for a job. I just wanted to learn more about you and your company.
Graphics: Man in business clothes in an office with an asking expression. Man in business clothes in an office with a happy expression. Man in business clothes in an office with a neutral expression.
Button: option 1 & 2 Audio Continue

Slide 05D - Introduce Yourself
On-Screen Graphic and Text

Molly written storyboard

<p>Text: My strengths are in accounting and sales. Where do you see me fitting in the industry? 1) You might be a good Personal Banker. a) Thank you, I will write that down to research more.</p>
<p>Graphics: Man in business clothes in an office talking. Man in business clothes in an office with a happy expression.</p>
<p>Button: option 1 & 2 Audio Continue</p>

<p>Slide 05E - Introduce Yourself</p>
<p>On-Screen Graphic and Text</p>
<p>Text: Thank you for taking the time to meet with me. Who else should I talk to? 1) I know a branch manager at another bank, so I can give you his email. a) Thank you, I will write that down now and email him and let him know that you referred me. 2) I don't feel comfortable giving out other people's names. a) That's ok. I really appreciate your time.</p>
<p>Graphics: Man in business clothes in an office with a neutral expression. Man in business clothes in an office with a happy expression. Man in business clothes in an office with a neutral expression.</p>
<p>Button: option 1 & 2 Audio Continue</p>

Slide 05F - Introduce Yourself	
On-Screen Graphic and Text	
Text: Bye. I hope to stay in touch! Thank you for your time. Goodbye.	
Graphics: Man in business clothes in an office with a happy expression.	
Button: option 1 & 2 Audio Continue	

Slide 06 - Preparation	
Audio Narration	On-Screen Graphic and Text
<p><i>Text will be included in optional narration for accessibility.</i></p> <p><i>Video:</i> How do you react when you hear the question, “so, tell me about yourself.” Do you freeze up? Are you tempted to overshare about your hopes and dreams? Is your first thought, “where do I start?” When put on the spot, a lot of us struggle to communicate who we are and why we are someone worth knowing. But thankfully, this problem is easily solved with a winning elevator pitch. So, what is an elevator pitch? And how can you develop one? Let’s take a look.</p> <p>An elevator pitch is a short synopsis that briefly and memorably, Introduces you as a professional. It touches on three major points. 1)who you are 2) what you do, and 3) what you want. Overall, it’s a quick, snappy way of advertising yourself and</p>	<p>Text: Preparation</p> <p>There are a few ways to prepare for an informational meeting. The first thing to do is research the company: learn about products, services, competitors, reputation/status, and future growth potential.</p> <p>Next, compose a list of questions designed to find out about career opportunities and the company in general. (See the document of potential questions below). A few topics you could talk about are:</p> <ul style="list-style-type: none"> ● Pluses and minuses of the career or job. ● Qualifications needed to succeed. ● Current and future employment outlook. ● What problems exist and need to be solved?

capturing a person's attention. An elevator pitch should be short and delivered within the time it takes to ride an elevator up and down, roughly 30-60 seconds. And while elevator is in its name, you can deliver this pitch in all types of situations and locations, including career expos, corporate conferences, and job interviews. So, how do you create one of your own?

The best elevator pitches follow a structure. First, introduce yourself, smile, shake the other person's hand, and say Hello. Then shake the other person's hand and offer a quick expression of gratitude. For example, "Hi, I'm Amelia. It's great to meet you. Next, share your background. Explain what you do and what experiences you have. When following this step, start by writing down everything that you do, then weed through the list and remove anything that isn't absolutely critical. Finally, continue rearranging and editing phrases until you are down to two or three sentences.

Once you have shared your background, the next step is to look forward. The best elevator pitches have a purpose and outcome, which brings us to our third step. The third step is to explain what you want in one or two sentences. For example, do you want to apply your skills at a different company? Do you want to find a mentor in your field? Or do you want to sign a new client? As you answer that question, keep in mind that you might need to create a few different templates depending on those different wants. Next, encourage your audience to respond by giving them a call to action. Clearly explain what you want the other person to do. That might mean giving them a chance to ask questions. Requesting that they introduce you to someone else or scheduling a time to meet later. And finally, say thank you. If this person agrees to your request, follow that thank you by asking for their contact information and promising to stay in touch. And, if they don't agree, be polite and simply say, "I understand. Thank you for your time."

After you have written your speech, you'll then want to share it with the world. But before jumping into that live performance, there are a few extra things to keep in mind.

- What is the corporate culture?
- Who would be the best person to contact regarding specific job potential?
- What do you want to know about this individual? What do you want to ask them about their own story, how they got into what they do, and what they might do differently?

30 second infomercial – job aid

Questions to ask - job aid

What is a 30-second Infomercial (Elevator Pitch)?

An elevator pitch (or elevator speech) is a short synopsis that briefly and memorably introduces you as a professional. It answers the infamous "So, tell me about yourself" question by touching on three points:

- 1) Who you are
- 2) What you do
- 3) What you want

A 30-second infomercial is meant to be short—delivered within the time it takes to ride an elevator up and down. It's the highlights, not the cover letter.

Structuring Your 30-second Infomercial

You never know who you might run into and where. Make a powerful first impression by creating a 30-second infomercial ahead of time—that way, it's ready to share when you need it. So, how do you create a concise, compelling, and accurate pitch? Engage your audience—and cover all the bases—by using a clear and consistent structure.

A five-step process

Move through this interaction to learn how to structure and deliver your elevator pitch in 5 steps. (See slides 8A through 8E below) **You don't need to share everything.** It's tempting to share your life story, but an elevator pitch should be brief. Time yourself, continue making revisions and confirm that your speech is no more than 60 seconds long. Remember, it's better to leave people wanting more than it is to overwhelm them with details. If they're

Specifically, here are five pitch-perfect tips for your next elevator speech. First, don't speak too fast. Keep the pace steady, so your listeners can understand and absorb everything. Second, skip the jargon, avoid using acronyms or technical terms. You don't want to confuse your audience. Third express confidence by speaking clearly, standing tall, looking straight ahead, and making eye contact. Fourth, express positivity by using friendly facial expressions, smiling, and modulating your voice at different times to keep listeners engaged. And finally, keep practicing. The more you practice, the more natural you'll sound and the less likely you'll be to forget anything.

Start following those tips and start drafting, reviewing, and practicing your elevator pitch today. You never know who you might run into and where, so don't delay. Prepare a winning elevator pitch, and you'll set yourself up for success the next time you get asked that all too famous "tell me about yourself" question.

curious, they'll ask questions.

5 Pitch-Perfect Tips

After you write your speech, it's time to start sharing it with the world. Make sure it's a home run by adopting the following pitch-perfect tips:

Don't speak too fast. While your speech should be short, don't rush through it. Speak too quickly, and your listener will struggle to understand or absorb anything. You want your words to be memorable, so keep the pace steady. If that's taking too long, you likely crammed in too much information. So, do another round of editing.

Skip the jargon. While professional jargon can sometimes speak to your skill level, it also limits you. Using acronyms, industry-specific phrases, and technical terms isn't only confusing for many people, it also alienates them. So, skim your speech and double-check that you're using language that's easy to understand.

Express confidence. Convince your listener to believe in what you're saying by expressing confidence. First, consider your voice. Are your words clear and well-enunciated? What about your body language? Are you standing (or sitting) tall, looking straight ahead, and making eye contact?

Express positivity. Positivity is contagious—and it leaves a lasting impression. So, deliver your speech with enthusiasm. Use friendly facial expressions, smile, and try modulating your voice at different times to keep your listener engaged.

Keep practicing. You won't have a cheat sheet on the spot, so keep practicing. The more you practice, the less likely you are to forget something—and the more natural you'll sound. Recite your pitch out loud, in front of a mirror, over a recording, and with friends and family listening in.

Check Your Understanding

Check your understanding of what it takes to deliver a winning elevator pitch with the following activity.

Read through the statements below and select everything that's **true**.

- A) An elevator pitch takes roughly 2-3 minutes to deliver.

	<p>B) An elevator pitch explains who you are, what you do, and what you want. <i>(correct)</i></p> <p>C) You can use the same elevator pitch for all situations</p> <p>D) You should avoid using technical terms in your elevator pitch.</p>
<p>Technical notes</p>	<p>Graphics: Video networking - How to develop a winning elevator pitch</p>
<p>Learner will read the text, watch the video, and complete the activity then take the quiz. Then the learner will click continue to the next slide.</p>	<p>Button: Audio "Start" on activity Continue Video play button PDF - Questions to ask PDF - 30 Second Infomercial</p>

<p>Slide 06A - Preparation</p>
<p>On-Screen Text</p>
<p>Text: Introduce Yourself First, introduce yourself. Before diving into everything that makes you great, let the other person know who you are. Smile, shake the person's hand, and say, <i>"Hello."</i> Then, share your name and a quick expression of gratitude, such as, <i>"It's a pleasure to meet you!"</i></p> <p><i>For example:</i> As we move through this process, let's follow "Ricardo" as he demonstrates each step: "Hi! I'm Ricardo. It's great to meet you!"</p>

Slide 06B - Preparation

On-Screen Text

Text:

Share Your Background

Next, divulge your background—explaining what you do and what experiences you have in that field. This is your chance to show off. So, consider how you stand out as a professional. Follow the strategy below:

1. Write down everything that comes to mind about your job and background.
2. Remove anything that isn't absolutely critical to explaining what you're about.
3. Organize what's left into two or three sentences.
4. Continue editing and rearranging words and phrases until everything sounds just right.

For example: Ricardo might say: "I'm the director of marketing at ABC company. I started out as a project coordinator and quickly worked my way up to designing, implementing, and overseeing client marketing strategies. One of my proudest accomplishments is a campaign I did for a local nonprofit client, which ended up increasing their average monthly donations by 70%."

Slide 06C - Preparation

On-Screen Text

Text:

Explain What You Want

Next, what's your goal? What do you want out of this conversation? Your answer will depend on what you're using the pitch for, so create different templates for different objectives. For example, consider how you'll have different "asks" depending on whether you're seeking a mentor, interviewing for a job, or trying to sign a new client.

When sharing this goal, limit yourself to one or two sentences. And, if possible, find a way to advertise your value by referencing your skills, know-how, or talent.

For example: If Ricardo ran into the CEO of his dream company, he might say: "I'm now interested in moving into nonprofit work full time. I want to focus on disability rights, which is why I'd love to contribute my marketing know-how to your organization."

Slide 06D - Preparation

On-Screen Text

Text:

Give a Call to Action

Now, bring it home with a call to action statement, which encourages your audience to respond and act. This step is a great last precaution for making sure that your pitch doesn't end in silence.

When developing a call to action, clearly lay out what you want the other person to do. That might mean giving them a chance to ask questions, requesting that they introduce you to someone else, or scheduling a time to meet up later.

For example: Ricardo might end his pitch with: *"Do you have a chance to meet later and discuss the marketing needs of your company?"*

Slide 06E - Preparation

<p>On-Screen Text</p> <p>Text: Say “Thank You” Finally, regardless of whether or not this person agrees to your request, thank them for their time. Follow two different formats:</p> <ul style="list-style-type: none"> • If they agree: Say “thank you,” get their contact information, and promise to stay in touch. • If they don’t agree. Be polite, and offer a simple: “I understand. Thank you for your time.” Or, if you’re not ready to give up, consider adding: “Would you mind if I followed up with you in the future?” <p>For example: Here’s how Ricardo handles this last step, “Thank you for your time! Do you have a business card? I’ll send you a follow-up email later today.”</p>

Slide 07 - Facilitating the meeting	
Audio Narration	On-Screen Graphic and Text
<p><i>Text will be included in optional narration for accessibility. .</i></p>	<p>Text: Facilitating the meeting The flow of an Informational Meeting</p> <ul style="list-style-type: none"> • Thank them for their time. • Use your 30-Second Infomercial to share something about yourself. • Set your phone timer or place your watch on the table or desk. • Have your Marketing Profile (see PDF below) with you, just in case – but do not “lead” with it. <p>Virtual Informational Meeting Tips</p> <ol style="list-style-type: none"> 1. Remove distractions from your desk. 2. Remove any distractions from behind you that the camera

- can see.
3. Make sure your background is simple and not noisy.
 4. Pull all your notes out in front of you on your table or desk.
 5. Make sure the equipment works.
 6. Make sure you test Skype/Zoom/Teams ahead of time.
 7. Be in a good Wi-Fi area.
 8. Make sure power is available – no battery problems.
 9. Make sure a phone is handy in case the sound dies. Know what number to call.
 10. Have a clean tablet available in case the sound dies and you need to write a message.
 11. Make sure the camera is just about eye height.
 12. Make sure the lighting is good

Quiz question How long should you set your timer for an informational meeting?

- 1 hour
- 20 minutes

Treat connections like friendships. Informational meetings aren't interviews. Your goal isn't to sell yourself—it's to create personal connections. So, ask yourself, "*If this person was a friend, What would I say?*" Remember, a great professional relationship is built on honesty and trust—just like friendship.

Tip: Don't Forget to Follow Up

If you want your connections to stick, follow up—and quickly. Send them an email within 24 hours.

When drafting those messages, refer to your notes so that you can reference a conversation point. Remind them of anything they said they would send you - another person's contact information, a job post, etc. Send them any information that you promised them, such as a contact or your marketing sheet or resume. Thank them again for meeting with you.

Molly written storyboard

	<p>Keep your contacts updated on your progress.</p> <p>Check Your Understanding Select hte correct answer. How long should you set your timer for an informational meeting? 1 hour 20 minutes (correct)</p>
Technical notes	Graphics: A young woman shakes hands with a man at an event.
After reading the text, completing the activity and quiz the learner will click continue to move forward. Option to download PDF of marketing profile.	Button: Audio Marketing profile PDF Move to next arrow on activity Continue

Slide 07A - Step 1
On-Screen Text
Text: Introduce Yourself First, introduce yourself. Then, extend your right hand, smile, offer a firm handshake, and say: "Hi! I'm [insert name], it's great to meet you." That simple introduction conveys trust, friendliness, and reliability.

Slide 07B - Step 2

On-Screen Text

Text:

Ask an Icebreaker Question

Next, express genuine interest in the other person. Don't start bragging about all your professional accomplishments—that will only alienate your conversation partner. Instead, ask open-ended questions that inspire more than a “yes” or “no” answer. Instead of asking, “Are you from here?” you might ask, “Where are you from?”

Here are some questions to try:

“How'd you get involved in your field?”

“What do you love most about your job?”

“What projects are you working on right now?”

Slide 07C - Step 3

On-Screen Text

Text:

Share Your Thoughts

After listening to your partner's answer, share your thoughts.

Can you relate to anything they said? If so, run with that.

Did they ask you a question? If so, provide an honest answer.

Did they reply with a simple, “Not really” or “I don't know”? If so, try answering the same question you just asked them.

Overall, regardless of where the conversation takes you, your goal is to keep it moving back and forth. A conversation is a dialogue, not a monologue. So, if you find yourself speaking too much, slow down, ask another question, and share the floor.

Slide 07D - Step 4

On-Screen Text

Exit Gracefully

Once the conversation runs its course and you're ready to move on, excuse yourself gracefully. Follow the below format:

Refer back to something you discussed.

Express your appreciation.

And, if you'd like to see this person again, ask for their business card.

Slide 07E - Step 5

On-Screen Text

Text:

Take Notes

Finally, you are going to be meeting with many people.

Before moving on to the next event of your day, jot down a few notes about what you and the other person discussed. You can add these notes to the back of their business card. Or, if you have more to say, create a note on your phone so that you can fit in all the details.

Slide 08 - Final tips for success	
Audio Narration	On-Screen Graphic and Text
<p><i>Text will be included in optional narration for accessibility.</i></p>	<p>Text: Final tips for success</p> <ul style="list-style-type: none">• Do your homework!• Dress appropriately.• Be prepared to take notes.• Be a good and attentive listener.• Always try to obtain referrals. ("Who do you know that I should talk to?")• Always send a thank you note.• Record, analyze, and evaluate the information received.• Send the person an update as to your progress. <p>Networking is simply the cultivating of mutually beneficial, give-and-take, win-win relationships. It works best, however, when emphasizing the 'give' part. Bob Burg, Writer and Owner of Burg Communications, Inc.</p> <p>How will you maintain your network? Choose the correct answer. Quiz question: What's one key thing you should do to maintain your professional network? So as not to overwhelm my contacts, I should only reach out if I really need something. To stay top of mind, I should check in with my network regularly—giving them updates on my progress. (correct) To keep my connections authentic, I should avoid following a formal schedule—instead opting to reach out only when the opportunity presents itself.</p>
	<p>Graphics: Woman in a blazer talking to a woman and man.</p>

Molly written storyboard

	Button: Audio Submit quiz button Continue
Technical notes	
Learner will read text and take quiz then hit continue to move forward.	

Slide 09 - Summary and Conclusion	
Audio Narration	On-Screen Graphic and Text
<i>Text will be included in optional narration for accessibility.</i>	Text: Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities. Michele Jennae, Executive Career Coach and Writer Expand the rows below to review the key takeaways from this course:(see course takeaways) Conclusion I can: Identify people in my network. Identify target companies and people to meet for informational meetings. Set up informational meetings and leverage them in my job search. Facilitate an effective informational meeting. Follow the above takeaways, and you'll set the foundation for nurturing a rich professional network that you can use to grow your career. Thank you for completing this course!
	Graphics: A businessman talks to a woman and a man. Two women talk while holding coffee.

	Button: Audio Identify People in your network (expand) Use your 30-second infomercial (expand) Prepare for the meeting (expand) Have engaging conversations (expand) Say thank you and ask for contacts (expand) Continue
Learner will read the text, review the contend, do the activity and then click continue to move forward.	

Slide Conclusion 9A - Identify People in your Network

On-Screen Text

Text:

Build worthwhile connections by being socially active and strategic about professional contacts. Also, demonstrate your value by offering help, staying up to date on industry news, and conveying an interest in what others say.

To meet new people, tap into your existing contacts for introductions, connect with others online, leverage your alma mater, join professional groups, and get involved in your community.

Slide Conclusion 9B- Use your 30-second Infomercial

On-Screen Text

Text:

Give a Call to Action

As you make new connections, prepare a quick and snappy summary of who you are. Keep your winning 30-second infomercial short by following a five-step process:

1. Introduce yourself.
2. Share your background.
3. Explain what you want.
4. Give a call to action.
5. Conclude with a genuine, "Thank you!"

Slide Conclusion 9C - Prepare for the Meeting

On-Screen Text

Text:

Research the company. Learn about products, services, competitors, reputation/status, and future growth potential. Compose a list of questions designed to find out about career opportunities and the company in general.

Slide Conclusion 9D - Have Engaging Conversations

On-Screen Text

Text:

As you facilitate informational meetings, introduce yourself, ask open-ended questions, and share your thoughts. Remember also to end conversations gracefully, take notes on your contacts, and follow up.

Slide Conclusion 9E - Say Thank You and Ask for Contacts

On-Screen Text

Text:

Follow up quickly with a genuine thank you note, and don't forget to ask for additional contacts.

Slide 10 - Credits and Contact

Audio Narration	On-Screen Graphic and Text
<p><i>Text will be included in optional narration for accessibility.</i></p>	<p>Text: Credits Molly Schultz - Instructional designer, video producer/editor Thank you to Jason Love for recording his story. Elevator Pitch Video and instruction from Articulate Rise 360 Content Library Five Step Networking Conversation from Articulate Rise 360 Content Library Materials used by permission from: Atkinson, T., Bate, S., Johnson, M., Hart, E., Riley, R. (2022). <i>Passport to employment guidebook fourth edition</i>. Church at the Crossing. https://cdn.zephyrcms.com/a0b63e28-acf2-4cfa-a934-bcf76023f1cb/-/inline/yes/p-2-e-guidebook-fourth-edition-f eb-2022.pdf Hinshaw, D., Falconer, T., & Johnson, M. (2018). <i>Survive and thrive in your job search: The team networking group process to your next job</i>. Abbot Press. Various resources from Mike Johnson, Coach for Tomorrow Passport to employment Website</p> <p>Contacts: Molly Schultz, Instructional Designer: www.mollyschultz.com Passport to Employment: https://www.golove.org/resources/passport-to-employment Church at the Crossing: https://www.golove.org/</p>
<p>Technical notes</p>	<p>Graphics: Passport to Employment logo</p> <p>Button: Audio Continue</p>

Molly written storyboard

Learner reads text and completes module.	
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