

The TIARA method is a framework for planning the **questions you will ask in an informational interview**. You can use this formula to **gain information** and **establish a rapport**.

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T

TRENDS

This opening gives your contact time to reflect. Consider asking about **Typical Activity** (ex: what does a typical workday look like in this field), **Impact** (ex: how are consumer trends impacting your company), **Change** (ex: how has the organization changed since you started).

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I

INSIGHTS

Questions about their personal insights help you build a more personal connection with the contact. Ask your interviewee about **lessons they've learned, what they enjoy about their work, or next steps in their career**.

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A

ADVICE

Asking for advice can help continue to build rapport and their comments could prove helpful for you later in the recruitment process. Consider asking questions about **how you can succeed** (ex: what can I do now to prepare myself for a role in this field) or **what you can learn from their experience** (ex: what do you wish you had known in school).

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R

RESOURCES

Does your contact have **resources or tools they recommend** for someone in your position? This question gives you reasons to follow up! You can ask things like: "what steps should I take to enter this field?" or "Who should I speak to next to learn more about the industry?"

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A

ASSIGNMENTS

Asking about **recommended next steps** can give you another reason to follow up with the contact. Ex: "What kinds of projects seem to add the most value to your organization? I'd like to see if I can start doing that kind of work in my classes at UMSI."
