

Follow-Up, Follow-Through & Finish

Donnell E. Johns Sr. | Founder & President, Veterans Growing America

A practical guide to reconnecting, honoring commitments, and closing the loop after MIC.

01 FOLLOW UP

Reconnect while the conversation is fresh.

Help the person remember your conversation and understand why you are reaching out.

- Reference something specific you discussed.
- Acknowledge any next step you agreed on.
- Make your message clear and easy to respond to.

Ask yourself: Have I given this person a meaningful reason to continue the conversation?

02 FOLLOW THROUGH

Do what you said you would do.

Your follow-up message begins the next conversation. Your actions show whether people can count on you.

- Send the resource you offered.
- Take the next step on an introduction you discussed, with permission from the people involved.
- Complete the action by the date you agreed to.
- If something changes, communicate before the commitment slips.

Ask yourself: What did I promise, and have I delivered it?

03 FINISH

Close the loop.

Make it clear when you have completed your part and whether anything remains open.

- Confirm that you sent or completed what you promised.
- Make any remaining action clear, including who owns it.
- If you cannot fulfill a commitment, say so directly and agree on what happens next.

Ask yourself: Does the other person know where things stand?

WHAT THIS LOOKS LIKE

At MIC: You offer to send someone a resource related to your conversation.

Follow up: Reconnect and mention the topic you discussed.

Follow through: Send the resource when you said you would.

Finish: Let them know you have sent it and clarify any agreed next step. The commitment can be complete while the relationship continues.

MAKE ROOM TO FOLLOW THROUGH

VGA's business-growth rhythm reserves Friday for Follow-Up, Follow-Through & Finish and week four for following up with networking contacts.

Use that protected time to review:

- Who needs a response?
- What have I committed to?
- What still needs to be completed?

Follow up while the conversation is fresh. Use the recurring review to keep commitments from slipping.