

Post Interview: Follow-Up Strategies

The Interview Is The Beginning

Getting hired is often a multi-step process. The interview is the beginning of that process, not the end. How you follow up after the interview differentiates you. The key is to gather information on the challenges the organization is facing to you can provide value added communication after the interview. You must ask the right questions so that you have something value added to say in future communications.

- What are the key strategic challenges facing the company?
- What problems is this department facing?
- What would be the three biggest challenges of the role?
- What were the obstacles facing the person who previously held the role?
- If it is a newly created role, what organizational need will this role address?

The Follow-Up Note

- **Show your gratitude:** thank the interviewers for the time they took to interview you
- **Restate your alignment with the role:** by the end of the interview you have more information about the role than you did when giving answers earlier in the process. In the follow up mention any additional insight you have around your alignment for the role.
- **Mention interesting point interviewer made:** demonstrate your listening and synthesizing skills by revisiting the interesting points the interviewer made
- **Do damage control:** Ever wished you answered a question more completely or differently? You can share additional insight and perspective to an answer that you felt was incomplete.
- **Suggest a solution:** Prior to the interview you may not have had a clear view of the challenges the organization was facing. Through the questions you asked you gained insight into problems and challenges. If you have potential solutions, mention them in the follow up letter.
- **State you want the job:** Close the letter by reiterating you want the job and ask about next steps.

Value Add Ways To Stay Top Of Mind

After sending the follow up note, find ways to stay “top of mind” during what can be a slow hiring process.

- Industry news
- Articles related to something discussed in the interview
- Referrals of individuals in your network for other open positions
- A 30/6/90 days strategy can be impressive with the caveat that it is based on what you heard and researched.



Thank-You Email Do's and Don'ts

DO:

- Send your email right away—within 24 hours of the interview—to thank the interviewers and confirm your interest. Prompt emails move the process forward with an efficiency that outdated hand-written notes do not.
- Include all your interviewers in the email or send separate emails to each person who spoke with you. Keep in mind that if you do the latter, your messages should vary somewhat, so that the recipients don't compare notes later and feel like they just got a chain email.
- Include the name of the position in the subject line and the words "thank you." This will ensure that the interviewers see your response and know that your email is important.
- Remind the interviewers of your qualifications, making sure to mention any keywords in the original job listing (or those that came up during the interview itself). This thank you note should reinforce your interest in and alignment to the position.
- Provide links to your online portfolios and other professional sites and networks. (i.e. LinkedIn)
- Bcc yourself on the email so you have a copy of each message you send.

DON'T:

- Repeatedly contact your interviewers with follow-up emails. Remember the interview process takes time – maintain your brand as a person of value. Desperation implies that you do not have other opportunities, thus damaging your marketability.
- Be too casual. No memes, internet acronyms, etc.

By sending a thoughtfully expressed “thank-you” email immediately after your interview, you’ll affirm the positive impressions you made during your talk, keep your candidacy top of mind as final hiring decisions are made, and demonstrate that you have the good manners and proactive communication skills employers desire in their personnel.

