People Who Need People

Ever notice what has happened to human communication? Have you noticed that, like some sci-fi prophecy, we hardly ever see one another anymore? In this era of "anytime, anywhere" accessibility, it seems we have redefined human contact as the ability to virtually communicate.

Tudog has a problem with the impersonal nature of technological "breakthroughs" like voice mail and email. Certainly we recognize all they contribute and how much they have enhanced our business. But they have also detracted from how we do business, and we don't mean only in the idealistic sense. We think it's bad for business.

Voice mail is okay as a limited tool that let's someone know that you wish to speak. It's not an effective replacement for an actual conversation. You cannot use voice mail to "dialogue" via messages because it takes out of the dynamic and the capacity to respond, gain context from voice tone, or even act timely.

The same is true with email. It's a great tool. But it needs to be recognized for what it is…a supportive method of indirect communication. Email leaves no room for nuance, and we suspect that at least 50% of all effective communication is based nuances, not only in the language, but in how the words are delivered.

We need to face it. We need face-to-face interactions. People need people. No matter how comfortable and convenient it is for us to take cover behind a wall of technology, better business is accomplished when we interact with one another directly.