

High Tech does not Replace High Touch

How well do you write? Most people consider themselves no more than adequate. Yet, we are increasingly dependent on e-mail, tweets and other social media postings to convey our ideas and thoughts. Yes, these methods are fast and inexpensive but have you considered the true cost of ineffective and misunderstood communications?

Think about the following when you are about to send yet another e-mail rather than make a brief phone call.

Does it really save time?

How many back and forth communications does it take to resolve an issue or explain a basic concept?

How many "thank you", "you rock", "okay" e-mails do you open and have to delete?

Bottom line for associations: How many membership sales (or membership saves) have you made purely with electronic communications?

Is it effective?

What is your response rate? Are the recipients reading all that you write? How many e-mails are nominally skimmed or deleted completely before being read?

Bottom line for associations: Are your members, and potential members, fully knowledgeable about all that the association is doing for them and the profession?

Have you ever been misunderstood? Conversely, have you misunderstood a member? Are you able to convey your enthusiasm?

Bottom line for associations: Can you afford to lose a member or prospective member?

How often have you heard, "Thank you so much for e-mailing"?

Bottom line for associations: We say we are in the people business. So, why are we so reluctant to talk to people directly?

Personal interaction between the organization, leadership and its members, and members with each other is essential to building the connections on which associations thrive. There's no better method of relationship building than a direct conversation or even leaving a personal phone message if you don't get through on the first try.

Honestly: Are you really too busy (or important) to pick up the phone?