

When Technology Hurts the Entrepreneur: Companies Cut Checks to People Not Computer Screens]

By Ken Sundheim

On the surface, [Facebook](#), [Twitter](#) and [LinkedIn](#) seem to be great resources. Email connects the world nearly real-time.

Skype allows us to video conference when we need to see each other. The web provides any information we desire at our finger tips.

With so much productivity, it's almost hard to fathom that household incomes are struggling. With all the new business within our reach, why just a year ago was long-term unemployment the highest it's been since WWII?

TECHNOLOGY AND INEFFICIENCY

In order to cast doubt on the efficiency of today's technology, it's best to address the main sources of communication and information gathering one by one. Once we are able to define the tools we use, we can then analyze why these may be less friend and more foe to the average generation Y or Z business professional.

1. Emails – For many of us, email is often used in business as an alternative to interpersonal interaction rather than a supplement. Email allows us to stay within our comfort zone.



From the view of the excessive emailer, they are able to return messages at their convenience, have the ability to think about what they

are going to write and can save the time and hassle of a phone call with an one line message.

From the view of the effective business professional, getting back to clients at your own time is poor customer service, email cannot convey emotions, thus intent is often misread and phone or face to face time establishes trust and strengthens client relationships.

I can close a \$15,000 contract on a single phone call or office visit. I could never do the same strictly over email. Companies like to cut checks to people not computer screens.



2. Social Media Sites – To connect with clients and potential networks, we have [Facebook](#), [LinkedIn](#) and [Twitter](#) as the major players in the social media space.

On these sites, we can read bios, reach individuals we don't yet know and keep up to date with trending topics. Seems informative on the surface.

After closer analysis, we quickly realize that social media sites don't make money informing us. Rather, they derive their revenue from keeping users on the site for as long as possible, thus seeing more advertisements.

Somehow, it just seems farfetched that we could be productive on the same sites that we socialize on. After all, it's called social media.



3. Web – 15-20 years ago, when employees had free time, they would often read. Present day, we surf.

The former makes one more productive through education while the other creates a significant roadblock to the achievement of even basic goals. Very rarely do they utilize the resource to its fullest extent and are able to monetize our findings.

As an executive headhunter, I rarely see job seekers use over 20% of the resources available to them to find a job. They tend to use the web to go on Monster, apply for jobs on LinkedIn or

to contact headhunting agencies.

The web is only an asset for the disciplined, creative and hard working. It's a liability to the average employee.



4. Contact Forms – The majority of the time, when we use the web to its fullest extent, we find what we are looking for only to not be able to contact the provider of the services or products.

It's ironic because we use the web to get information real-time, yet the process ends in the potential buyer filling out a seemingly barren contact form with little to no idea as to when or if the final piece of information they need will be delivered.

It's also ironic that we have a phone with us at all times, yet don't allow anyone to utilize it. Irony aside, contact forms are indicative of our deteriorating social skills.

In the End

Companies cut checks to people, not pieces of technology. Human voices still make for better business than Google Voice.

To learn more about Ken, please visit <http://www.kasplacement.com>.

