



Never underestimate..

...THE POWER OF HUMAN CONNECTION

Last week reminded me about the power of human connection.

I had a problem I couldn't solve myself. I contacted the company whose product it was but ended up going around in circles with their automated phone system.

No matter how I answered their questions, the call always ended the same way... being directed to an online help function followed by: "Thank you for calling. Goodbye."

ARGGHHH!

I just needed to speak to someone. And that felt impossible.

I get that automation has its place. It can make things faster, smoother and more efficient.

But sometimes, you can't replace the human connection. The ability to talk to someone who listens, understands, and helps you move forward.

Last week reinforced why that still matters. For me, and for the work I do.