

# Voice and Vision

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## IS E-MAIL HURTING YOUR BUSINESS?

Despite the ease with which we can shoot off electronic messages to a co-worker or client, limiting the use of e-mail in business communications is a good idea, according to Diane Brady's article, "?!#@ The E-Mail. Can We Talk?" in the December 2006 issue of NEWSWEEK.

The article highlights three dangers of our over-reliance on electronic business communications:

### CREATIVE MELTDOWN

The fluid exchange and building on ideas that comes from people gathered in a room doesn't happen in the time-delayed world of e-mail volleyball. When the CEO of a company in Georgia suspected e-mail was hurting productivity and sales, he banned its use on Fridays. One-on-one interaction between his 275 employees – and with clients – quickly improved. The company's use of e-mail eventually dropped by more than 80%.

### MISINTERPRETATION

A New York University study showed that fewer than half the population actually grasps the tone or intent of electronic messages, and that most people overestimate their ability to accurately state what they mean. Syracuse University professor Kristin Byron is cited in Brady's article as finding that misinterpretation is highest when it comes from the boss.

### FACELESS HUMANITY

Those of us who stare at a computer screen day in and day out sometimes feel more like machines than humans. Meaningful relationships don't happen online – they require face-to-face, voice-to-voice communication. Phone calls, handwritten notes, even an inside joke shared over a cubicle wall, go a long way in forging friendships, team spirit, and long-term client relationships.

E-mail clearly has benefits, but when it comes to building stronger, longer relationships, stepping away from your keyboard or blackberry to flash a smile and share a handshake gives you an up-close and personal advantage – and makes you feel better, too.

**MAKE YOUR DAY MAGNIFICENT!** If you wish to comment on this article, call me!

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## MARCH 2007 QUOTE

"The most important decision you will ever make is what kind of universe you live in."

–Albert Einstein

## FROM THE WORD MUSEUM

Is your head *quopping*?

Quop is an antiquated English word that means "to throb with pain."

– from *The Word Museum*,  
by Jeffrey Kacirk

*"Linda, the copy you've written for our website has a sense of realism and urgency that is difficult to resist – you've hit on all the emotional triggers that motivate people to act and invest in their relationships, with a sense of compassion and safety woven throughout. I am so glad I called on you for professional assistance."*

– Craig J. Fox  
Real-Life-Solutions

## CELEBRATE SPRING...

April is Earthquake Preparedness Month.

Shake up your marketing plans by finding a creative way to honor or celebrate one of these great April holidays:

Empowered Woman Month  
Customer Loyalty Month  
National Poetry Month  
National Straw Hat Month  
National Soft Pretzel Month  
National Woodworking Month

And by the way, April 1 is "Sorry Charlie Day" – honoring Charlie the Tuna, who has been rejected for 42 years and is still spunky. Who do you know who has been rejected and lived through it? Give them a round of applause!