

15.3: Introduction to Staying Connected

What you'll learn to do: Discuss the importance of staying connected with colleagues, other professionals and customers in the digital age

Now that we understand the tools and the processes by which we connect with other human beings—that is, the social communication model and the methods of communication—we can look at them in terms of this crazy, technological world we live in. Our coworkers, colleagues, and customers are out there waiting to communicate and be communicated with, and they're doing it in a variety of ways that are vastly different than they were twenty years ago.

More times than not, you don't even get to choose the tool you're using to communicate your message, so in this section, we're going to look at the ways you can digitally communicate with colleagues and customers, the strengths and weaknesses of those tools, and how to best leverage them to be understood.

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