

Seven Reasons Technology Might Be Hurting The Way You Communicate With Your Team - Forbes



Top coaches offer insights on leadership development & careers.

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Post written by

Forbes Coaches Council

Top business and career coaches from [Forbes Coaches Council](#) offer firsthand insights on leadership development & careers.

Email, Skype, [Slack](#), Yammer — with so many “convenient” ways to communicate, it can be easy for [leaders](#) to actually forget how to communicate effectively.

Of course, communication technology has huge benefits in organizations too. It doesn't significantly interrupt workflow, allows more time to convey responses, and provides a way to refer back to conversations if you've forgotten something. However, leaders must be careful about relying too heavily on technology to communicate with their teams. Below, [Forbes CoachesCouncil](#) members explain its potential negative impact:



From left to right: Debora McLaughlin, Taylor Jacobson, Larry Boyer, Emilie Shoop, TaCreacia Blunt, Jen Roberts, Barbara Safani. All photos courtesy of the individual members.

1. Lack Of Engagement

Unfortunately, many senior leaders measure communication by the number of outputs made vs. how well managers and employees understand what is being said. Missing tone, opportunities for questions and body language leaves many employees not understanding the value of what's said. The result is that they feel talked to vs. engaged with. - [Debora McLaughlin, The Renegade Leader Coaching& Consulting Group](#)

2. Not Feeling Heard

A key risk with technology is using it as a buffer between you and your people. An underrated aspect of leadership communications is making people feel heard. The questions to ask are: Am I creating enough opportunities for my [team TISI +%](#) to share input and feedback? Does my team feel safe expressing dissent and discontent, asking for what they need, taking risks, making mistakes? If so, you're A-OK. - [Taylor Jacobson, FocusMate](#)

3. Transmitting Instead Of Connecting

Communication has many purposes. One is simply conveying information. Another is developing a relationship by creating an emotional connection. Be clear on which is appropriate for the situation. Creating connection is important, even with jobs where the transmission of information is most of the work. Employee engagement is driven by manager-employee connection. Remember to connect meaningfully. - [Larry Boyer, Success Rockets LLC](#)

