



powered by

navigate^o



Virtual Connections: Using Technology to Strengthen Relationships

Thanks to technology, staying connected is easier than ever. We now have a wide range of options, like live webinars, podcasts, video conferences, pre-recorded videos, instant messages, voice messages, and audio texts. No matter where we go, we can almost always plug in or tune in.

Despite the ease of connecting, many of us still feel disconnected. One [study](#)³ found that the majority of Americans feel lonely—and those findings were pre-pandemic. In the workplace, loneliness has been linked to lower productivity, poor quality of work, higher turnover, and more frequent absences.

The truth is meaningful relationships require deeper connections. Some experts believe technology can never replace the quality of in-person interaction, but when face-to-face visits are not possible, technology can help make communication easier.



To get the most out of your virtual connections, consider these tips for building stronger relationships:

Discuss shared goals

Relationships that are built upon a solid foundation of shared goals are stronger than ones that are more casual in nature. This is true of both personal and professional relationships. Taking time to check in on shared goals can help deepen your connection.

Be on time

Showing up on time for appointments, whether in-person or online, shows a level of respect that communicates to the other person you value their time. Respect can go a long way to building strong relationships.

Check in regularly

Technology makes it possible to keep in touch regularly with friends and colleagues. Add reminders to your calendar or schedule a standing meeting so you have dedicated time to nurture important relationships.



Virtual connections may fall short in some areas compared to in-person interactions, but leveraging technology to maintain relationships that are important to you is the next best thing.

3. <https://www.npr.org/sections/health-shots/2020/01/23/798676465/most-americans-are-lonely-and-our-workplace-culture-may-not-be-helping>