



A human connection?

IN THE WORKPLACE? ARE YOU FOR REAL?

During my time working in retail and sales, we placed real importance on establishing a connection with our customers. We got to know them, understood their values, and learnt what was keeping them up at night. Only then could we be relevant and support them in achieving success. It also helped to win business, of course.

I've been thinking about how this applies to the world of work.

As employers, managers, and HR teams, it's important we tell our story in a compelling way – make those moments matter! Doing that right means we inspire, motivate, and engage people. Key ingredients to a great workplace.

I've definitely seen the power human connection can bring. What about you? What's your experience?