

# Why human and emotional connections matter

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I wrote a post a week ago where I was commenting an article with the author's predictions for 2021. He says that "we are hungry for authenticity and real humanity and 2021 is when the companies that enable and empower their people to show up and engage like real humans will begin to build a massive, lasting competitive advantage". If you missed it, you can read it here: <http://bit.ly/3apcLyb>

In the world we are living today, it's clear to me that meaningful human connections are more valuable than ever. Emotions, authenticity and empathy do matter for our work (doing business) and personal life.

Existing technology habits, but the pandemic, above all, have forced us to get used to a lack of physical contact, something that humans necessitate to thrive. In these challenging times, we need some positive emotions to help us generate memorable experiences with new ideas, new ways of thinking and doing, that are necessary for the reinvention and renovation of old patterns and behaviours.

We may require a break from thinking of business as usual and from measuring it by a traditional ROI (that often only comes with numbers), and start thinking instead about a return on experience or emotional investment.

When companies connect with employees' and customers' emotions, the payoff can be huge. There are enormous opportunities to create new value and brands should pursue emotional connections as a science, and as a strategy.

Airbnb is a great example of a business with roots in human value: kindness. It also provides consumers with a flexible service where every repetition is unique. Companies do not sell products anymore, but experiences, and experiences come from emotions and empathy. Have you ever heard of "empathetic marketing"?

"Empathy has no script, there is no right way or wrong way to do it. It's simply listening, holding space, withholding judgment, emotionally connecting, and communicating that incredibly healing message of you are not alone".

Can trust, kindness, empathy and emotions become new currencies?

To read the article online go to: <https://www.linkedin.com/pulse/why-human-emotional-connections-matter-marco-barozzi/>