

Ironically, Technology Has Taken The Personal Out Of P.C.

As I sit at my computer attempting to share with readers interesting articles regarding their careers, I am thankful that I own a personal computer that assists me in the tedious task of typing and organization. What would my job be like if I had to use a typewriter? Have I taken for granted all of the technological development over my lifetime? How would I play computer games without a computer? What a concept this e-mail thing is.....Remember when FAX machines were all the rage? Yes, I'm going somewhere with this column.....

We have become quite dependent on technology. IBM, Compaq, Microsoft, HP and others are thrilled that we have embraced this technology and that we desire the latest and greatest. What a novel idea to keep in touch with our co-workers across the country as well as family. Are we so far into the Technology Age that we have forgotten what PC stands for?

Through technology, one can communicate without ever speaking. Business can be conducted on-line. Monetary transactions take place without ever leaving home. What can never be replaced by technology is the Face - to - face interview or the strength of verbal communication in an attempt to secure or change your career. I don't even want to imagine hiring an employee without ever talking to them on the phone or meeting them face to face. That is the personal side of the business that no matter how much technology evolves the basic process won't change.

Some examples of doing business that have removed **personal**:

1. Applying for a job on the internet, Career postings available to all with access to the Internet.
2. Submitting your resume on-line.
3. E-mails sent to the hiring Manager (no response ever received).
4. Information is readily available on the Hiring company - who answers your questions?
5. No voice mail messages to listen to (what does the hiring Manager sound like?).
6. The objectivity can be taken out of the process if the hiring manager isn't fond of the size and style of the word processing package used to communicate.
7. No one gets to see that new tie or the new shade of pink lipstick you purchased for your job search.....

Perhaps you are scratching your head wondering why you haven't been called for that interview. After all you have done all of the right things: e-mailed a resume' in the proper format, followed up with an e-mail, researched the corporation on the World Wide Web, knowledgeable on the value of the companies stock. Do you know who the hiring manager is and what makes them tick? To get to the next step, pick up the phone and ask

for the hiring manager. What Sales Person can't wait to blow his own horn? The impact might be lost in an e-mail.

The successful hiring managers and candidates are the ones that have embraced all of the latest technology, use it to it's fullest but haven't lost the personal touch. No matter how much the market changes and technology advances nothing will ever replace the human element; the "personal" in Personal Computer.