

How do you make a great 'tech impression' in an era of screens and gadgets?

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When in doubt turn off your technology and put it out of your view and the view of others. Be aware of first and lasts. The first e-mail, the first text, and the first photos you post make a strong impression. People remember the last thing you say or do. The most recent email text and photo have what is called the "*Recency Effect*". If you feel you didn't do your best send another better message.

Tech impressions are based on less information than face-to-face interactions so read your most important written tech messages out loud before you hit send and don't hit send after midnight. If you want to communicate an emotion, pick up the phone or go face-to-face to save miscommunications.

Slow down and take your time in your phone calls especially the greeting and the goodbye when you are establishing your credibility. If you want to establish a long relationship of warmth and trust and or get people to follow through go face-to-face and or pick up the phone.