

Touch: Five Factors to Growing and Leading a Human Organization

By Tod Maffin, Mark Blevis

Touch: Five Factors to Growing and Leading a Human Organization By Tod Maffin, Mark Blevis

In today's technology-led pursuit of efficiency, we've removed the humanity from business. Here's how to correct that.

For better or worse, digital business has fundamentally changed how organizations hire staff, market their services, and connect with stakeholders. The problem is, in an effort to use technology to connect with people more effectively, we have lost the humanity - that critical person-to-person connection - that is the engine of commerce:

- Hiring is done by automated keyword searches.
- Offices have regressed to sterile, highly controlled environments.
- Staff rely exclusively on template responses.
- Websites are designed for search engines, not people.
- Leaders are focusing on arbitrary and antiquated "best practices."

In a world filled with complicated web forms and digital marketing services, we have lost the "human" element in how we run our organizations. *TOUCH* identifies these problems in stark terms, then provide business leaders in all types of organizations - private to public sector, small to enterprise business - with real-world, tested solutions.

Touch: Five Factors to Growing and Leading a Human Organization By Tod Maffin, Mark Blevis Bibliography

- Sales Rank: #5477668 in Books
- Published on: 2014-10-04
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .63" w x 6.05" l, .0 pounds
- Binding: Paperback
- 264 pages

 [Download Touch: Five Factors to Growing and Leading a Human ...pdf](#)

 [Read Online Touch: Five Factors to Growing and Leading a Hum ...pdf](#)

**Download and Read Free Online Touch: Five Factors to Growing and Leading a Human Organization
By Tod Maffin, Mark Blevis**

Editorial Review

Review

"It's time to bring that human touch back to business. This book lays out the perfect blueprint. Want to be more human? Start with *TOUCH*."

-- Mitch Joel

"Every now and again, a book makes you flip a LOT of your thoughts upside down and look at them from a different angle. *TOUCH* is that book. Maffin and Blevis force you into a strange world while pointing out that it's where you wanted to be all along."

--Chris Brogan

Review

"*TOUCH* offers a refreshing look at the humanity behind our digital-centric lives, with practical tips for putting the humanity back in business. Make these *TOUCH* points your guide to the business of the future."
(Scott Monty *Executive Vice President of Strategy, SHIFT Communications*)

"It's been over a decade since social media changed the way that businesses connect with their consumers and their employees. So, where are we at? In *TOUCH*, Mark Blevis and Tod Maffin argue that even though technology has enabled us to connect like never before, we've actually moved in the opposite direction. We have removed the real and human connections. It's time to bring that human touch back to business. This book lays out the perfect blueprint. Want to be more human? Start with *TOUCH*." (Mitch Joel)

"Evidence continues to mount that customers are more likely to do business with brands that behave well. From demonstrating you're serious about sustainability to every employee engaging in customer service, from producing content that genuinely helps people to finding third-party reports of great interactions with the company, mountains of research show that success increasingly depends on taking a human approach to business. Just in time, Tod Maffin and Mark Blevis have produced *TOUCH*, a concise, readable, and actionable guide to making sure your company has a soul. Of all the values a company should demonstrate in these days when power has shifted to the customer, humanity should be at the top of the list. Whether your organization has been hammered for its compassionless approach to business or you're just not satisfied with the degree of humanity already evident in your operations, you'll want to not just read, but use, *TOUCH*."
(Shel Holtz)

About the Author

Mark Blevis is president of FullDuplex.ca, a firm that specializes in integrated digital communication and online reputation management. He also heads a team that researches how online information and interactions shape public opinion. He lives in Ottawa.

Tod Maffin is president of engageQ Digital, a digital marketing firm specializing in creating human experiences for brands online. He speaks to more than forty conferences a year. He lives in Vancouver.

Users Review

From reader reviews:

Steven Holt:

Why don't make it to be your habit? Right now, try to prepare your time to do the important behave, like looking for your favorite reserve and reading a publication. Beside you can solve your short lived problem; you can add your knowledge by the publication entitled *Touch: Five Factors to Growing and Leading a Human Organization*. Try to make book *Touch: Five Factors to Growing and Leading a Human Organization* as your pal. It means that it can be your friend when you feel alone and beside those of course make you smarter than previously. Yeah, it is very fortunate for you. The book makes you far more confidence because you can know anything by the book. So, let us make new experience along with knowledge with this book.

Gary Lopez:

In this 21st century, people become competitive in every way. By being competitive today, people have done something to make all of them survive, being in the middle of often the crowded place and notice by simply surrounding. One thing that oftentimes many people have underestimated this for a while is reading. That's why, by reading a publication your ability to survive enhance then having chance to stand up than other is high. For you personally who want to start reading a new book, we give you this specific *Touch: Five Factors to Growing and Leading a Human Organization* book as beginning and daily reading e-book. Why, because this book is more than just a book.

Miguel Ross:

Nowadays reading books become more than want or need but also be a life style. This reading routine give you lot of advantages. Associate programs you got of course the knowledge your information inside the book that improve your knowledge and information. The knowledge you get based on what kind of book you read, if you want send more knowledge just go with education books but if you want truly feel happy read one having theme for entertaining for instance comic or novel. Typically the *Touch: Five Factors to Growing and Leading a Human Organization* is kind of book which is giving the reader unpredictable experience.

Ira Atwood:

This *Touch: Five Factors to Growing and Leading a Human Organization* usually are reliable for you who want to become a successful person, why. The reason why of this *Touch: Five Factors to Growing and Leading a Human Organization* can be one of the great books you must have is definitely giving you more than just simple reading through food but feed an individual with information that maybe will shock your prior knowledge. This book will be handy, you can bring it just about everywhere and whenever your conditions both in e-book and printed versions. Beside that this *Touch: Five Factors to Growing and Leading a Human Organization* giving you an enormous of experience including rich vocabulary, giving you trial of critical thinking that could be useful in your day exercise. So, let's have it and revel in reading.

**Download and Read Online Touch: Five Factors to Growing and Leading a Human Organization By Tod Maffin, Mark Blevins
#HNY2XVBUI3Q**

Read Touch: Five Factors to Growing and Leading a Human Organization By Tod Maffin, Mark Blevis for online ebook

Touch: Five Factors to Growing and Leading a Human Organization By Tod Maffin, Mark Blevis Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Touch: Five Factors to Growing and Leading a Human Organization By Tod Maffin, Mark Blevis books to read online.

Online Touch: Five Factors to Growing and Leading a Human Organization By Tod Maffin, Mark Blevis ebook PDF download

Touch: Five Factors to Growing and Leading a Human Organization By Tod Maffin, Mark Blevis Doc

Touch: Five Factors to Growing and Leading a Human Organization By Tod Maffin, Mark Blevis Mobipocket

Touch: Five Factors to Growing and Leading a Human Organization By Tod Maffin, Mark Blevis EPub

HN2XVBUI3Q: Touch: Five Factors to Growing and Leading a Human Organization By Tod Maffin, Mark Blevis