# Brandon Thor on maintaining human connections in the age of AI



In the evolving landscape of business automation and artificial intelligence (AI), many enterprises are increasingly shifting their focus toward these technological advancements. Amid this trend, Brandon Thor, a notable entrepreneur, advocates for the importance of maintaining authentic human connections within the digital age. Speaking to USA TODAY, Thor argues that timeless values, such as trust, empathy, and connection, are essential for effectively addressing the core needs of clients, often outpacing the results achieved through unyielding technological efficiency.

Thor presents a balanced perspective, suggesting there exists a legitimate financial risk when businesses chase the latest innovations without considering their alignment with human values. He contends that when companies disregard these foundational elements, they risk alienating their client base. Thor maintains that prioritising essential human needs can lead to more sustainable business practices and ultimately a loyal clientele.

To cultivate genuine human connections, Thor mandates that client-facing roles be filled by employees rather than automated systems. This approach allows clients to feel like an integral part of the company’s family, fostering a sense of value and support. Although many companies have adopted AI chatbots to streamline operations and manage simple inquiries, Thor argues that such systems can undermine meaningful client relationships. “An AI can’t make clients feel like part of the family,” Thor asserts, remarking that automation can inadvertently convey a lack of care toward customer concerns.

An extension of Thor’s philosophy prioritises the nurturing of human intuition and emotional resonance. His businesses are committed to fostering environments that empower clients to trust their instincts through personal education and authentic interactions. In contrast to competitors who rely heavily on impersonal systems, Thor’s strategy is designed to resonate deeply with the human desire for connection.

However, his commitment to the human element does not equate to a rejection of technological benefits. Thor underscores the importance of leveraging innovative solutions to enhance internal efficiency. This integrated approach allows his team to provide a high-tech client experience while preserving essential human interactions, thereby finding equilibrium between operational efficacy and personal engagement.

Thor also highlights that integrity and fairness play a critical role in disrupting traditional industry norms. While many firms rush to adopt the latest tools and technologies, he has found success with a back-to-basics approach that emphasises authentic human interactions over impersonal automation. This philosophy has resonated with clients in a climate where transactional relationships have become commonplace.

By adhering to his principles, Thor demonstrates that businesses can flourish through the application of timeless human values in an increasingly technologically driven environment. His insights suggest a nuanced path forward for companies exploring the intersection of automation and personal connection; that it is indeed possible to harness the advantages of modern technology without sacrificing trust and empathy in client relationships. "Innovation doesn’t always mean moving forward," Thor concludes. "It can mean looking back to what has always worked."

Source: [Noah Wire Services](https://www.noahwire.com)