

# From Flying to Friending: Men of the Year and What They Have in Common

The innovation of becoming more human

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We are all staring into the face of Facebook, as Mark Zuckerberg looks back at us from the cover of Time - in both the physical and online worlds. The Time "Man of the Year" has been awarded since 1927. Technically, it's "Person of the Year," but I was a bit dismayed to find that very few of the recipients have ever been women. (Kudos to Rob Levin and the New York Enterprise Report judges for honoring many more women over the years than the other publication!) [Here](#) is a complete list of Time's winners.

This year's selection of Mark Zuckerberg was an interesting one. Although he has certainly had help over the years, his development gave rise to a whole new way for people to connect worldwide. He was not the youngest winner in history. Charles Lindbergh was. Like Charles Lindbergh, Zuckerberg was a pioneer of sorts. Not only did Lindbergh fly solo across the Atlantic, he invented an early version of the artificial heart. Adventurous journeys and heart...two mainstays of life and business! Facebook is now the third largest "country" in the world. But what is ultimately at its core is its ability to connect individuals and ideas around the globe.

Forget for a minute about the format changes to the profile page, whether you should "friend" your boss or untag yourself from that unflattering high school picture. Take a step way back and just think about the power of connection that this technology has given us.

- We can now find out when people are having birthdays and send them good wishes.
- We can find out the personal tastes of our clients and coworkers.
- We can immediately spot "friends" in common, giving us a basis for conversation and deeper connections.
- And, yes...we can even see that that most self-assured and gruff business person was once a geeky little kid or is a mushy dad or plays in a cover band when in his "civilian clothes."

Many of my colleagues prefer LinkedIn to Facebook because it keeps "private stuff" hidden. I have a different point of view. I am of the belief that, if used properly, Facebook enables us to connect with each other on a level that is more human and tactile, to make interesting new connections, to learn about exciting new things, and to share events and news with others. That said, remember we still live in the "real world" and a poke or message is not the same as a handshake or a hug.

I still love my telephone and the sound of a human voice. I get out of my office and meet "live" with people at least three times a week. I still send paper greeting cards and handwritten notes. And I fly around the globe to see friends and family. But I will also pay homage to young Mark. His technology has helped to humanize me over the past couple of years and has resulted in some amazing new connections and interests. In his own way, he invented an artificial heart too!

Wishing happy holidays to all of my readers and Facebook friends!

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