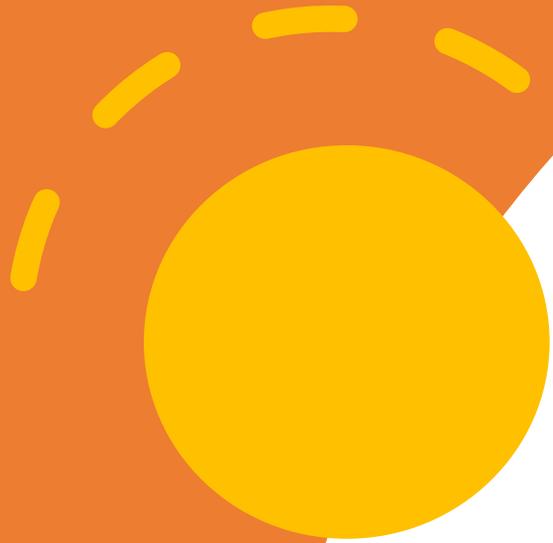




The Power of Technology to Energize Your Club

How to leverage Innovation and Human Centered Design Thinking



Please sit next to
someone you don't
know or know the least

Please introduce yourself and share
something your club/area/district is
doing well and something your
struggling with in your club.

Objective: Help to choose a gift for Kate's 68 year old mother

How to play : Vote by holding up a card

1. Belgian chocolates
2. Designer garden tools
3. Pink fluffy slippers
4. Pampering spa set



Potential New Zontian?



Meet the Mother

Turns out Kate's mother, Anne, is allergic to chocolate, says she has a 'black thumb' when it comes to plants, doesn't like pink fluffy things, and finds pampering a waste of time. She lifts weights, loves animals and likes to ride a motorcycle.



Understanding what our goal is and who we are targeting

Using the right “tools” or technology

Leveraging Technology – Use Case Application

- Online platforms
 - Website analytics
 - Social media insights
- Survey Tools
 - Historical polls
 - Mimic workflow, intake forms
 - Establish prompts or triggers for actions
- New Apps – Democratizing access
 - Constant contact
 - ChatGPT



Zonta International
application for
iOS/android



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