



**Future Digital Disruptions  
in the Nonprofit World:  
Bridging the Opportunity Divide**

**Tech Innovation Executive**



**Nonprofit Tech  
Advisor**

**Leadership Coach**

**Published Author**

**Startup Executive  
Coach**

**VP Innovation Strategy**

**Salesforce**

"I believe that we when collectively unlock and unleash our purpose in this New Economy, we will cultivate generations to become incredibly thoughtful Creators and Owners who will solve highly complex problems with kindness, empathy, grace, and altruistic love... all through the power of purpose-driven technologies"

*Trice Johnson*

# **Disruption-As-A-Mindset**

**Consider every area of your business  
to transform your value offerings with  
the goal of optimizing customer &  
citizen processes and outcomes  
...and scale those business models**

# **Business Model Digital Disruption Framework**

- 1. Research**
- 2. Reinvent**
- 3. Inspire**
- 4. Optimize**
- 5. Implement**

# Research

1. **Deep Research:** Advanced investigation techniques and market research to discover deeper insights
2. **Deep-Listening:** Uncovers meta-narratives and creative insights that drive transformative actions
3. **Real-Time Thinking:** Deliver perspectives in real-time through large volumes of data



# Reinvent

1. Evaluate Your **Value Proposition**
2. Understand the **Problems** You're Solving and Re-Align to **Market Needs**
3. Study the **Historical Data & Patterns**
4. Confront **Blind Spots**
5. Prepare to **Pivot and Adapt to the New**
6. **Rebrand and Relaunch**

# Inspire

1. **Collect insights** across your business
2. **Map** customer & employee **journeys**
3. **Reframe the opportunities and outcomes** being delivered
4. **Build data-informed inspirational experiences** for employees and customers



# Optimize

**Introduce New  
Processes & Systems**

**Implement Change  
Management &  
Measurement**

**Increase Business  
& Technology  
Efficiencies**

**Automate Processes  
& Experiences**



# Implement

1. **Intelligent CRM**
2. **Giving Block Crypto Donation Tool**
3. **Data Management Platforms**
4. **AI/Machine Learning/Cognitive Platforms (Personalization)**
5. **Web 3.0/XR/Metaverse Technologies**
6. **eCommerce Platforms (end-to-end)**

**Pilot and implement new value prop,  
processes, and new technologies as an  
integrated ecosystem**

**Thank You for your time today!**

**[www.becomingadigitalunicorn.com](http://www.becomingadigitalunicorn.com)**

**YouTube: Trice the Unicorn**

**Instagram: @tricetheunicorn**

**BECOMING A  
DIGITAL  
UNICORN**

**5 Steps to Set Yourself Apart  
in a Competitive Economy**



**TRICE JOHNSON**