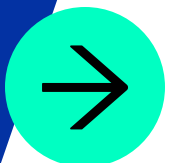


The role of associations is changing.

How do you organize your modern association?



The **Digital Service & Communication Model** provides insight into where you are **now** and how to facilitate connection between members **more successfully.**



Almost every
association began as a
community.



Like-minded people
working together toward a
common goal.



Modern associations focus on **facilitating** members. In other words, they go **back to the core**.



- They **release top-down control**.
- They **proactively** challenge members to think with them.



This requires **culture change**.



How do you do this?



Discover it in our **blog**.

www.yunits.com/en/digitalassociation5