

Name | Tanya Coop

Founder / Executive Director

Intelligent | Leader | Entrepreneur

She is in her 30's with an entrepreneur career. She lives in a city where technology companies are big, which she has gained their respect as women in Tech, leader and driving projects to the top solution. She has a big voice in her community, being able to support everyone in her way. Besides being smart, assertive and brave, she has the more kindness soul creating empathy with everyone around her. Founder of Chic Geek, organization the support and empower women in technology with a team of about 40 volunteers.



“Be true to yourself and surround yourself with positive, supportive people.”

GOALS & NEEDS

- Find a tool to lead, communicate and interact with a constant growing team of volunteers.
- She needs to spend more time developing strategies, and let VPs and manager lead the teams. But they need the information in her head.
- A place to put the information stored in her head, so people can use it without having to reach her. Easy to post and make notes.
- Keep all the team in the loop of the goals and current projects the organization is working on.
- Reduce volunteer time looking for information, so they can get tasks done with not extra time.
- She needs a place to make her goals, ideas and expectations visible and understandable by the team.
- She needs a place where she can scope what the team is working on, so she can direct her team.

FRUSTRATIONS

- The team works remotely and after daily work times, she needs to communicate when volunteers have time to connect with their tasks.
- She spends a lot of time replying to emails with questions from the team.
- Takes her time to connect the team in the same page.
- Volunteers tasks are getting duplicated, not done or takes more time than they should.
- A lot of miscommunication and frustration is happening with the current tools (slack and email)

MOTIVATIONS

- Communication between the team.
- Build a community (tribe) between volunteers.
- Expand Chic Geek out of Calgary. Keep growing.

Communication with your team



Communication with the organization



Interact with more than one team

Yes

Number of years volunteering

4 years

Number of roles

1

Name | Laura Wilton

Manager

Extrovert | Proactive | Big Heart



“Your positive action combined with positive thinking results in success.”

Laura is 25 years old and moved to Calgary after she graduated from University, looking for better job opportunities. Being new in her career and in a new city, she looked for a community to help her to connect with her new life. Chic Geek has been her biggest supporter, finding the right mentors and new friends. Now, she works in one of the biggest technology company in the city. She wants to give back to the community volunteering

GOALS & NEEDS

- She would like to spend more time being proactive than solving last minute problems.
- She thinks if she can see and know what the teams are working on, she can plan solutions earlier.
- A site with weekly posting by pillars with pictures and few words headers would be easy to follow.
- The site needs to be easy to post, what you are working on this week? Picture, document, notes and upload.
- It needs to be just for organization projects, initiatives, events and programs, no distraction with social and personal information.
- A site with volunteer's profiles, no only professional titles. Volunteers skills can be use in different projects.

FRUSTRATIONS

- She gets frustrated with the miscommunication and not able to follow up with the organization as a whole.
- She forgets to update calendars, information, etc. So she misses a lot of informative sessions and events.
- She loses track who is working in which role, new members, members that have left or paused their volunteer time.
- Doesn't like to contact Tanya for every infomation she needs.

MOTIVATIONS

- She wants to give back to the community, she is very thankful for all the help she got from Chic Geek community.
- She wants to connect Chic Geek initiatives with the community.
- She enjoys meeting and knowing all the volunteers. She finds fascinating all the skills and great personalities everybody has.
- Calgary should know more about Chic Geek and how it can support women in technology. She wants to be proactive.

Communication with your team



Communication with the organization



Interact with more than one team
Yes

Number of years volunteering
3 years

Number of roles
3

Name | Alicia Welsh

Coordinator

Introvert | Good Listener | Funny

Alicia works as developer in an oil and gas company, being always coding and talking with computers. She is 31 years old, with a very close group of friends. Looking for more human interaction she looked for a community that talks her language, finding Chic Geek events. She started volunteering few months later. She has developed new soft skills being in the registration team at the events. She reads and writes in her free time, sharing those skills with the team too.



"I am not a speed reader. I am a speed understander"

GOALS & NEEDS

- Get out of her comfort zone talking to people. At the meetings she only talks with the volunteers she knows, she would like to know more about the new volunteers.
- Support other volunteers and community members with her technology knowledge.
- A newsletter would be good to reinforce the information in the site, just a summary.
- Knowing what other teams are working on, can help in with my role.
- Reduce the need of sending emails.

FRUSTRATIONS

- She gets tired contacting people to get the information she needs for her role.
- She get lost with all the things going on, she feels isolated.
- She knows about the Chic Geek events and programs but doesn't know, what they are working on and who is in those teams.

MOTIVATIONS

- She enjoys discovering talented people in the team.
- Keep learning and learning from the team and her roles as volunteer.
- Would like to know what everyone is working on and follow up the initiatives.
- She is happy with all the soft skills she has gained volunteering.

Communication with your team



Communication with the organization



Interact with more than one team

Yes

Number of years volunteering

2 years

Number of roles

More than 3