Intel for Innovation

BUSINESS EXPERTS CHIME IN ON THE BEST TECH TOOLS OF TODAY.

COMPILED BY **RENA MACHANI**

"Enthuse focuses on providing a strengths-based communication system, relying on a crucial tech tool called StandOut to facilitate this process. When team members join, their strengths are pinpointed through an evaluation test, and managers then use these strengths as the basis for weekly check-ins, one-on-one discussions and quarterly performance reviews."

–KRISTY SNYDER
Chief people officer at Enthuse Marketing

"As a CEO with a distributed team, genuine connection is crucial. Standard tools like email and Microsoft Teams are foundational, but [Humantelligence], an AI tool that integrates with these platforms, elevates our interaction. It surfaces insights about our communication styles and motivators directly in our workflow, fostering a cohesive environment that mirrors working together in the same office. This has been key to enhancing our collaboration and productivity, despite physical distances."

–JUAN BETANCOURT
CEO of Humantelligence

"Perplexity.ai is my indispensable tech tool because it's a versatile AI-powered search engine that delivers precise, up-to-date information across various fields. Ideal for students, professionals and the curious, it assists with research, content creation and everyday queries. Its advanced algorithms provide context-aware, accurate responses with source citations, making it a reliable resource for informed decision-making."

–SCOTT LOWENSTEIN
Director of AI enablement at Intero Digital

"The iOS Notes app is my indispensable tool. I've amassed more than 10,000 ideas, musings and bookmarks, freeing my mind for creativity and tracking both personal and work to-dos. Whether jotting insights down from a book or podcast or struck by ideas mid-conversation or on a casual stroll, it's there to capture sparks before they vanish."

—MICHAEL COUCH
VP of technology strategy and transformation at RAPP

"One tech tool I can't live without is vidIQ. It tells you what content goes viral and how many clicks you get. It also tells you what content you should create to get more exposure, which generates more leads for your business and makes more money."

–JOHN LEE
Entrepreneur, business coach and bestselling author of Business Hack