

2500

employees

15

offices

119k+

paid customers

## About Slack

Slack is a workplace collaboration hub that unites teams, information, and tools in one place for a more efficient flow of work. Slack started using Culture Amp in 2015 when they had just two offices. As Slack continues to scale up, feedback and communication are critical in maintaining their culture. We spoke with Dawn Sharifan, VP of People and Sheela Subramanian, Senior Director of Strategic Planning and Programs to learn how Culture Amp helps drive smarter people decisions.

### Meet Dawn

Dawn joined Slack at 150 employees as a founding people leader. Today, Dawn oversees the people partners, people operations, organizational effectiveness, and diversity & inclusion teams. According to Dawn, "Culture Amp sits right at the center of all of these functions."

### Meet Sheela

Sheela joined Slack in 2016 as the first Enterprise Marketing leader. From there, she helped build the global marketing organization and now works closely on strategic programs with Slack's CMO.

"My role today involves ensuring our team has the support and tools they need to thrive. It's hard to measure that – it's not a simple yes or no checkbox – so we use Culture Amp to measure whether we're headed in the right direction and doing our job effectively."

## Key challenges

Company culture is Slack's North Star – the thread that binds together everything they do. But as Slack scaled, Dawn found it hard to maintain the same level of intimacy and communication. "When you get bigger it becomes harder to give feedback. We needed to find a way to formalize feedback and still remain personal enough to build that foundation of trust."

In the face of exponential growth, Slack needed a scalable solution to identify insights and ensure employees had the right resources to do their job effectively. Beyond the demands of rapid growth, the COVID-19 pandemic presented a new set of challenges for the Slack team to navigate.



San Francisco, United States  
[www.slack.com](http://www.slack.com)

### CHALLENGE

Collecting feedback at scale while still remaining personal

### SOLUTION

Using data-driven hypotheses to inform engagement strategy

### RESULT

A more efficient and effective approach to people management

[Request a demo](#)

# Strategy For Building Email List Case Study Examples In 2026 Proven

**Jiyuan Zhang**



## **Strategy For Building Email List Case Study Examples In 2026 Proven:**

## Embracing the Track of Term: An Mental Symphony within **Strategy For Building Email List Case Study Examples In 2026 Proven**

In some sort of eaten by monitors and the ceaseless chatter of immediate interaction, the melodic elegance and psychological symphony developed by the written word usually fade in to the background, eclipsed by the persistent sound and disturbances that permeate our lives. Nevertheless, set within the pages of **Strategy For Building Email List Case Study Examples In 2026 Proven** a charming literary value full of fresh thoughts, lies an immersive symphony waiting to be embraced. Constructed by a wonderful musician of language, that captivating masterpiece conducts viewers on a mental journey, well unraveling the hidden melodies and profound impact resonating within each cautiously constructed phrase. Within the depths of the poignant evaluation, we will discover the book is main harmonies, analyze its enthralling writing fashion, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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