

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

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

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Table of Contents Case Study Examples For Creators And Bloggers How To Improve TikTok

1. Understanding the eBook Case Study Examples For Creators And Bloggers How To Improve TikTok
 - The Rise of Digital Reading Case Study Examples For Creators And Bloggers How To Improve TikTok
 - Advantages of eBooks Over Traditional Books
2. Identifying Case Study Examples For Creators And Bloggers How To Improve TikTok
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Case Study Examples For Creators And Bloggers How To Improve TikTok
 - User-Friendly Interface
4. Exploring eBook Recommendations from Case Study Examples For Creators And Bloggers How To Improve TikTok
 - Personalized Recommendations
 - Case Study Examples For Creators And Bloggers How To Improve TikTok User Reviews and Ratings
 - Case Study Examples For Creators And Bloggers How To Improve TikTok and Bestseller Lists
5. Accessing Case Study Examples For Creators And Bloggers How To Improve TikTok Free and Paid eBooks
 - Case Study Examples For Creators And Bloggers How To Improve TikTok Public Domain eBooks
 - Case Study Examples For Creators And Bloggers How To Improve TikTok eBook Subscription Services
 - Case Study Examples For Creators And Bloggers How To Improve TikTok Budget-Friendly Options
6. Navigating Case Study Examples For Creators And Bloggers How To Improve TikTok eBook Formats

- ePub, PDF, MOBI, and More
 - Case Study Examples For Creators And Bloggers How To Improve TikTok Compatibility with Devices
 - Case Study Examples For Creators And Bloggers How To Improve TikTok Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Case Study Examples For Creators And Bloggers How To Improve TikTok
 - Highlighting and Note-Taking Case Study Examples For Creators And Bloggers How To Improve TikTok
 - Interactive Elements Case Study Examples For Creators And Bloggers How To Improve TikTok
 8. Staying Engaged with Case Study Examples For Creators And Bloggers How To Improve TikTok
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Case Study Examples For Creators And Bloggers How To Improve TikTok
 9. Balancing eBooks and Physical Books Case Study Examples For Creators And Bloggers How To Improve TikTok
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Case Study Examples For Creators And Bloggers How To Improve TikTok
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine Case Study Examples For Creators And Bloggers How To Improve TikTok
 - Setting Reading Goals Case Study Examples For Creators And Bloggers How To Improve TikTok
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of Case Study Examples For Creators And Bloggers How To Improve TikTok
 - Fact-Checking eBook Content of Case Study Examples For Creators And Bloggers How To Improve TikTok
 - Distinguishing Credible Sources
 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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