Slack Champions

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Slack

What is Slack?

To make people's
working
lives **simpler**,
more pleasant,
and **more
productive**

How's the Mission Going...

Daily Active Users
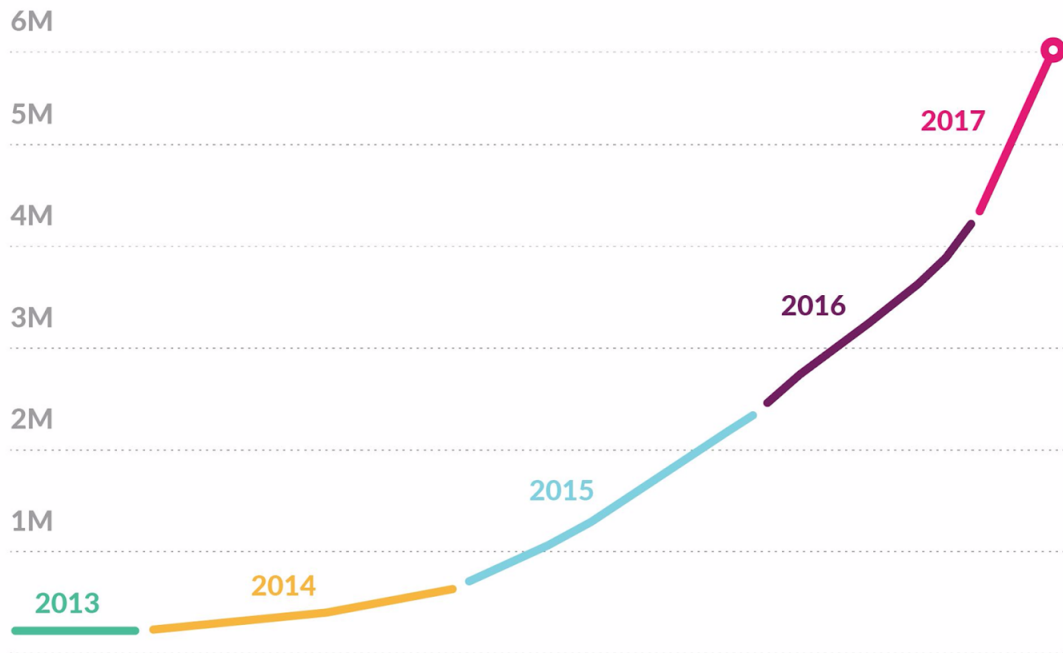
9M	daily active users
9M	weekly active users
3M	total paid users
70K	total paid teams

Transforming culture is no small task

*"Companies have long struggled to **break down silos** and **boost cross-functional collaboration**—but the challenge is getting more acute.*

The speed of market change requires a more rapid adaptation of products and services, while customers increasingly expect an organization to present them with a single face."

– McKinsey & Company

When it comes to thinking through *how* best to transform culture using Slack - we have you covered.

We have a <u>Customer Success</u> program that helps accelerate adoption of the Slack Platform and maximize business impact.

While advocating internally and ensuring all employees have visibility and accountability to being a customer first culture.

We partner with Customers throughout their journey

Deepening Engagement

Building Momentum

Launch
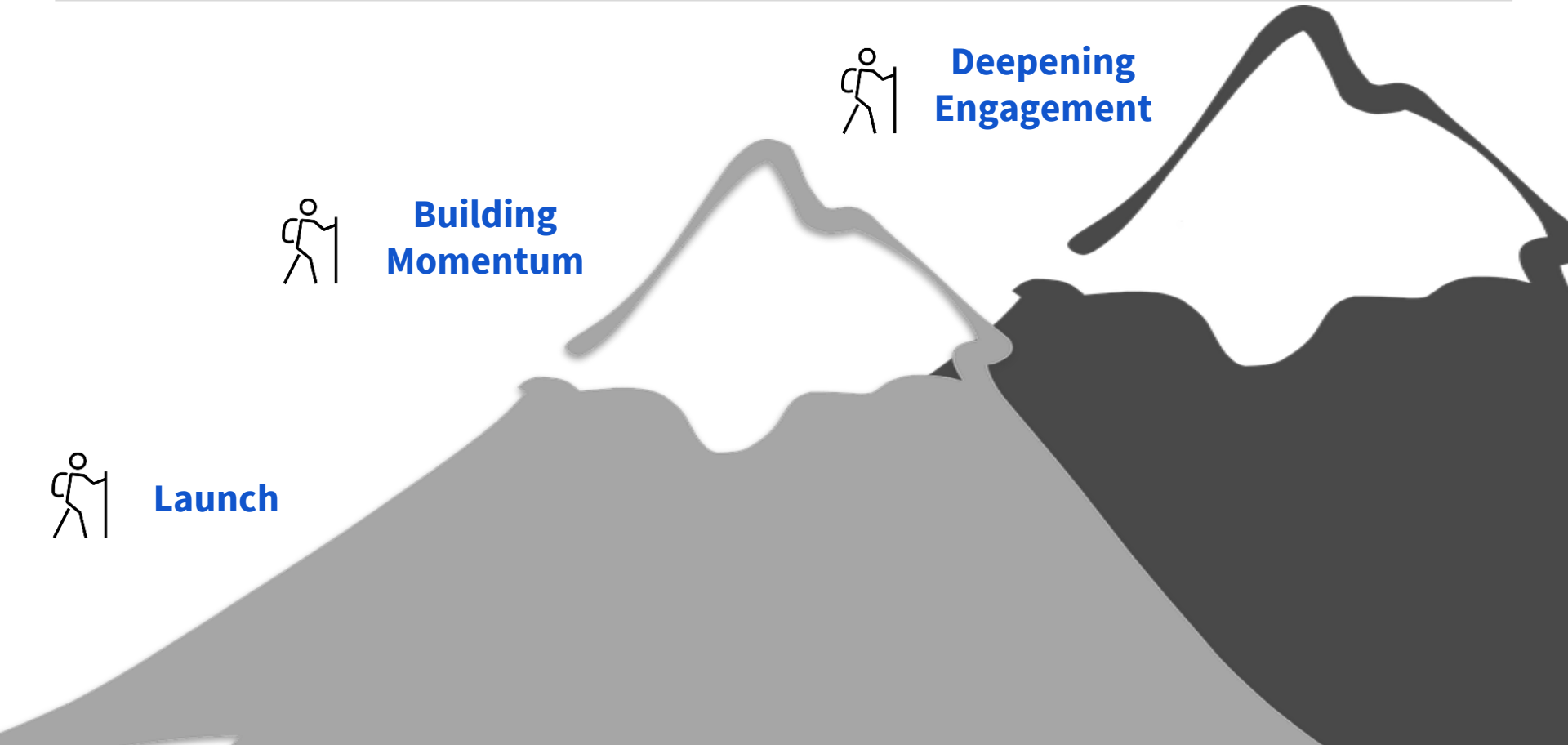
We have resources to help navigate the workplace shift underway

Customer Success Managers

🤝

Expert advisors that help drive adoption of Slack's platform.

Champion Network

👭👬
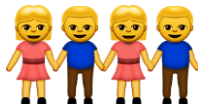
Connect with Slack champions and glean best practices directly from peers.

Self-paced Success Resources

📚

Best Practice guides built based on experience working with hundreds of Slack customers.

Success Services

🔨🔧

Consult & deliver tailored employee experiences for your enterprise via paid offerings.

Step 1: Establish Slack/Program Operating Model

Definition: *The combination of people, processes and operating structures that enable enterprises to develop the operational foundation needed to achieve their vision for Slack and maximize the platforms' value.*

Maximize ROI

- ☒ **Achieve organization-wide goals** *(ex: digital transformation, new ways of working, shifting norms)*

- ☒ **Most effectively integrate Slack into organization's tech stack** *(to increase value derived of the full ecosystem and reduce risk)*

- ☒ **Create a positive employee collaboration experience** *(to maximize happiness and productivity)*

- ☒ **Lay the foundation for scale** *(to prepare for usage growth across teams and departments)*

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Op Model bridges Strategy & Execution

Best-in-class Operating Models include components of the following four pillars that are supported by Slack's Customer Success guidance and team.

Vision & Strategy

Operating Team

| Employee Experience | Employee Enablement | Success Measurement |

Slack's Customer Success Best Practices

Ongoing Execution

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Step 2: Phase the Model based on Maturity Curve

A well-designed Op Model enables enterprises to mature usage by setting the right people, processes & structures in place to achieve transformation.

Value

Organic
- Individual Teams
- Chat / Collaboration

Activated
- Org/Workspace Architecture
- Simple work/process design
- Support Model
- Guided Training

Guided
- Standard Integrations
- Cross Functional BU
- Complex work/process design
- Learning Journeys
- Champion Network

Connected
- Custom integrations and apps
- Wall to Wall across the enterprise
- Shared channels with external partners

Transformed
- AI/Bot Strategy
- Speed to Market/ Product
- Competitive Advantage
- Data Driven Adjustments

Customer Ambition

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Step 3: Establish Slack/Program Operating Team

Across all of Slack

Executive Sponsor

Product Owner

Developers

Learning & Enablement

Support

In each Workspace

Workspace A

Department/ Workspace Exec

Champion Lead and/or Workspace Owner

Admins

Champions

Members

Workspace B

Department/ Workspace Exec

Champion Lead/ Workspace Owner

Admins

Champions

Members

Workspace C...

Department/ Workspace Exec

Champion Lead/ Workspace Owner

Admins

Champions

Members

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Operating Team - Spotlight on Champions

Champions are a core capability of any Slack Operating Team for a simple reason: People model other people's behavior in Slack.

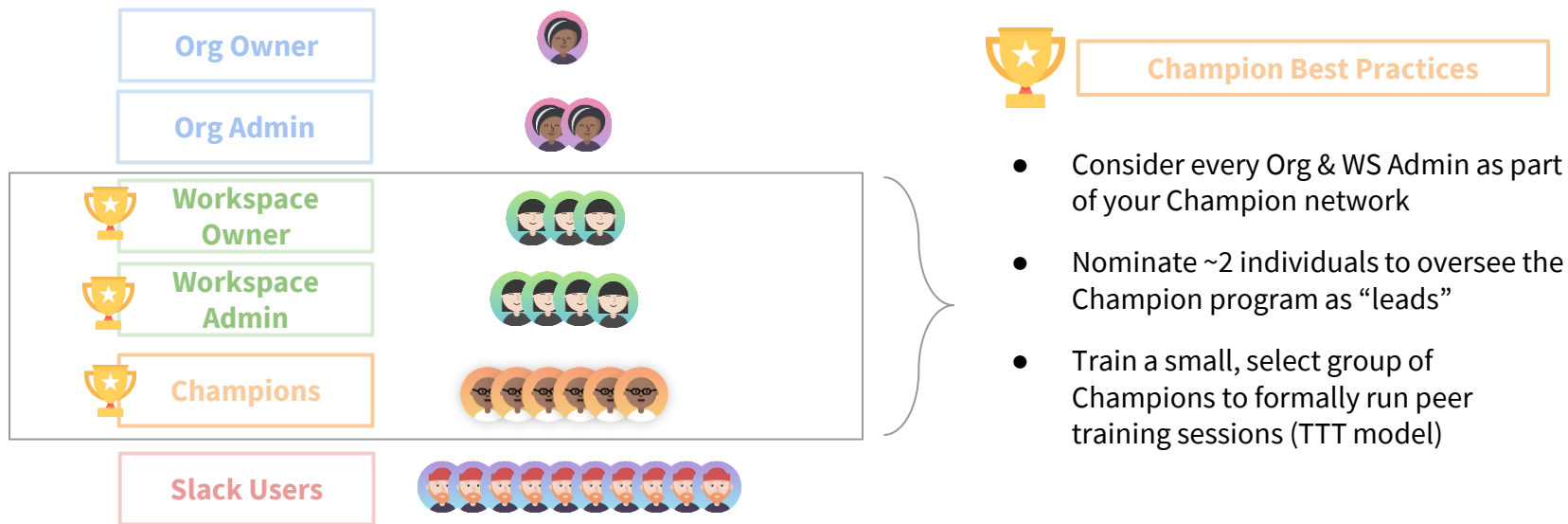|	
Org Owner	
Org Admin	
Workspace Owner	
Workspace Admin	
Champions	
Slack Users	

Champion Best Practices

- Consider every Org & WS Admin as part of your Champion network

- Nominate ~2 individuals to oversee the Champion program as "leads"

- Train a small, select group of Champions to formally run peer training sessions (TTT model)

By modeling the right Slack behaviors, Champions reduce the administrative load on the Operating Team and ensure healthy adoption.

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Step 4: Create Operating Team Cadence

A Slack Operating Model **reinforces and sustains** itself by following a **cadence of governance activities** that are outlined below across a recommended frequency.

Team	Annual	Quarterly	Ad Hoc		
Executive Sponsors	Policies, Settings & Process Reviews 🔵 Slack Frontiers	SteerCo Quarterlies 🔵 Quarterly Business Reviews	🔵 Global Slack Champion Events	🔵 Slack Account Team Check-Ins	Product Feedback
Org Owners & Admins	Employee Enablement & Onboarding Reviews	Admin Quarterlies			
WS Admins & Developers	Provide input into Annual SteerCo reviews	Ad Hoc items	🔵 Slack Developer Conferences (Spec 2018)	Employee Feedback Loop	Feature Requests
Champion Network	Provide input into Annual SteerCo reviews	Internal Champion Quarterlies			

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Step 5: Manage the Employee Experience

Once in place, the **Operating Team** is empowered to drive the **Employee Experience** by defining policies and procedures at the Org and Workspace levels.

Component	Checklist
Org Policies & Settings	• Set of top-down, Org-level policies and settings, reviewed annually (selected and managed in Slack) that lay the foundation for the Grid Experience across workspaces.
Workspace Policies & Settings	• Set of workspace-level policies and settings, delineating from Org-Level settings, that drive end user and Admin permissions at the workspace level
Approval Processes & InfoSec	• Documented Onboarding/Provisioning/Deprovisioning processes • Documented and communicated approval processes for Slack (Ex: WS and Channel requests, Guest Access, Apps, Emojis) • All InfoSec and Compliance documentation, as required internally
Use Cases, Work in Slack	• Accessible repository of Slack use cases, across departments • Defined and active process to document and share use cases

<Recommendations/Questions>

1. *Ex. Review apps/integrations permissions and approval processes*

2. *Ex. Interview xx team to document and share their use cases for Slack*

3. **...**

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Step 6: Prepare Employees through Enablement

With the Grid Experience in place, **Employee Enablement** components are designed to empower employees to maximize the value derived from the **Employee Experience**.

Component	Checklist
Enterprise Support Model	• Defined Support instructions for employees • Escalation process for internal Support team, if involved • Monitored #help channels and pinned tips, tricks and other help documentation
Learning & Engagement	• Leadership engagement via communications about Slack (over various media) • Defined learning path for new users and experienced users seeking deeper skills • All associated materials (recordings, videos, one pagers, communications etc.) managed internally • Slack Training course cadence and integration with internal Learning programs
Champion Network	• Champion Role descriptions (incl Leads Trainers Champions) • #champion channels, & meeting cadence for the network • Annual Goals for the champion network • Recognition strategy to reward participation in the network

<Recommendations/Questions>

1. *Ex. Contact helpdesk to inform of upcoming migration to grid*

2. *Ex. Formalize deprovisioning process*

3. **…**

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Step 7: Ensure Success through measurement and tracking

Success Measurement activities are set in place to provide the **Operating Team** with valuable insights.

Component	Checklist
Adoption	● # of weekly active users, departmental adoption / penetration, growth, etc.
Maturity	● Maturity score, workspace score, power users, workflow, stickiness, communications ● Insights and recommendations
Employee Sentiment	● NPS, custom survey, user interviews
Value Drivers	● Business drivers, priority alignment ● Key initiative alignment, progress

<Recommendations/Questions>

1. *Ex. Draft Survey question on Slack for inclusion in next month's employee survey*

2. *Ex. XX question on Slack Analytics dashboard*

3. **...**

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Step 8: Launch Successfully to lay the Op Model foundation

Many components of a Slack Operating Model are built during the natural course of a Slack Launch.

The Launch activities below are best practices that become core Op Model components.

Vision: Clearly articulate and circulate a vision for Slack

Sponsors & Champions: Identify an Executive Sponsor and Champions to define the vision and bring it to life for employees

Guidelines: Create a quick reference guide for channel naming guidelines and etiquette

Measurement: Have a clear definition of success and track progress, taking course-corrective action if needed

Use Cases: Identify clear and company-specific use cases for Slack and confirm which technical resources will enable these use cases if integration/customization is needed

Support: Develop and share clear support instructions so employees know where to go for help and answers, when needed

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Thank You!