

Engineering

[ReadMe] **How this document works:** This document provides a click path and talk track to demo Slack's business value for how an organization can collaborate together for a specific Department's use case. It's designed to be completed in 15-20 minutes by you. The ideal audience is someone who is either new to Slack or seeing it for the first time. The talk track is merely suggestive. It is highly advised you tailor your communication to your unique situation. **Green** items are **instructions** to you, **Black *italics*** are the suggested verbal talk tracks, and **Blue bold** are channels or locations of where to click.

Please note, this talk track does not highlight every feature of Slack as that may not resonate well. Your job through discovery is to unearth what will truly resonate because it solves a genuine business problem. Apply some creative liberties, have fun & experiment, and kick butt!

If you are doing a **Plus** only demo, you should be in the **Global** workspace where you will find all channels mentioned below.

If you are doing a **Grid** demo, you will highlight shared channels, and begin in Global.

☆Channels to Star For Demo

• #announcements-global	• #monetization-standup
• #board	• #devel-api
• #bizops	• #alerts-data
• #exec-ama	• #enterprise-feedback

General Demo Beginning - *Your persona here is that of a general Executive*

1. Have user start in **#announcements-global** with their profile displayed in flexpane
 - a. At the highest level, I use Slack to stay connected with my organization
 - b. Here, I am viewing a channel called **global announcements**, which is a great way for me to stay up to date with what's happening within my org from our CEO
 - i. List out examples like: recent announcements/revenue/holiday updates/etc
 - ii. Note: #announcements-mx/sf are very similar; choose the best for your audience
 - c. Slack lets me organize this information in a way that helps me get my job done
 - d. What are these exactly on my left hand side?
2. Mouse cursor over left hand rail of all channels, starred, and DMs/apps; scroll up/down to view - ensure you have the above channels/DMs starred
 - a. I can quickly access important information that's organized in Channels, it's where groups of people can work together around the same topic - you can have public and private

- b. these will vary for me: everywhere from one to many like the Global Announcements we are in, to private channels, and even 1:1 or small ad hoc direct messages
- c. I can organize these my way; I have multiple projects I'm working on and can "star" them to see them at the top
- d. Slack is about getting work done, bringing people and the tools they use into these channels in order to do our job

3. Demoing Search/Quick Switcher

- a. Over time, I've joined a few projects and channels as an executive, and Slack helps me find what I need to work on with machine learning and artificial intelligence
 - i. Open up Quick Switcher by cmd+k (mac)/ctrl+k (windows)
 - ii. Leave blank for now
 - iii. Consider adding in comment on how this Slack Workspace has a standard naming convention (cs-, accounts-, exec-, etc) making it even easier for the user to find channels
- b. One thing I can easily do is look for our Slack Channel in which employees ask the executive team any question
- c. I'm a pretty forgetful person at times, but I know we have an exec ask-me-anything
- d. With Slack, I can simply start typing in exec
- e. Slack's AI branch, the Search Learning and Intelligence division, curates a list of results for me that is based on my recently accessed channels or people I've been collaborating with - narrowing down exactly what I need

4. Click into #exec-ama

- a. Now I'm in the right place - when I land in any channel, I can open the details
 - i. Click "i" on the channel
- b. And Slack's SLI team again works for me to surface critical information *to me*
- c. Slack's algorithms show the people who have posted often (like the CEO, rightfully here), which also gives me a sense of who might be an expert in this channel - of course the CEO would know the most about their business direction!
- d. Slack's SLI team brings information to our users, and makes finding information much easier, and much more effective
 - i. Discussion Point: How do your users find subject matter experts?
- e. Getting back to the channel: In addition to job duties, one of the most liked features executive teams talk about is how easy it is to have an informal townhall/ask-me-anything
- f. This has been a great way to get a pulse check on our business
- g. We no longer have to wait for All Hands, nor do we have to feel shy
- h. In our AMA public channel, anyone within the organization can pipe in and ask questions - very quickly, people find that they aren't the only ones who share their curiosities
 - i. Highlight Stephanie's plus emoji
 - ii. If Grid, emphasize the point that this channel can be accessed in multiple environments, ensuring everyone has a voice; otherwise still emphasize everyone has a voice in the same environment>
- i. We've seen increased participation, and faster changes in implementation/culture/processes with this
 - i. Discussion Point: How does your executive team gather and respond to feedback?

5. Click into #bizops

- a. Our CFO has integrated our system metrics tools to ensure our leadership team can easily stay on top of important metrics
 - b. As executives, we often speak at public events but are unfortunately too busy to log into our CRM, ERP and other systems to see the health of our business
 - c. And now with Slack I can view the latest details automatically by having my tools pipe in critical information
 - d. For our organization, we keep this channel public to drive transparency, but Slack accommodates us if we wanted to keep this piping into a more private channel
6. Click into  #board
- a. As an executive, Slack lets our team work directly with the Board of Directors in a secure private channel - this is an invite-only location where industry knowledge, ideation, referrals, meeting minutes, and other sensitive information is captured and collaborated on
 - b. This helps our executives stay connected with peers and mentors
 - i. Scroll up to Josie's Harvard Business Review
 - c. Within Slack, our executives share insightful articles to uplevel our leadership team, and I can view high level content directly within the conversation
 - i. Highlight Slack's unfurl
 - d. In the past, our team often had to rely on email or once a month/quarter Board Meetings to be able to share best practices and ask insightful questions, now with Slack they are able to do that in real time asynchronously from anywhere in the world on all of their devices

Introduce demo story - The engineering demo story presents a few channels that outline a devops embracing agile organization using Slack to increase productivity, collaborate together on developing the product, quickly troubleshoot incidents, and provide a consistent way to continuously improve the product.

1. Click into **#monetization-standup**
- a. We are a very Agile company - our standups have digitized completely on Slack
 - i. Scroll up to Slackbot's reminder for the channel
 - b. Before, Scrum masters may receive dozens of emails for each engineering sprint from each member
 - c. This used to take an hour every week taking me out of my development environment
 - d. Often times, this was not at the most convenient times as our Engineering workforce is globally dispersed
 - i. Click on Ian's name and draw focus to timezone - whatever time zone you see, state that you could be in another one
 - e. With Slackbot, it will automatically send me a message reminding me to post my updates and I can choose to do this when I am free - freeing up my focus to be dedicated to my tasks
 - i. Scroll down
 - f. This allows our Scrum Masters to ensure we're tracking against our deadlines, and most importantly keep an eye on things like workload
 - i. Discussion: How do you guys keep tabs on engineering workload to course correct?
 - g. Here we can see Standup Bot has mentioned everyone in the channel, which it does every week, to discuss our success, challenges, and one thing we're looking forward to
 - h. For me, this has greatly helped because I can focus on my work by not having to attend these meetings or view where I can provide help to others and place problems front and center as well as allowing for my dispersed and remote teammates to stay in sync with what we are all working on

- i. @ mention Ian saying you are a specialist with International work and can help
 - i. This has greatly improved the team's productivity, allowing us to focus on higher value initiatives
- 2. Click into **#devel-api**
 - a. Slack is used heavily to capture all of the communication around the development of a feature
 - b. I can find any information I want with the simple prefix "devel" - in this case, our team is hard at work developing our new APIs
 - i. Scroll up to Johanna's command with code
 - c. Slack makes it very easy for our engineers to collaborate, creating a tighter knit community, to solve problems faster, with real-time feedback
 - d. Slack is flexible and easily accommodates the variety of content and code that I need to share
 - e. For instance, I can simply share code I am working on, much like Johanna's doing here, directly within Slack and my own development environment
 - i. Click Plus sign and hover over but don't click "Code or text snippet"
 - ii. Continue scrolling down
 - f. Our engineers can also tie in our critical business systems directly into Slack and have live graphs expand in context for us to collaborate on
 - i. Ask what sort of development tools they may use
 - g. This provides all of the context I need preventing me from the switching costs of having to leave this conversation, open up the tool in question, review the results, and hope I would be able to relay it properly for help
 - h. I can go right back to work and drive the development of this project much faster
 - 3. Click into **#alerts-data**
 - a. Slack has been a great success in our move to embrace a DevOps mindset, with the automation of everything for continuous improvement and triage
 - b. Our team pipes in real time information from Jenkins, our "Continuous Integration" system that sends critical alerts for our daily updates
 - c. We can move at a lightning speed over our competition with Slack with easier management of daily releases, failures, and successes
 - d. Because of this, I can quickly discuss and triage a priority with a neatly threaded message without disrupting the flow of channel conversation
 - i. Click into Marc's 10 reply thread to highlight how we can capture the solution
 - e. Since Slack is a running record of all of our communication, if we ever run into another priority issue such as this, we can easily search for how we solved this - turning Slack into a knowledge repository
 - i. Discussion point: how does your team ensure all of the right people, tools, assets, and information are automatically pulled together during an incident? How do incidents look today?
 - 4. <If Grid: Type keyboard shortcut for **#enterprise-feedback** to be taken back into Global workspace>; If plus, simply click into **#enterprise-feedback**>
 - a. With Slack, we can work cross functionally to make our product better by obtaining feedback from our sales, marketing, and engineering teams alike
 - b. As a public channel, we welcome any way we can improve since our customers directly benefit
 - c. Whether that is piping in information from twitter, or even from a ticketing system
 - d. Our sales team Christina is submitting a fairly important feature request on how our product works

- i. Click into Christina's thread
 - e. Having access to a shared open community, our product and engineering teams can quickly have a dialog with her that includes information about our upcoming roadmap and when we expect to develop this feature
 - f. With Slack, we are more rapidly responding to our customers than ever before
5. Done