

Incident Management & Response

[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	• #triage-infrastructure
• #board	• #cs-incident-summary
• #bizops	• #announce-big-incident
• #exec-ama	

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 - Slack for Incident Management and Response teams is a classic use case of Slack that has been time tested. It contains a few channels that range from operations team specific announcements, triage for infrastructure releases, centralizing information about big incidents, as well as providing daily incident summaries to ensure our round-the-clock customer experience team is aware of everything going on.

1. Click into #announcements-ops
- a. Similar to a global announcements, Slack lets me stay on top of my own immediate team's announcements with our department channel
 - b. Our operations team is globally scattered, and it was historically challenging for us to broadcast important initiatives like standardization, or even crowdsourcing projects
 - c. We all paid more attention to system alerts, which went straight to our inbox
 - d. We spent most of our time jumping in and out of our different systems to view incident reports, view and manage servers and communicate with our team.
 - e. In our team announcements channel, I always know exactly what we are working on, and with Slack I can view this information when I have the bandwidth to do so
 - i. Draw attention to how Channels are fundamentally different than email
 - ii. How might an important email like this surface in someone's inbox above the countless system alerts, messages, etc? How are company-wide announcements managed?
 - f. With Slack, Vinde Operations leadership is even able to get a sense of sentiment on how our team is feeling worldwide through emoji reactions
 - g. Instead of losing announcements, this channel presents a curated list of updates from our leadership
2. Click into #triage-infrastructure

- a. We created a dedicated channel to discuss all urgent matters related to releases that may affect our core infrastructure
 - b. With Slack, our organization has transformed from being an unorganized and chaotic team where troubleshooting solutions were often tribal knowledge to being an organized virtual team with centralized information from all of our apps, tooling, and subject matter experts
 - i. In channel, search for “chef node config” and discuss the power of Search in Slack
 - ii. Plug in SLI
 - c. With the continuous deployment and continuous integration model of DevOps, we’ve integrated tools like Chef which is our configuration management tool for various environments
 - d. Our engineers can thread conversations into solutions within the context of the error/issue/incident
 - i. Scroll down
 - e. Issues are seen as assigned by operations members with the Emojis so we are not having duplicative efforts
 - f. In the past, multiple triage engineers would inadvertently be working on the same issue, costing valuable time and money
 - i. Discussion point: How do you guys handle triage?
 - g. When Chris detected a high volume for our server, we integrated Slack with Prometheus to automatically pipe in a real-time graph of our server load
 - h. Without disrupting the flow of other alerts and issues, our engineers are crowdsourcing solutions
 - i. Click into the 8-reply thread
 - i. Should new issues be discovered, I can even determine who is currently on-call
 - j. This is a status we frequently change depending upon the rotation of our ops staff
 - k. This new method has helped centralize information and allowed a wider range of people to view and help triage these incidents. It has also helped store all of the tribal knowledge that has been used in the past into an incredible searchable index that can be used for all employees and future employees who join the team.
 - i. Discussion Point: This is a great time to layer in a customer story on how triaging issues in Slack has created a measurable ROI and competitive advantage -- VMWare is one example
3. Click into **#cs-incident-summary**
 - a. Once an incident has been resolved, we create a post-mortem that gets logged in this channel
 - b. In our CS incident channel, our CS incident captains post nightly updates on the impact these incidents had on our business, which is helpful for folks outside of CS
 - c. We also have CS staff all over the world in multiple time zones, and with Slack, our customers feel like they are getting continuous support!
 - d. This has been a huge differentiator in our perception within the market, and Slack allows us to blow past the competition!
 4. Click into **#announce-big-incident**
 - a. Slack allows us to also organize all details related to a big incident or outage and keep all of this information organized
 - b. Triage happens in our triage channels as you saw, but things like the first identification of the issue, the detailed steps within engineering teams to debug and resolve the issue, or the number of live tweets and zendesk tickets happen in many different channels
 - i. Scroll up to Beth’s Connectivity Incident Update

- c. *With Announce Big Incident, our Incident Captain can summarize the details of the incident, provide post mortems, link to our PR approved response to customers, and even link to the Slack messages and threads where discussions took place*
 - i. Begin to scroll back down
- d. *From a status perspective, this Slack channel allows me to quickly convey the current system status without me having to read any of the messages, just by looking at the channel details up top*
 - i. Hover mouse underneath the channel name to view the “all clear”
- e. *With Slack, our leadership team can simply subscribe to our big incidents to bring themselves up to speed in real time, without having to disrupt an engineer’s work during critical incidents*
- f. *All our execs are in this channel*

5. Done