

HR - Recruiting

[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	• #hiring-mrkt-mgr-sf
• #board	• #intv-mrkt-mgr-sf
• #bizops	• #offer-peter-johnson
• #exec-ama	• #new-hires-3-15 *In Global*
• #hc-approvals-mrkt	

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 Recruiting provides a few channels showing how a new marketing position has been approved by the CFO, collaborating around potential candidates for a position, discussing an interview for a selected candidate, and finally onboarding a new employee.

1. Click into **#hc-approvals-mrkt**
- a. As a Marketing Program Director, our team needs to hire for a new marketing position in a variety of cities
 - b. In this channel, it is all about seeking approval for a new position to be made, along with all of the required information
 - i. Click Xavier's Avatar briefly to highlight his position as CMO
 - c. We can easily see that our CMO has put in the necessary information and can follow along the thread to see the collaboration between our CFO and other stakeholders
 - i. Click into Samuel's Avatar briefly to highlight his position as CFO, and comment on the approval
 - d. If we see Maggie's response, there's a pair of "eyes" emoji
 - e. Using Slack, Marcelo indicated quickly he's seen the request and he's taking action. He can respond when he's completed it with the green check and add any other detail
 - i. Draw attention to the difference with email
 - ii. We don't know when someone is working on a task with email - think about how you could leverage this in here as a statement to the customer
2. Click into **#hiring-mrkt-mgr-sf**

- a. Now that we know our position is accounted for, with Slack I can see the entire history of how our sourcing team has found potential candidates and discusses them.
 - i. Draw attention to the difference of how they might be working today
 - ii. If email, this shows Slack's persistent history, allowing you to see why one candidate may have been chosen over another in sourcing
 - iii. In email, or other collaboration, this information typically is contained within a few individuals and may be in dispersed threads
 - b. We can quickly see due to budgetary issues, our company can't provide relocation but we found a great candidate from a trusted background
 - c. With Slack, applications can pipe relevant information from tools like your Applicant Tracking System directly into the flow of the conversation, in context!
 - i. Highlight the hypothetical "Candidate Bot" which may represent Greenhouse, Lever, or any other number of Applicant Tracking Systems
 - ii. This is purely an example
 - iii. Consider talking points about Slack's platform here
 - d. Slack's platform ecosystem makes it very easy and fast for me to interact with the tools I have to use every day
 - e. Now that I know Peter Johnson is the candidate moving forward, I can leverage Slack to connect with my interview panel team to discuss his performance
3. Click into **#intv-mrkt-mgr-sf**
- a. In this channel, I see immediately all of the key stakeholders in this process are all together discussing the same topic - as the channel name illustrates, there's no ambiguity here
 - i. Draw comparison to their use case if you have it
 - b. Coordination ends up being a breeze
 - c. Slack will clearly tell everyone when their upcoming meeting times are with visibility and discussions
 - i. Click into Marcelo's thread underneath the schedule
 - d. Because I have integrated my company's content management system, in our case we use Google Suite, I can send information directly from Google into my conversation - never having to worry about version control or finding out who may have the latest template
 - e. I want to make sure people are using the correct document all the time for this important position
 - i. Action: Pin Marcelo's link to the Google file
 - ii. Challenge the customer: Ex. Q - Can you tell me about how your team stays on top of finding the correct content?
 - iii. Discuss Pinning as "virtual corkboard" to cast a spotlight on any important noteworthy message or file that is posted in a channel
 - f. Our company is growing very rapidly, like yours. Our Marketing leadership team can easily stay on top of how we are tracking against our interviews since our Analytics tools pipe in information every week - in fact, this is serving as a performance metric for our management team!
4. Click into **#offer-peter-johnson**
- a. We can see Peter met our team's expectations, and we've begun the process of collaborating with numerous departments in a private channel just for this candidate
 - b. I'm sure we can relate to how challenging extending offers can be, and Slack really makes my life easy by creating channels for my candidates and ensuring complete privacy

- c. Our collaboration team can work together on finding the best package for Peter
 - d. Approval workflows have never been easier for us now that our highly cross functional team can easily approve many candidates with the right context
 - i. Highlight the hypothetical DocuSign app and illustrate how our fast growing company needs to always know where candidates are in their progress
5. <If in Global workspace doing a Plus Demo, simply navigate to **#new-hires-3-15**; otherwise, navigate via quick switcher to **Global Workspace** with that channel and use this moment to highlight how Grid ties everything together>
- a. Much like your organization, we onboard people frequently
 - b. Using Slack, we can create custom private channels with welcome messages, instructions on their first day, and other need-to-know information for all of our new hires like Peter
 - i. Scroll to the top/beginning of the channel's story and slowly downward explaining what we're looking at but not reading word-for-word
 - c. Working closely with IT, our Business Tools team, and others - we can triage any issues around profile or logging in on your first day
 - i. Quickly hover over Marcelo's message "Hello new hires! Please provide..." to show how IT can be invited into this channel to help create a very smooth first day
 - d. This is fantastic since this channel allows the new hires a place to meet one another and have for their own a channel to discuss questions and topics
 - e. We've seen Slack dramatically reduce frustration around onboarding. You can integrate tools like Donut and other applications that help a new hire navigate their way

6. Done