

PR

[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	• #pr-team
• #board	• #daily-chronicle
• #bizops	• #plz-pr-team
• #exec-ama	• #pr-pmm

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 PR presents a few channels that allow a PR team to collaborate as a team on action items from meetings, share broad strokes achievements on coverage with the great organization and leadership, provide a consistent and auditable place where employees can request PR assistance, and finally having a more specific cross-team collaboration channel where people can coordinate to truly get work done for an important meeting.

1. Click into #pr-team
 - a. As a public facing company, our PR team collaborates a lot of important topics discussed in meetings and creates action items coming out of these meetings
 - b. Slack makes our meetings more efficient by letting us centralize key points in our team channel to drive discussion
 - c. In the past, important points were often lost in our many communication tools like email and chat, and we found we were not in lock-step
 - d. I can also easily see if my colleagues are going to be out on PTO without having to shift to my calendar, directly within Slack
 - i. Highlight Tanya's post and then show how you can change your own Status to reflect an upcoming PTO
2. Click into #daily-chronicle
 - a. The PR team maintains a rollup of all mentions of Vinde Corp in the news in the Daily Chronicle channel, helping the team keep up with how the company is referenced in the media.
 - b. For instance, we just released our GDPR announcements, and you can see a lot of people have enthusiastically responded
 - i. Hover over emoji responses

- c. *This provides great visibility and assurance our company is moving in the right direction since our Head of Sales is corroborating the effect of our PR with GDPR*
 - d. *Broadcasting our achievements was difficult in the past as many people just saw it as more noise in their inboxes, but now we feel much more connected and can subscribe to the information directly, and our management can track the sentiment easily by simply looking at the emoji reactions*
 - i. Discussion Point - how does your organization effectively share PR news/announcements/coverage?
 - ii. How do you track sentiment?
 - e. *And with neatly threaded messages, the flow of the channel's conversations and announcements are not disrupted*
3. Click into **#plz-pr-team**
- a. *Our company has a very recognizable brand, much like yours*
 - b. *We want to ensure our employees are engaged in any public facing PR activity in a consistent manner*
 - c. *In the past, people would send an email to a giant PR alias, and had complained about not knowing where their asks went or how they got prioritized, often causing commitment delays with important Press, Agencies and the like*
 - d. *With Plz Pr Team, employees can engage authorized PR personnel to review upcoming engagements with things like interviews, and using a easy-to-use visual emoji system of Red/Blue/White, our team can promptly respond to Urgent/ASAP/When-you-can requests*
 - i. Highlight Channel Purpose up top
 - e. **<If Grid>** *This is a channel that is exposed throughout all of our organization and we can easily work with any employee from any department*
 - i. **<If Grid>** Highlight the fact this is a shared channel
4. Click into **#pr-pmm**
- a. *With this PMM channel, we want to enable as much cross functional knowledge sharing as possible*
 - b. *With a very aggressive marketing campaign launch schedule, we use Slack to ensure the PR and product marketing teams are in sync*
 - c. *Cross functional partners from both teams can ensure the messaging is consistent*
 - i. Discussion point: How does your PR teamwork cross collaboratively?
 - d. *Integrating our Google Drive allows us to quickly share assets that are up-to-date and always referenceable in channel*
 - i. Click on “plus” icon to highlight Google Drive as an option among other options such as Box, Dropbox, OneDrive, or local file systems
 - ii. Pin Maive’s gdrive document
 - e. *This channel is public, so anyone can join at any point and with this document effectively pinned to this channel’s “virtual corkboard”, they can reference the updated stats within a few seconds without having to wait for a response*
 - f. *Slack is driving all of our speed to stay ahead of our competition!*
5. Done