Thank you

Business Values Are Critical Today

Inc.

This Extraordinary Note from Delta's CEO Shows Why Its Employees Managed to Avoid the Fate of United and American Airlines

The airline hasn't had the massive layoffs of the other major airlines in part because it gave employees a choice.

By Jason Aten

WIRED

GREGORY BARBER   BUSINESS   10.05.2020 07:00 AM

The Turmoil Over 'Black Lives Matter' and Political Speech at Coinbase

The CEO of the cryptocurrency pioneer declared political discussions out of bounds—then gave employees a week to agree or leave.

What are your organization's values?

How do they show up?

What impact do they have?

Values today...

Serve as the North Star

Inspire new industry awards

Attract & retain top talent

Values today...

Serve as the North Star

Inspire new industry awards

Attract & retain top talent

...cast a shadow.

Serve as a marketing tool

Lack measurement & accountability

Can create conflict

Recognize. Prioritize. Operationalize.

salesforce

Trust
Customer Success
Innovation
Equality

V2MOM

Vision
What do you want to achieve?

Values
What's important to you?

Methods
How do you get it?

Obstacles
What is preventing you from being successful?

Measures
How do you know you have it?

Operationalizing
3 Key Values

From Insights To Action

 Collaboration

 Innovation

 Community

Collaboration

We show customers a connected, integrated product experience...

38%
of customers purchase multiple products

92%
of revenue comes from multi-product customers

https://www.forbes.com/sites/louiscolumbus/2018/09/30/10-insights-from-salesforces-2018-investor-day/#4d812bdf6e9a

Executives and designers are seeking ways to connect products and collaborate...

Consistent design patterns, when integrated throughout our product ecosystem, contribute to a "learn once, use everywhere" experience that **improves productivity and ease-of-use** for both our users, and our developers.

–Chief Design Officer

"I'm working on designs for voice and I'm certain other designers are too. How can we **connect across product silos?**"

–Lead Product Designer

15

Yet we are organized and work in distinct verticals...

Service Cloud UX

Marketing Cloud UX

Community Cloud UX

Commerce Cloud UX

Sales Cloud UX

Analytics Cloud UX

Customer 360 UX

Platform Experience

How Might We...
align what we think, with what we say, with what we do, and how we do it?

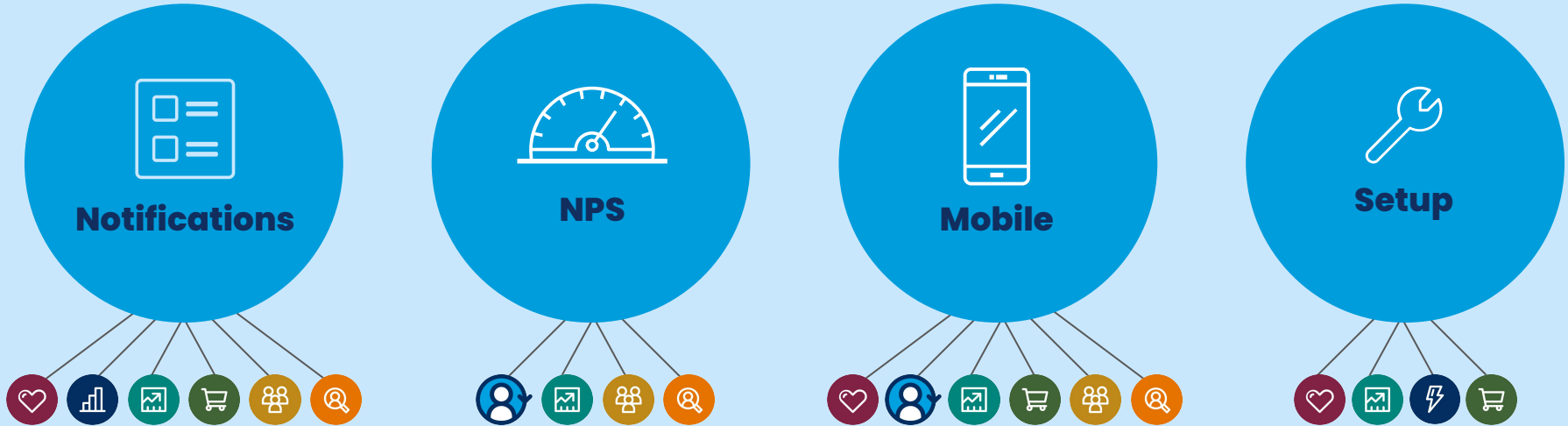# We identified common themes across our product areas...

Notifications

NPS

Mobile

Setup

We redesigned KPIs for leaders and teams

| Featured Project 1 | Featured Project 2 | *New* Featured Cross Cloud Project |

We redesigned KPIs for leaders and teams at scale

Featured Project 1	Featured Project 1	Featured Project 1	Featured Project 1	Featured Project 1	Featured Project 1	Featured Project 1	Featured Project 1
Featured Project 2	Featured Project 2	Featured Project 2	Featured Project 2	Featured Project 2	Featured Project 2	Featured Project 2	Featured Project 2
CROSS CLOUD PROJECT	CROSS CLOUD PROJECT	CROSS CLOUD PROJECT	CROSS CLOUD PROJECT	CROSS CLOUD PROJECT	CROSS CLOUD PROJECT	CROSS CLOUD PROJECT	CROSS CLOUD PROJECT

21

new patterns
added to the
Salesforce Lightning
Design System

24

new collaboration
projects highlighted

4K+

hours dedicated
to cross cloud
collaboration
(+ $ savings)

"The opportunity to collaborate with other designers at Salesforce has been **the best experience** I've had at the company."

–Lead Product Designer

Collaboration

1. Connect the dots

Audit UX organization to find common work themes

Identify and connect designers across teams

Facilitate collaborative workgroups to create scalable patterns

2. Define unique KPIs for success

Design KPIs that matter to you and your teams

Create both quantitative and qualitative measures to highlight

Innovation

VS

I don't feel that I have the opportunity to work on innovation at Salesforce

How Might We...
**design time and create space
for more innovation in our work?**

We made a team commitment

The Next Chapter Initiative

- 3-months
- Teams across silos
- Visioning with PM, PMM & Executives

OUR DESIGN SPRINT

| DISCOVERY | INTERPRETATION | IDEATION | ITERATION | SOCIALIZATION |

BI-WEEKLY SERVICE UX WORKSHOPS

WEEKLY WORKSTREAM TIME

MONTHLY STAKEHOLDER SYNCS
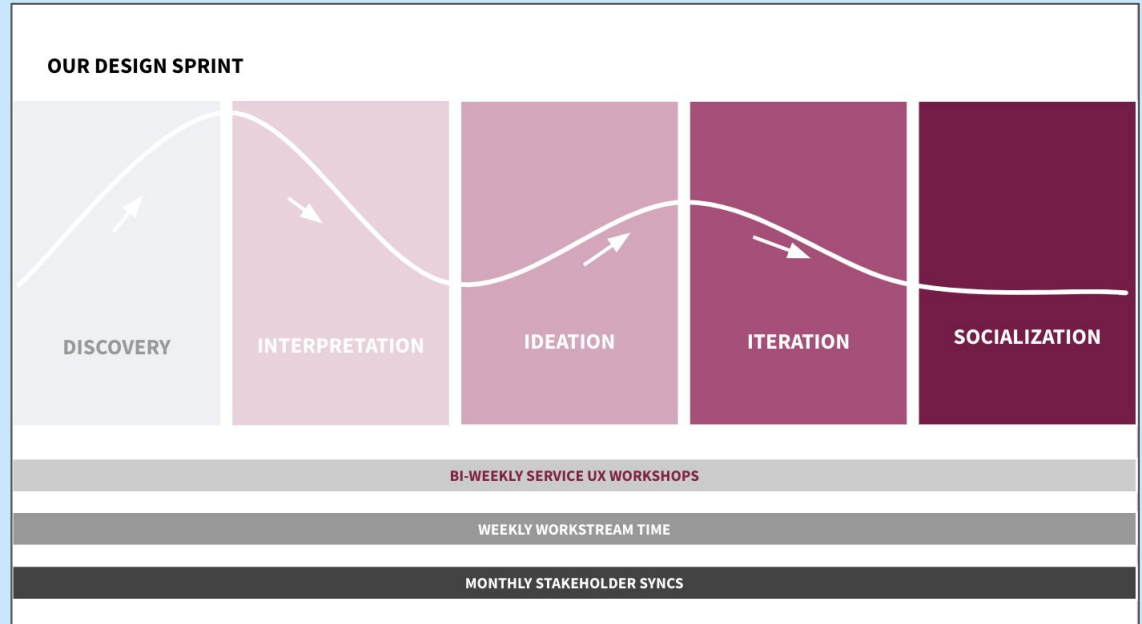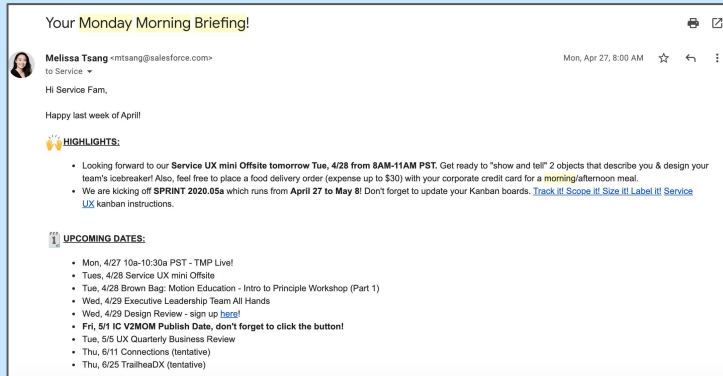
We redesigned how we spend time together
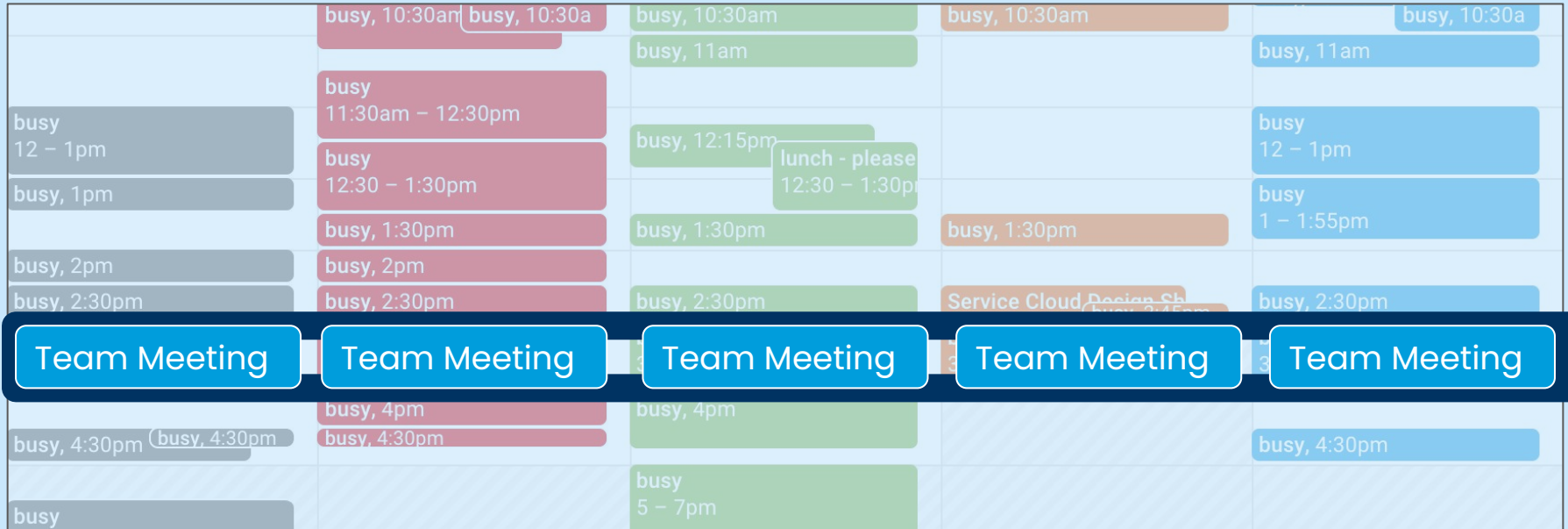
We created new asynchronous connections where possible

The Monday Morning Briefing

- Highlights
- Key Dates
- Resources
- Hot Tips!
- Design Inspiration from Colleagues

Real Time Design Review through Slack

- New channel dedicated to review
- More discussion through threads
- Real time feedback
- Better for remote collaboration
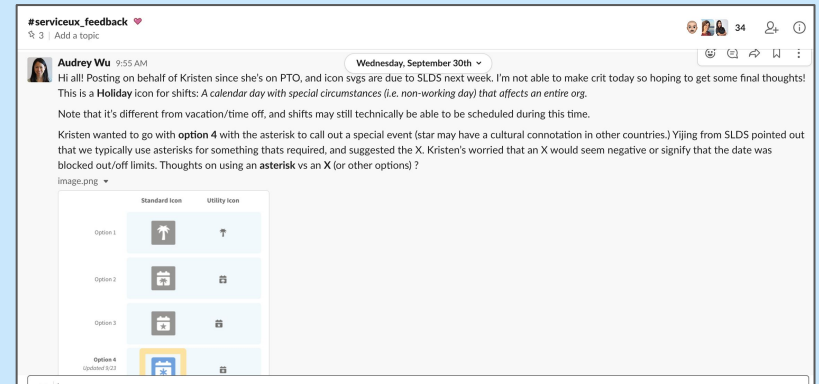
Improved Employee Success scores

Influenced product roadmap & secured new product investment

Highlighted importance of design-led visioning work

Stronger connection and influence with executives and product leaders

Innovation

1. Redesign rituals

Assess current rituals and how they support your values

Dedicate time and create space for values-based work

2. Highlight the journey & outcomes

Communicate improvements across KPIs

Celebrate small wins and moments that matter

Recognize and evangelize the intangible outcomes

Community

VTO & 1-1-1 Model

Volunteer Time Off

1% product 1% grants 1% time

"I want to give back, but can't seem to make the time."

"I'd be happy to offer design help to organizations in need, but how do I get started?"

How Might We...
commit our time and utilize our design expertise to support our communities?

Community is always on our agenda

Annual Customer Events

Annual Customer Events

Annual Customer Events

Quarterly VTO ½ days

Quarterly VTO ½ days

Quarterly VTO ½ days

Quarterly VTO ½ days

Bi-annual Offsites

Bi-annual Offsites

Monthly Town Halls

| JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC |
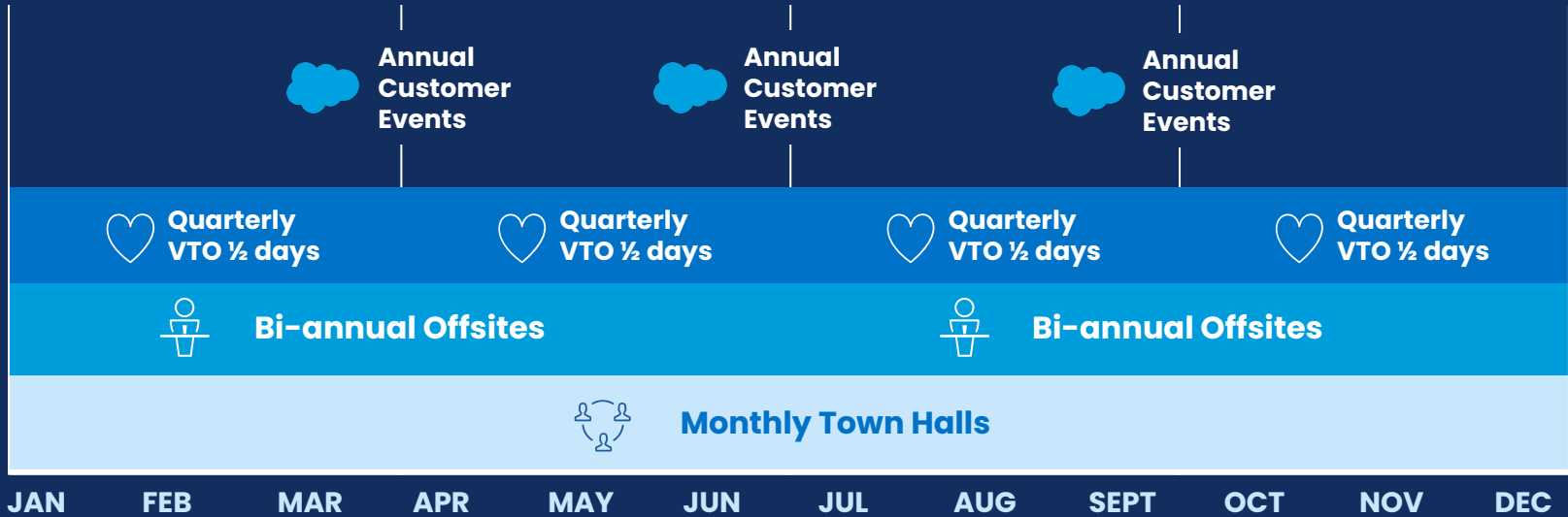
We organize a variety of volunteer opportunities

LOCAL & GLOBAL

IN-PERSON & REMOTE

TIME & SKILL BASED

VTO LEADERS

Hit 56 Hours This Month

Mike Burr · Vijeta Belandor · Chris Bill · Alex Gountras · Lana Herrera · Patrick Chan

Nalini Kotamraju · Tiffany Chin · Kyle Haskins · Darshil Vora · Anna Poyznakov · Diandian Cao

Loïc Kreitmann · Jason Day · Noah Guyot · Alwin Mulyono · Yijing Zhang

56 Hours This Year

Mike Lenz · Tim Sheiner
Michael Diffenderfer · Scott Pitkin
Christopher McCulloh · Emily Witt
Daniel Sonnenfeld · Sarah Flamion
Denise Francis · Derek Payne
Shir Salzberg · Stephen James
Meko Xu · JoAnne Juett
Matt Graham · Lise LaTorre
Yuri Sebata-Dempster · Unmesh Tiwari
Brian New · Guy Jenkins
Spencer Edwards · Tiffany Tsai
Jasmine Weathers · Melissa Tsang
Kyle Jackson · Cliff Seal
Brady Sammons · Alan Weibel
Glenn Sorrentino · Amber Bouabdallah
Allyson Meyers · Kaustubh Barde

Most Hours Overall &
Most Hours This Month
Mike Lenz

COURAGE

COMPASSION

RECIPROCITY
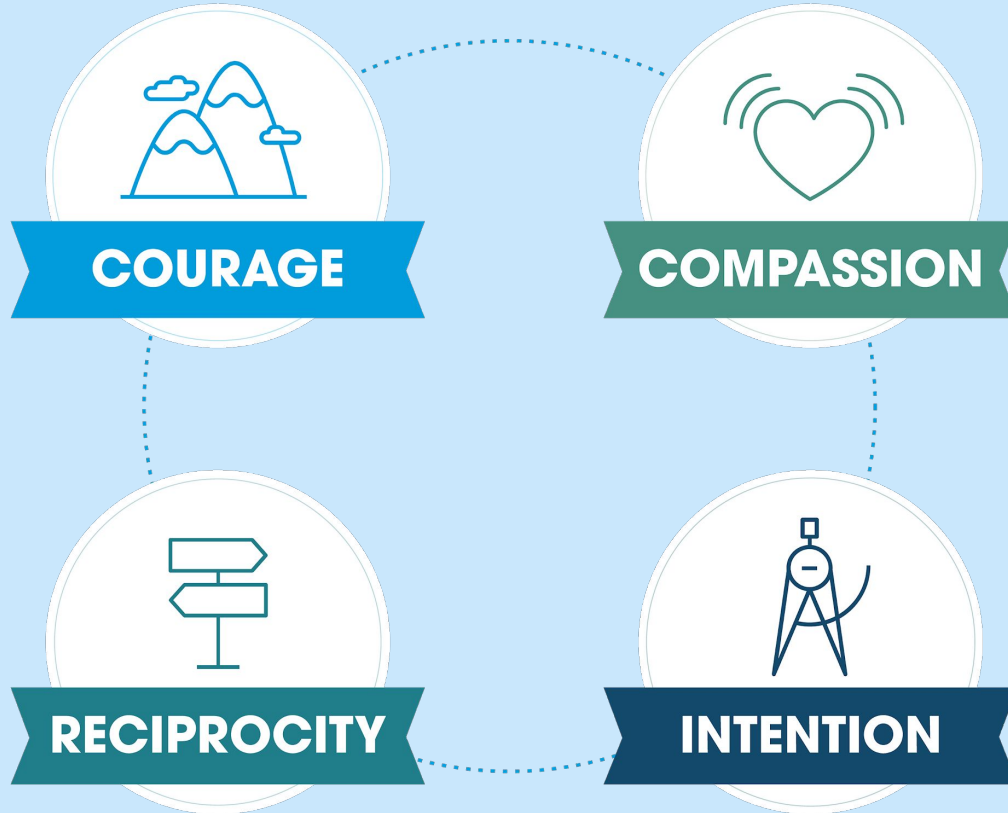
INTENTION

Community

1. **Partner with intention**

   Identify internal rockstars and highlight their efforts

   Align with external organizations that share similar values

   Co-design community impact experiences

2. **Weave values into everything**

   Make values based work part of every agenda

   Plan and execute actions throughout the year - it all adds up!

Recognize, prioritize, operationalize

Connect the dots

Design unique KPIs

Redesign rituals

Highlight the journey & the outcomes

Partner with intention

Weave values into everything!

Values begin and end with us leaders, and it is up to us to have them permeate our culture.

Forbes 2020

What is a value you can prioritize?

How might you operationalize it?

What impact can you have, and how will you measure it?

Let's Keep in Touch!

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in **/meltsang**

Learn more about the V2MOM on Trailhead: https://sfdc.co/bItpa6

Salesforce Relationship Design: https://salesforce.com/design/

Salesforce Experience Blog: https://medium.com/salesforce-ux

Jobs @ Salesforce: https://www.salesforce.com/company/careers/

THANK YOU