**SOS Submission: Communications  
SOS Title: Leveraging SLACK as a leader communication alternative to e-mail**

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| **Submission Date: 10/7/16** **Chapter Name: ATD Greater Atlanta**  **Chapter ID: CH9047** **Chapter Location: Atlanta** **Chapter Membership Size: 500+** | **Contact for this Submission: Robb Bingham** **Email Address: info@convergingsolutions.com** **Phone Number: 615-423-4422**  **Chapter Title: President** **Chapter Website URL: www.atdatlanta.org** |

*When responding to each area, please provide information about who, what, when, how, why, where, and to what degree where appropriate. Also, please be specific and provide enough detail that would allow a leader from a different chapter to pick up this document and mimic your effort.*

**Description of Effort:**

SLACK Communication Portal

**Need(s) addressed (please be specific):**

Minimize email noise for board members and keeping everyone in the loop without being overwhelmed/burned out by information overload. (It helps us keep our day jobs by not allowing ATD business to take over our day jobs.)

**What is your chapter’s mission?**

Greater Atlanta ATD provides its members with the knowledge, skills, tools and resources necessary to ensure ongoing professional development, and the ability to deliver exceptional value to their organizations in the area of workplace learning and performance.

**How does this effort align with your chapter mission (Please provide specific examples)?**

Learning and leveraging this cutting edge tool is a benefit to our board and a value-added communication technology, making our communication process easier and conversation history easily searchable.

**\*ATD Mission:** **Empower professionals to develop talent in the workplace.\***

**How does this effort align with ATD's mission (Please provide specific examples)?**

* Empowers our leaders to efficiently serve our membership
* Provides access to a tool that may greatly improve communication

**Target Audience (Who will benefit/has benefited?):**

Board members and volunteers

**Costs/Resource Used:** *(Include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources.)*

SLACK has a free membership level with unlimited users and a limited amount of storage space.

**How did you implement?** *(Please give a brief description.)*

Started with a new board of 8 to start building out the channel framework with a few limited team, then opened the channels to their teams as we made our way into the new year.

**What were the Outcomes?** *(Please include hard data regarding financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)*

Board members reported that it kept all ATD business from getting lost (or overtaking) their home or business email inboxes.

**Lessons Learned:** *(Hints and tips for other Chapters who may be considering a similar effort)*

Get some help/advice initially around channel creation and setup of settings.

**Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc):**

We got the idea from attending a SLACK communication tool session at another chapter’s Excellence Share Workshop. Robb Bingham introduced it to our incoming board when they were named to the slate and grew it organically from there.

**How did you become familiar with the Sharing Our Success (SOS) program?**

* Saw or heard of SOS from Twitter
* Saw or heard of SOS from Facebook
* Saw or heard of SOS from another Chapter Leader
* Saw or heard of SOS from LinkedIn Chapter Leaders group
* Saw or heard of SOS on an area call with a NAC representative
* Found SOS on ATD website

X Other – ALC last year

**Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)?**

**\*Participating chapters receive up to two complimentary registrations for presenters.**

**Yes**

***Please email completed forms to*** [***SOS@td.org***](mailto:SOS@astd.org) ***along with any supporting documents.***