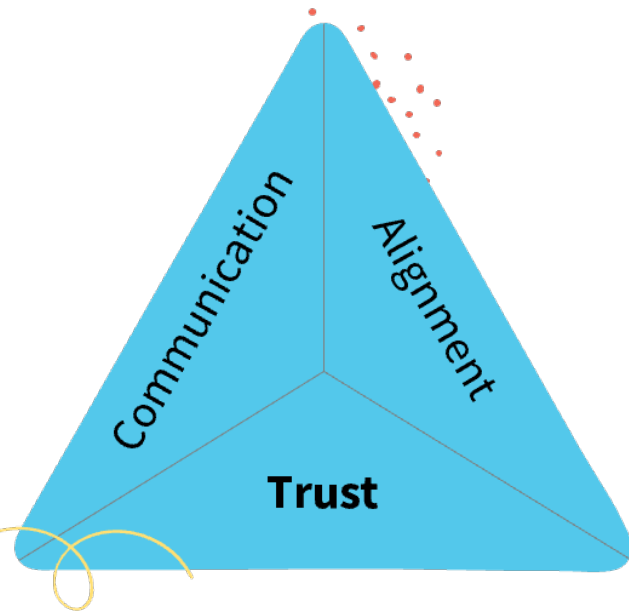


**How we
Communicate
here!**



How we Communicate at The Perk!

- When it comes to having a high-performing team, getting the right things done, & not wasting time or money, internal communication is EVERYTHING.
- Strong organizational cultures are built on a foundation of trust, alignment, & communication. And clear, consistent, effective communication is the ultimate driver of both trust & alignment. So, in other words, communication is EVERYTHING.
- In our experience, 90% of the time when there is conflict on a team, or lack of progress, it comes down to being either a communication issue or a trust issue (or both).
- We want our communication at The Perk to be AMAZING in order to maximize productivity, impact, & team connection.



The Tools We Use

- Slack
- Zoom
- Asana
- Phone/Text
- Email
- AirDeck





Slack



WHAT it is: Messaging App for sharing & receiving information. **This is our default over e-mail.**

WHY & HOW we use it: CONSISTENT, CLEAR communication & CONNECTION!

- Communicate information company-wide, or in small groups.
- Houses information (don't have to dig through e-mails).
- Work & non-work related information sharing.
- Generous use of emoji's & gifs are encouraged!

Tips: Our one-stop shop for sharing & receiving information. This is our default over e-mail.

"Where work flows. It's where the people you need, the information you share, and the tools you use come together to get things done."

- Slack



Slack



Tips: Our one-stop shop for sharing & receiving information. This is our default over e-mail.

- Don't expect an immediate response (if you need this, call!)
- Pop in to communicate at least 3x/working day
- Turn on “do not disturb” when you want to do deep work
- YOU have to own your use of Slack
 - Use ‘Do Not Disturb’ & other settings
 - There is no reward for being ‘present’ on Slack
 - There is no reward for immediate responses

“Where work flows. It's where the people you need, the information you share, and the tools you use come together to get things done.”

- Slack



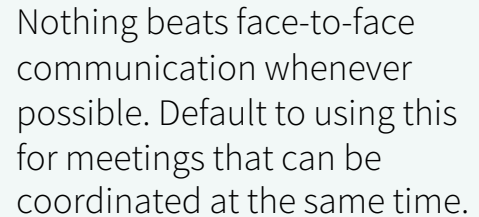
Zoom



WHAT it is: Video conferencing software.

WHY & HOW we use it: For meetings internally, external parties & recording videos.

Tips: Slack & Zoom is what we use to communicate/move work forward when schedules don't align. (*Asynchronous communication*)



Nothing beats face-to-face communication whenever possible. Default to using this for meetings that can be coordinated at the same time.



Asana



WHAT it is: Project Management tool.

WHY & HOW we use it: This is your single-source of truth to-do list for all company work. It's how we manage projects that multiple people work on.

- How you delegate work to others.
- You may also have your personal to-do list in here.

Tips: Use the "Create an Asana task" Slack automation. This helps you ensure anything that is assigned to you in Slack gets added to your to-do list.

Start & end your day with 5-min of reviewing & prioritizing your Asana. You should never have overdue Asana tasks!





Phone/Text



WHAT it is: You Know!

WHY & HOW we use it: If you need a response to something within a few hours, CALL!
FACETIME! LEAVE A MESSAGE!

- If you are texting, we recommend you instead send it as a Slack message.



Email

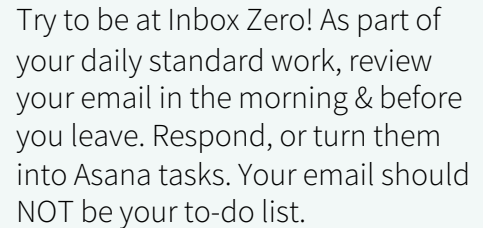


WHAT it is: You Know!

WHY & HOW we use it: External communication with vendors, clients, etc.

- Sending/receiving of official company documents (contracts, offer letters, bonus plans, etc.). Things we need a paper trail for.
- Forwarding emails to team members from other external parties
- Internal communication should NOT be sent via email! Use Slack!

Tips: Don't have your email up all day long. Commit to checking it at least 3x (morning, noon, before you leave).



Try to be at Inbox Zero! As part of your daily standard work, review your email in the morning & before you leave. Respond, or turn them into Asana tasks. Your email should NOT be your to-do list.



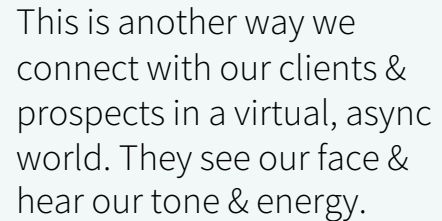
AirDeck



WHAT it is: Video Recording Software.

WHY & HOW we use it: Organize our inbound/outbound marketing, sales, and customer service efforts.

Tips: Review your videos before you send them! Make sure to be your genuine, authentic, amazing self!



This is another way we connect with our clients & prospects in a virtual, async world. They see our face & hear our tone & energy.