

# Salesforce

## Culture Here 'Not Just Lip Service'

By Katie Coffin

Salesforce is intentional about culture. Bryan Wade can attest to that.

“At our company-wide 2016 kickoff event, I had the honor of presenting the customer success story of Mattel,” explains the Salesforce Marketing Cloud chief product officer. “When I arrived at the venue, they had a full Mattel-branded NASCAR racing suit and a Hot Wheels race car to ride onto the stage. So I rode out and presented to our entire company (globally), dressed head to toe in racing gear. That’s what makes Salesforce such an exciting place to work – employees here are always ready to have fun.”

An upbeat, collaborative atmosphere is evident the moment one steps into the Salesforce Gibson Building on Capitol Avenue in downtown Indianapolis. The brand new space on the first floor is a hive of activity with Salesforce employees breaking for a game of ping pong, working out in the gym or sharing ideas over a “cup of joe” from the on-site coffee shop.

“Aloha,” alluding to the strong Hawaiian theme running through the company’s culture, is written on a chalkboard wall. Leis adorn offices and cubicles, and “Ohana” defines the close-knit ecosystem – employees, customers, communities and partners.

While Salesforce Marketing Cloud CEO Scott McCorkle acknowledges that ExactTarget (which was acquired by Salesforce in 2013) is a large part of the Indianapolis legacy, the transition is opening the door to further success.

“When companies come together, it’s for a reason,” he declares. “We’re trying to take all this value and make it work together. We’ve done that and it’s exciting, and I think that’s why you see all this new energy.”

### ‘Drinking our own champagne’

Cultivating an internal social network in your business? There’s a Salesforce product to assist.

Tracking employee volunteer time or wellness goals? There’s technology for that too.

“We call it ‘drinking our own champagne’ rather than ‘eating our own dog food.’ It sounds better,” chuckles Meghann York, director of product marketing, about how the company utilizes its own products internally for employee engagement.

Its V2MOM management model (vision, values, methods, obstacles and measures), for instance, is an annual goal-setting exercise. It works this way: CEO Marc Benioff releases the company-wide V2MOM, and then down through the layers of management, each employee drafts his or her own to outline priorities. All V2MOMs are accessible to employees via Chatter, Salesforce’s enterprise social network.

“The transparency is good to say, ‘This is what’s important to me and these are the things I’m going to do,’” York explains. “It

provides a level of personal accountability so that people can see what you’re planning to accomplish that year.”

### FunForce

From team volunteer events to office tournaments, there is no shortage of fun.

FunForce is the committee that plans activities for employees to participate in together.

- Keeping in line with the craft beer boom in Indiana, the company recently hosted a home brewing contest (“I am not a brewer,



The coffee shop on the first floor of the Salesforce Gibson Building is just one of the amenities in the brand new space. Salesforce employees take advantage of volunteer time-off benefits, serving together at Gleaners Food Bank.



but if it was a wine thing, I would've been all over that!" York laughs).

- Staff went head to head in a competition where teams prepared a meal and pitched it to judges, just like on *Iron Chef America*.
- When *Star Wars: The Force Awakens* was released, the company rented the IMAX theater for employees to be among the first to see the long-awaited film.

"Salesforce employees take pride in never taking ourselves too seriously, and we incorporate fun in everything we do," Wade remarks.

### Dial '1-1-1' for local impact

In 2015, Salesforce Indy employees collectively completed 32,000 volunteer hours. That equates to more than three-and-a-half years' worth of community impact.

Salesforce operates on what it calls a "1-1-1" philanthropy model, in which it supports local nonprofits by giving 1% of its products, 1% of its equity and 1% of its employees' time. This translates into seven days of volunteer time off for each employee.

One example of Salesforce's community

impact is its adoption of IPS School 51, where employees spend time tutoring and reading with students. A group of volunteers even painted a mural in the school's cafeteria. Last year, the company presented the school with 100 iPads and spent time with teachers and students, making sure they understood how to use them for education.

"It's just a spirit and energy that transcends someone at their desk doing their work to really our involvement in the community," McCorkle emphasizes.

Once employees complete their seven volunteer days, they are awarded a \$1,000 Champion's Grant to donate to a nonprofit of their choice. Organizations that have benefitted locally include Gleaners Food Bank, Second Helpings, Indianapolis Public Schools, Make-a-Wish Foundation, Greater Indianapolis Habitat for Humanity, and the Boys and Girls Club of Indianapolis.

"It is awesome to work for a company that is so socially minded," York shares. "(Volunteering is) an organization-wide initiative, but it's also very personal. Individuality is still encouraged, and that's

another great thing about the company. Spend your volunteer hours where you want. We'll reimburse you for the wellness activities that you want. It shows itself in a lot of different ways, but it's another reason why I really like working here."

York previously worked for iGoDigital, a start-up acquired by ExactTarget in 2012. Each time an acquisition occurred, she wondered if she would still enjoy the work environment. In spite of Salesforce's position as the fastest-growing enterprise software company in the world (and locally as a leading Indiana tech employer), she says it maintains the start-up vibe in which she thrives.

"A lot of the things I really loved about the start-up environment are still here," she concludes. "I get to be creative in my job. I get to think of new ways to solve problems. I get a lot of autonomy in decision making. I am made to feel like I was brought in here because of my unique perspectives and that I should feel empowered to give those and not just fall in with the company line."

**RESOURCE:** Salesforce at [www.salesforce.com](http://www.salesforce.com)

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