

SUMMARY

Salesforce: Engaged and Connected Employees Drive Success

THE CHALLENGE

With more than 35,000 employees in the US, Salesforce faced the challenge of fostering a company culture that not only attracts top talent but also retains employees in a competitive tech industry. The goal was to create an "unquittable" culture, where employees are deeply engaged, motivated, and committed to the organization's success.

THE SOLUTION

To address this challenge, Salesforce implemented several key initiatives:

- **Values-Driven Culture:** Salesforce established core values of trust, customer success, innovation, and equality, integrating them into all aspects of the business to guide behavior and decision-making.
- **Employee Development and Programs:** The company invested in comprehensive learning and development opportunities, including mentorship programs, leadership training, an online upskilling platform, and career growth events, empowering employees to take control of their career journeys.
- **Flexible Work Environment:** Salesforce adopted a "Success from Anywhere" approach, offering flexible work arrangements to support work-life balance and adapt to changing employee needs. To avoid pitfalls of remote work environments, they established an employee experience team to ensure Salesforce employees are connected to their work community and engaged in their employer's success.
- **Diversity and Inclusion Initiatives:** The company focused on creating a diverse and inclusive workplace by increasing representation of previously under-represented groups, focusing on employee experience, designing intentional systems, and leading with a global mindset.

THE RESULTS

- **High Employee Engagement:** Salesforce's commitment to its core values and employee development has led to high levels of employee engagement and satisfaction.
- **Low Turnover Rates:** The supportive and inclusive culture has resulted in lower turnover rates, with employees feeling valued and motivated to stay with the company. Salesforce consistently ranks in the top 10% of peer companies for low turnover.
- **Recognition as a Top Workplace:** Salesforce has been consistently recognized as one of the world's best workplaces, with 82 percent of employees reporting that it is a great place to work.
- **Enhanced Innovation and Productivity:** The focus on employee development and flexible work arrangements has fostered a culture of innovation and increased productivity across the organization.

CASE STUDY SOURCES AND ADDITIONAL INFORMATION

[linkedin.com](https://www.linkedin.com)

trailhead.salesforce.com

salesforce.com

greatplacetowork.com

salesforce.com

businesschief.com

sednacg.com