



Shelley Trask

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Biography

Shelley Trask is the Senior Executive Assistant to Cal Henderson, CTO and Co-founder at Slack, based in San Francisco, USA. She scaled the Engineering Admin team from a party of one to a team of eight, supporting over 900 people. Having previously supported C-level executives at startups in AI, Biotech and SaaS, she has also managed advertising and environmental planning offices. Currently working from home, she's grateful for her partner who is both a gourmet chef and a photographer. When she's not diligently working, you can find her gardening, playing with her tiny dog, browsing garage sales, and alternating between the 20 tabs open in her browser to find the best version of her current obsession. She would like to tell you about the bright future for art majors with discipline and strong organizational skills.

Session: Slack for EAs

Slack is a channel-based messaging platform. With Slack, people can work together more effectively, connect all their software tools and services, and find the information they need to do their best work – all within a secure, enterprise-grade environment. It's a powerful tool which enables you to collaborate on projects, communication and planning all in one place. Learn how to use Slack to set your team up for success, using techniques and templates that the EA team uses at Slack. I'll also cover preferred settings and life-changing shortcuts.

Learning Objectives:

- Being an EA at Slack
- 4 Ways that EAs Use Slack:
 - Collaboration, Feedback & Approvals
 - Expedited Help
 - Centralizing Information
 - Organizing Meetings
- Getting your Executives Involved on Slack
- The Benefits of Executive Assistants on Slack
- Managing Events on Slack
- App Integrations
- Preferences & Settings
- Life-changing Shortcuts

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to make an appointment to speak to us about booking Shelley to speak to your team either virtually or in person



This session is worth 0.5 IAAP recertification points.