



Social & Knowledge Networks

I created the slide deck and leave-behind piece below for a presentation during a 24-hour case interview simulation. The simulation served as the applied learning portion (an alternative to writing a thesis) of my program-long capstone project. The prompt for this simulation was a case study of GitLab, one of the world's largest, fully remote companies. This simulation provided me with an opportunity to analyze GitLab's management of human capital, evaluate its communication effectiveness, advise GitLab on leveraging social and knowledge networks to improve functioning, and recommend next steps for engaging diverse intellectual perspectives during a time of significant growth.





GitLab

3



Meet Hillary Bullock

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2

▶ *Organizational Assessment*



**VISIONARY
LEADERSHIP**



**SCALABLE
INFRASTRUCTURE**



**EVOLVING
CULTURAL NORMS**

▶ *Organizational Assessment*



**VISIONARY
LEADERSHIP**



**SCALABLE
INFRASTRUCTURE**



**EVOLVING
CULTURAL NORMS**

...but cultural norms need to be nurtured and cemented.

Your Strategic Challenge?



Your Strategic Challenge

GitLab is becoming a company without boundaries.



Your Strategic Challenge

GitLab is becoming a company without boundaries.



Your Strategic Advantage

GitLab is becoming a company without boundaries.



Case in Point
Building
Social
Connection

Transcend Boundaries



CONNECT
Remotely
and
In Person

Transcend Boundaries



CONNECT
**Remotely
and
In Person**



CONNECT
**Inside GitLab
and
Outside GitLab**



CONNECT
**Remotely
and
In Person**



CONNECT
**Inside GitLab
and
Outside GitLab**



CONNECT
**Synchronously
and
Asynchronously**

Remotely & In Person

14

Connect Remotely & In Person

Expert Recommendations

- Continue holding company-wide offsite
- Add one additional offsite each year for each department

15

Inside GitLab & Outside GitLab

16

Connect Inside & Outside GitLab

Expert Recommendations

- Hold virtual “office hours” with each member of the C-suite
- Establish a mentor program
- Give each employee a “social stipend”

17

Synchronously & Asynchronously

18

Connect Synchronously & Asynchronously

Expert Recommendations

- Onboard new employees in cohorts based on time zones
- Produce monthly videos to introduce different teams within the company
- Launch new Slack channels for different regions and conversation topics

19



Spark Conversation

about building social connection and establishing new norms





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Network Analysis

to identify the key links who will be an asset to GitLab during this season



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Expert Support

from industry and academia to result in even greater innovation





GitLab: Building a bridge to
the new world of work.



Thank you!

What questions do you have for me?

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GitLab & *The New World of Work*

GitLab's strategic challenge is that your human capital – your workforce – is increasing not only in quantity, but in geographic diversity. **You are becoming a company without boundaries.** And the norms and practices that used to work quite well aren't working so well anymore.

The good news is that this strategic challenge is actually a strategic advantage – but only if your norms and practices evolve in tandem with your workforce.

Hillary Bullock is uniquely equipped to lead you through that process.

Case in Point: Building Social Connection

Remotely & In Person

- Add one additional offsite each year for each department

Inside GitLab & Outside GitLab

- Hold virtual “office hours” with each member of the C-suite
- Establish a mentor program
- Give each employee a “social stipend”

Synchronously & Asynchronously

- Onboard new employees in cohorts based on time zone
- Produce monthly videos to introduce different teams within the company
- Launch new Slack channels for different regions and conversation topics

Steps to Implementation



Step 1 | Spark conversation about building social connection and establishing new norms

Step 2 | Network analysis to identify the key links who will be an asset to GitLab during this season

Step 3 | Expert support from industry and academia to result in even greater innovation

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