

OUR CULTURE & THE RELENTLESS PURSUIT OF A HAPPY MONDAY



EDITION 01



Hey!

We're Workshop.

We help internal comms teams send better messages to the right people — through email, text, and other channels. Even the messy distribution lists. Especially those.

When we first started building, we explored a lot of directions — intranets, engagement tools, the whole buffet. But we kept coming back to the same idea: real engagement starts with communication. Not dashboards or surveys. Just clear, consistent communication.

Because when people know what's going on, what matters, and how their work fits in — that's when they feel connected.

And email? It still works. It's straightforward, reliable, and (with Workshop) actually enjoyable to use. So we built a tool that makes internal communication more effective, more connected, and more human.

It's an all in service of something simple but meaningful: bringing Happy Mondays to employees everywhere.



Our mission
from the very
beginning:

Create more
Happy Mondays
for employees
everywhere.

A Happy Monday isn't about unlimited PTO
or free lunches (although, we love them!).

It's about showing up to a place where you
feel connected, supported, and excited to
make progress on work that matters. That's
the kind of environment we've built — one
where people feel like they belong and the
work feels worth doing.







Corporate wants to encourage a safe and pleasant work atmosphere. This can only happen when everyone cooperates and commits to appropriate standards of behavior.

This isn't a ~~Rulebook~~

01

02

03

04

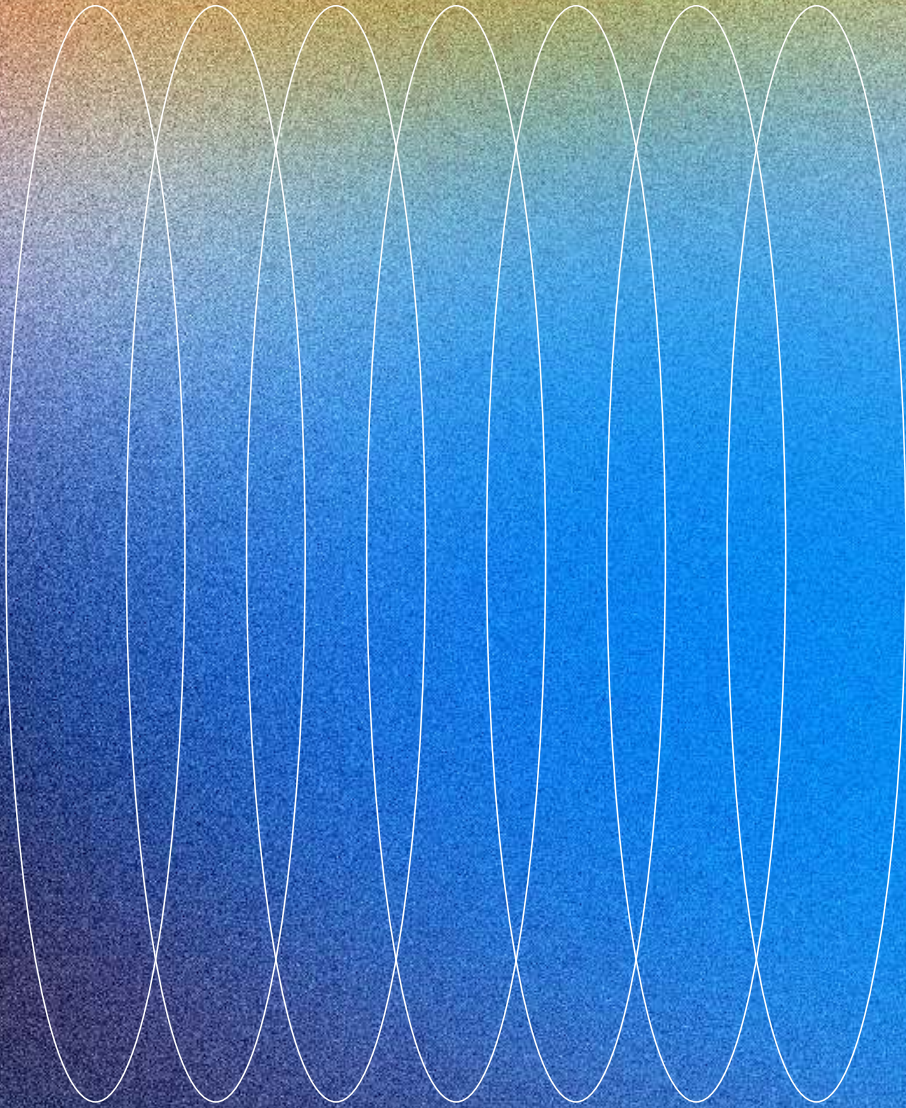
It's a look at
what actually
shapes our culture
at Workshop. The
things we notice,
name, celebrate,
and carry forward.

Our culture is built
around seven connected elements:

Values
People
Environment
Communication
Celebrations
Events & experiences
History

It's a mix of these. The formal, informal, and slightly unhinged moments that tell the real story of Workshop. And like any good team, we're always evolving. This isn't the final word on what it means to work here, but it's a clear snapshot of who we are right now and where we're headed next.

7 CONNECTED



ELEMENTS OF OUR CULTURE

**We didn't start
with a tidy slide deck
of company values.**



We were in the desert literally looking for customers and building a brand-new product with a whole lot of stubborn optimism.

The values came later — after the pivots, late nights, sales-less stretches, and ‘what now?’ moments. That’s when we started to get clear on who we were — and who we weren’t.



So we carved out time during our first official Workshop Week.

A big blank wall. A pile of Post-its. And a team ready to get honest about what had brought us this far, what customers were responding to, and what we never wanted to become.

It didn't take long to agree on a few things: we wanted to be upbeat, informative, and friendly. Not edgy. Not snarky. Not overly casual.

And when it came time to write our values down, we skipped the one-word placeholders like "integrity" or "teamwork." We wrote full-on action phrases — because taking action is literally one of them.

You'll see these values on our walls, hear them in our tone, and feel them in the way we work together. And now that you're here, you're part of them, too:

We look on the bright side.

We take action.

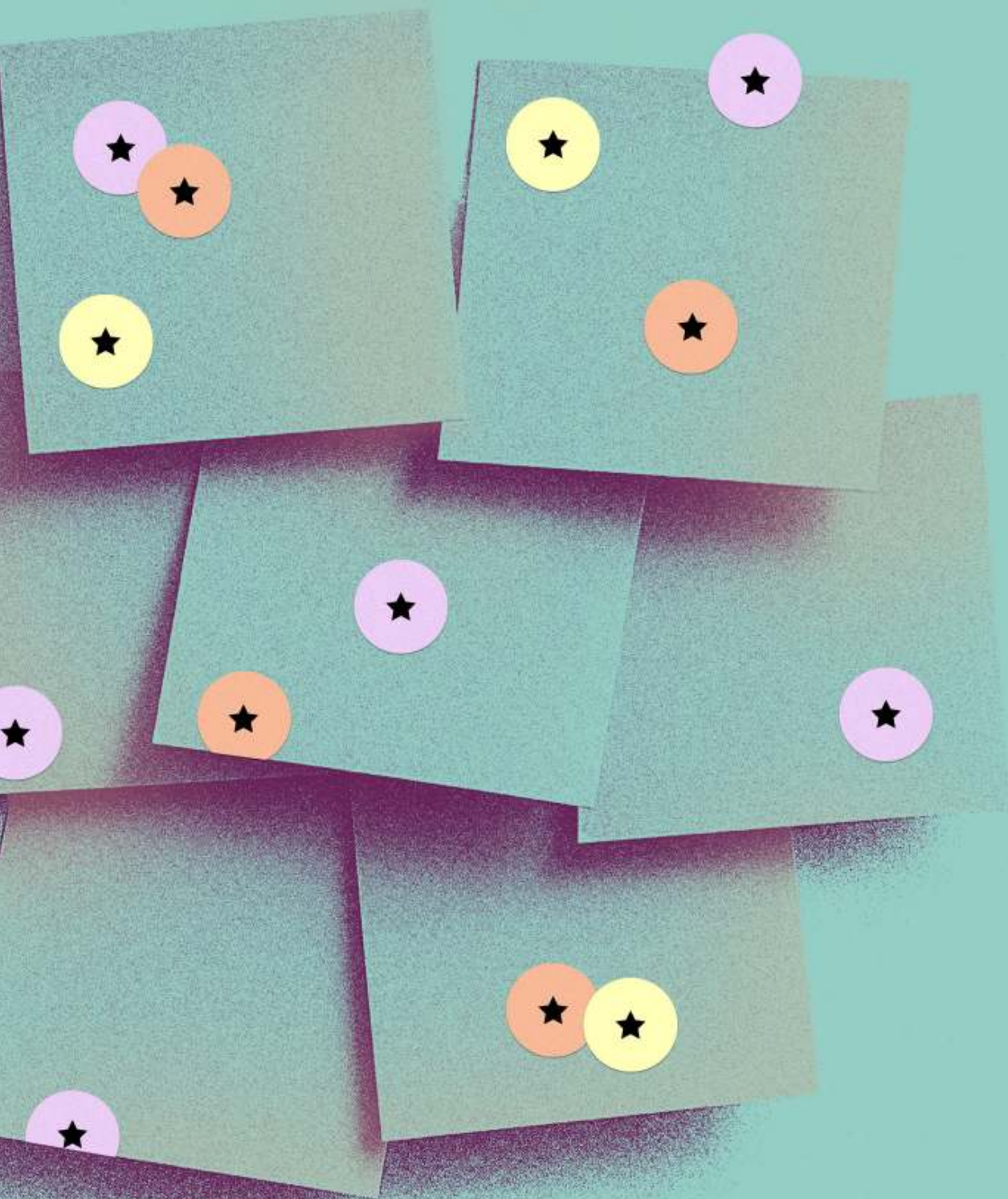
We communicate with intent.

We listen to learn.

We create great experiences.

They're not magic words and they're not always easy to live out. But these values have kept us steady through a lot of change. Some days we hit them all. Some days they're something to aim for. Either way, they spark the right conversations, guide how we show up, and still feel just as relevant as the day we wrote them down.







**Workshoppers are optimistic,
action-oriented, and open
to learning on the fly.**

**They find the bright side,
even when things get messy.**

As we grow, what makes Workshop feel like Workshop is the individual energy, perspective, and personality each person brings.

That mindset started with our founders. They were (and still are!) curious, optimistic, and always ready to roll up their sleeves. It's something we look for in every hire. People who thrive here want to build. They ask good questions, stay open to feedback, and show up with energy. They care about the work and about each other. And they know how to have fun along the way.

With a clear tone set from day one, we've consistently ranked high in employee experience and engagement surveys — something we probably don't brag about enough. But it tells us what matters most: that people feel seen, supported, and excited about what they're building.

"I've really loved this job! This is the first time that I feel really connected to leadership & feel like an active contributor across the whole company."

— Anna Dornbush, Product Manager











We've always believed that where you work matters — and not just because of the snacks or perks!

That's why we've put real care into the spaces we create — both in-person and virtual. As a hybrid team with a hub model, we've been intentional about making sure both work together. And not one or the other, and not with "remote-friendly" as an afterthought.

It's about building spaces that support how we actually work — heads-down, side-by-side, on-the-go, or async across time zones. (And because, frankly, we're all on Zoom at one point or another.)

When people are
literally in the room
together, things
move differently.

Conversations spark,
context is easier,
problems are overheard,
ideas are amplified,
and suddenly your
work is just a little
bit better simply
because you're
spitballing at lunch.

Creating a hub

We're building our local hub in Omaha, Nebraska. It's where we continue to hire, grow community relationships, and expand our office in thoughtful ways. The journey started from the Startup Collaborative in the Conagra building, and wound through three commercial spaces (plus one apartment) in the HELLO Apartments. In May 2024, we landed in our long-term headquarters at The Ashton.

2021



Omaha Chamber Building

2023



HELLO Apartments

2024



The Ashton in Millwork
Commons - our long-term HQ

DESIGNING OUR HEADQUARTERS

When we set out to design an office, we wanted something flexible. A space that could grow with us, support real collaboration, and be the kind of place people actually want to spend time in.

We're a hybrid team. Folks can work from home or come into the office — it's about what helps them do their best work. So we created an environment that supports focus and connection, with the right tools for remote teammates to feel fully included.

Here's what we prioritized:

- Personal workspaces for each Workshopper to make their own
- Collaboration and community spaces for team meetings, shared meals, and community events
- Call rooms and conference rooms for focus and flexibility
- Technology that connects everyone, whether they're here in person or dialing in
- An iconic design element that feels uniquely us: The Cube







**We believe spaces
shape people,
and people shape spaces.**



That's why we left room for the office to evolve.
We started with something clean, homey, and calm.

A space that felt like a breath of fresh air. In just one year, it's already started to transform. Teams have added pinup board decor, plaques on the pillars, a coffee cart, and even stage props from our first conference (BrightSide) to add some color and fun near the entrance.

We can't wait to see what's next!









How we communicate is how we collaborate.

And from the beginning, that's been the heartbeat of Workshop.

It shouldn't be surprising that we take pride in internal communication. It's why our founders started the company. They believed great work doesn't happen without clarity, connection, and conversation — and that belief still shapes how we work today.

We use multiple channels to meet people where they are, in formats that match how they work (more on that later). We make space for all voices, not just managers, because culture doesn't live in big announcements alone. It's built in everyday exchanges — Slack channels, Workshop Weeks, one-liners during all hands, etc.

Because when communication works, teams don't just stay informed. They become aligned. And eventually, engaged.





OUR COMMS TOOLKIT

We use a set of core tools to communicate, coordinate, and create culture. And none of them work in isolation! They're all part of an internal comms ecosystem that keeps us connected.



Workshop ▾



general A



Home



DMs



Activity



Later



More

Threads

Huddles

Drafts & sent

▼ Channels

ashton-office-experience

bright-side-event-team

bright-side-planning-committee

bright-side-ticket-submissions

bus-sightings

content

customer-feedback

customer-love

customer-marketing

customer-stories

demo-submissions

design

design-feedback

design-frontend

general

hubspot-chats

ice-breakers

internal-marketing

kids

managers

marketing



Custom





Slack

If we're being honest, Slack might just be our #1 culture tool.

Sure, it helps us get work done. But just as important, it's where our personalities show up. Pop culture references, inside jokes, shoutouts, learnings, memes, and real-time banter — all of it lives here.

We've got channels built entirely around connection. Some are for cheering each other on. Others are for sharing personal stories, hobbies, or random thoughts. They remind us we're more than coworkers — we're full humans doing work we care about.

Then there's the reacjis.

A Workshop-specific form of expression at this point, they've taken on a life of their own. As of 2024, we've created over 1,800 custom reacjis. And in public channels alone, we used them more than 133,000 times. Reacjis (shout out to reactjimaker.com) are basically a shared language, one that captures our style of communication better than words sometimes can.

It's a little off the rails, in the best way. And it's part of what makes our Slack so special. It's not just a messaging tool. It's a living archive of our energy, inside jokes, and shared momentum. It helps new teammates catch up fast, and gives everyone a front row seat to our culture.

Talkshop

Talkshop is our internal podcast
— made by Workshop, for Workshoppers.

It's one of the ways we stay connected to leadership and to each other. Every episode covers something different: sometimes it's a deep dive into a strategic project and sometimes it's just a “yap” session. The goal is always the same: to help everyone feel more connected, informed, and excited about the work we're doing and who we're doing it with.

The podcast is built around four key aims:

- Transparency of ideas: To give an honest look at how teams and leaders are thinking.
- Connectivity across departments: To help teams understand each other better, especially as we grow.
- Insight into how we think: To go deeper than we can in a meeting, email, or Slack thread.
- Elevation of more voices: To hear from Workshoppers across roles, levels, and POVs.



CANTINA

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INTERNAL
podcast
ALK

shop



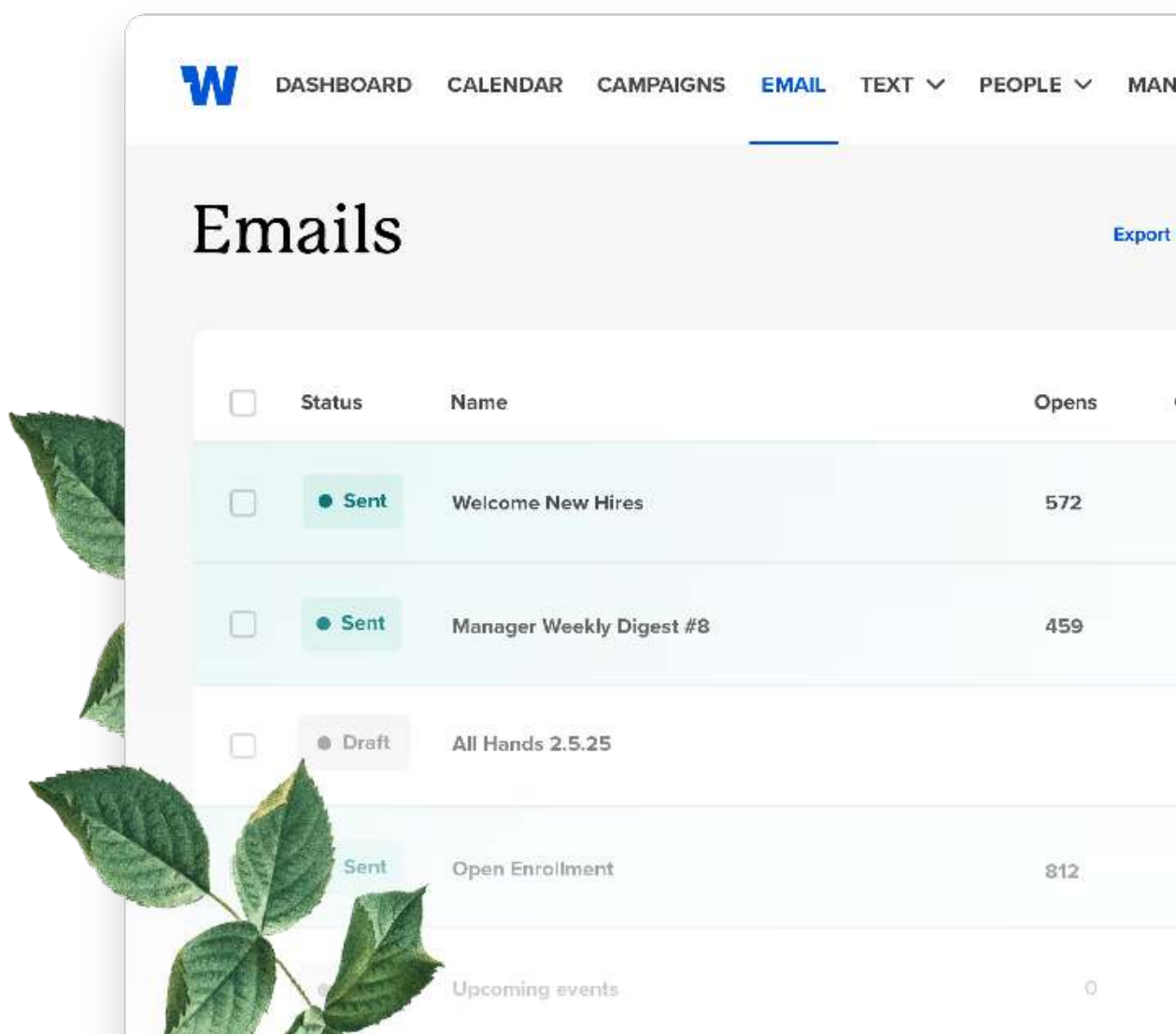


Workshop

Uhhh yes, we use our own product. A lot.

We send internal emails and text messages through Workshop to create delightfully designed campaigns that actually get read, always with the goal of meeting people where they are.

Workshop gives us a centralized place for key info that feels authentic to how we work and it doubles as a built-in test environment. It helps us stay curious, creative, and constantly thinking about how our customers might use it, too.



Here are a few ways we use Workshop:

All Hands:

A weekly recap of our company-wide meeting with quick highlights and context. Always topped off with a witty subject line — usually a reference to something comical from the live meeting.

Friday Focus:

A monthly-ish note from our CEO, Rick, sharing where his head's at and what's top-of-mind for the company. It consistently gets around a 90% open rate — not too shabby!

Department Updates:

Sent monthly to quarterly, depending on the team, these updates highlight priorities, wins, and what's coming next.

Workshop Weeks:

Before each quarterly off-site, we send a full rundown of schedules, events, and what to expect. This keeps everyone aligned, especially our remote folks.

New Hire Newsletters:

After every new hire class, each new hire gets a moment to shine, introducing themselves by designing their own email to send out to the entire company!





**As a startup, it's easy
to hit a goal and immediately
move on to the next thing.**



But over the years, we've gotten better at hitting pause (for a minute) and finding small and silly ways to mark the moment. Because, frankly, this team is top-tier, and we have a habit of hitting the big stuff we aim for.

Here are a few ways we've woven celebration into our everyday:







Sabering

A Workshop classic.

When we land a big win (think: a new customer, a new office, a major milestone, etc.), we break out the champagne and saber it open.

Yes, with an actual saber. It started one day when our CEO learned that our CTO owned a champagne saber and the rest is history.

It's dramatic. It's joyful. And it never gets old. This tradition has been around for years and even inspired a retreat theme: Saber the Moment. (And no, no fingers have been harmed in the making.)





The Dub Club

Part celebration, part competition! The Dub Club is the sales team's internal recognition ritual, spotlighting top BDRs, AEs, and AMs each month. Winners earn bragging rights and a lunch of their choosing with leadership. It's all about raising the bar, recognizing great work, and keeping it fun.





Universal
Stamp
Collection





Work Anniversaries

One year in, and chances are you've grown more than you expected. We celebrate that growth with custom pins — tiny tokens that tell a bigger story. At three years, you'll get a personalized viewfinder reel, full of your memories. At five? A one-month sabbatical to fully unplug.

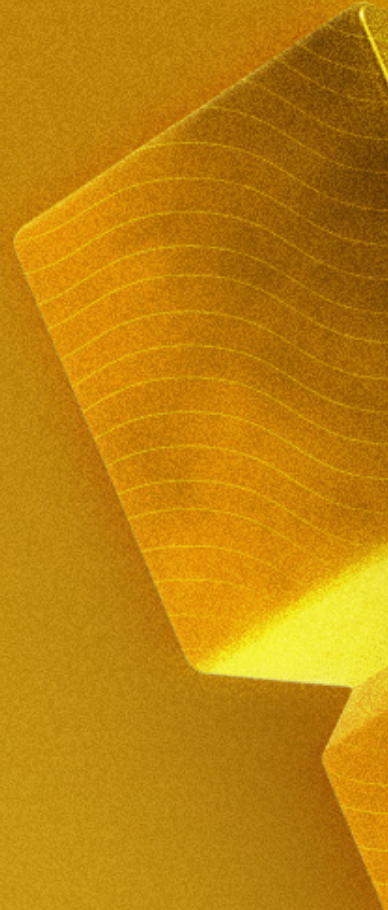
Because work should support your life, not the other way around.

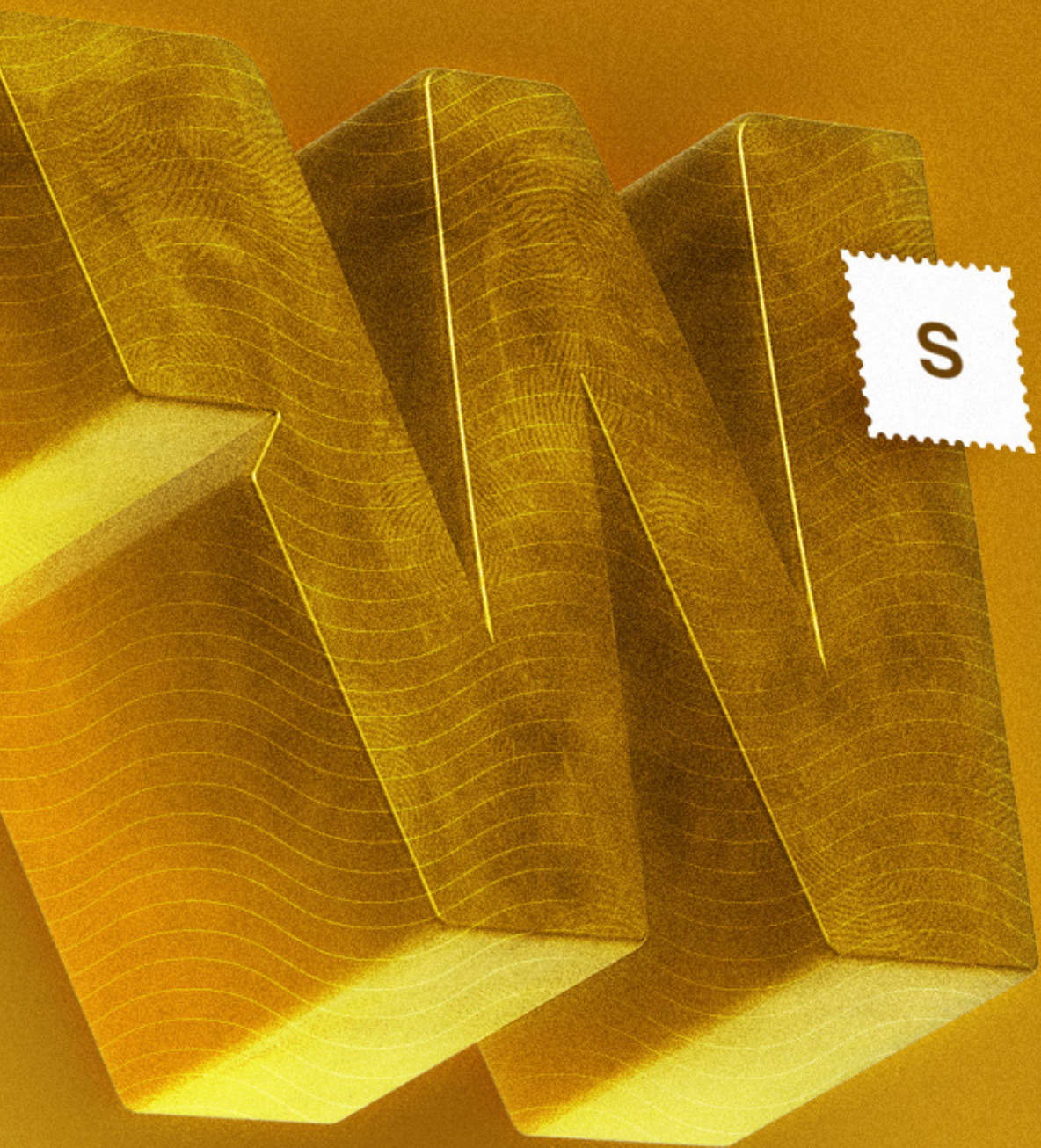




W's

W's are our way of recognizing Workshopppers' wins. Each week in All Hands, we pull out a few big wins where people have gone above and beyond in their work or helping out someone else with a work related project that really moved the needle.









We've learned that some of the best stuff happens between the work.

Whether it's grabbing lunch in The Cube, picking up an impromptu basketball game, or riffing during downtime at the conference booth, these moments — big and small — help us build trust, move faster, and feel more like a team.

We move quickly as a company. But we also bake in some time to pause, laugh, and hang out just because. Sometimes our meetings start a little late because the banter is so good. Sometimes we sneak secret phrases into all-company presentations. Sometimes we book private karaoke rooms (to sing The Killers and Celine Dion, of course).

The way we see it: if you're going to build something hard together, it really, really helps to actually like the people you're building it with!

Workshop Week

Our quarterly, all-company off-sites are a core part of how we reset, realign, and re-energize.

Each Workshop Week is built around a specific theme and purpose — giving us space to reflect on the past quarter, plan for the one ahead, and strengthen the way we work together.

Themes rotate each time:

January | Annual Kickoff — envision the year ahead

April | Learn & Grow — develop skills and cross-team knowledge

July | Customer Day — get closer to our users

October | Hackathon — experiment and build inside our product

What makes Workshop Week so special?

Everyone's together. That density (remote, local, and global teammates in one place) is the heartbeat of each retreat. We design activities across settings to encourage meaningful connection: within teams, across departments, and as one company.

Our biggest advantage is speed — but only if we know where we're going.

















The magic is in the unstructured, structured time.

A few favorite Workshop Week traditions:

- Daytime Intros: Every morning starts with something lighthearted (and sometimes ridiculous): The Ankle Cut, Name the Workshopper (as a kid), Telephone, and A Workshop Tale are just a few favorites.
- Lightning Talks: Everyone's an expert in something. These fast, informal talks let Workshopppers share lessons, stories, and side projects with the rest of the team.
- Breakouts: Group sessions that turn ideas into action, especially after a morning of lightning talks or strategic deep-dives.
- Socials: Just-for-fun activities like Mario Kart nights, happy hours, Vala's Pumpkin Patch, or the Late Night at the Zoo.



Monday Funday

Once a month, we turn a regular Monday into something unconventional, fun, and totally Workshop. Think gingerbread house battles, tie-dye stations, cocktail-making at Heirloom, or animal visitors in the office.

To kick it off, we drop a delightfully odd AI-generated graphic based on a surprise prompt. It sets the tone and makes Mondays feel like something to look forward to.

Fast Fix Friday (FFF)

Every so often, the Product team pauses the big stuff to focus on small-but-mighty wins: bug fixes, process cleanups, and the friction points we've been meaning to tackle.

Born from our bias toward action, FFF has become more than a ritual. It's a cultural flex or a rhythm of momentum, creativity, and quality. We don't just talk about improving things. We block time and go do it.





Lunches Together

Every Tuesday, we eat (free) lunch together around the big tables in The Cube. That's it! Nothing fancy.

It's just one hour to slow down, share a meal, and catch up face-to-face — whether it's about a new feature, someone's weekend plans, or the latest celebrity drama. In the middle of a fast-moving week that's largely spent in front of our screens, it's become one of those things that makes the workday feel a little more human.

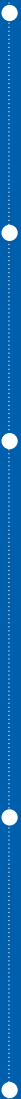
Our history isn't just a timeline.

It's made up of a whole lot of stories. The inside jokes, the unexpected sagas, the random objects that somehow became symbols (looking at you, peanut butter knife).

These moments create connection and a sense of belonging, but only if you know the backstory.

That's why we share our lore. During onboarding, we don't just train for the job. We tell the stories, name the traditions, and explain the weird little things that make Workshop feel like Workshop.

Because culture isn't just something you join. It's something you become part of and help shape.



2021

Jan | Company started

July | Intranet to email

2022

Jan | Wandering through the desert searching for customers

Dec | Hit 100 customers and \$1M ARR

2023

March | Launched SMS product

March | Hit 50 employees

May | Closed first enterprise customer

July | Rebrand

December | Hit \$3M AAR

2024

April | Workshop city bus roaming the streets of Omaha

May | Moved into new HQ in the Ashton

September | Launched our first conference: BrightSide

2025

April | Hit 500 customers

August | Launched Pages and Journeys

Sept | Opened the Dublin hub

So, what's a Happy Monday at Workshop?

After exploring all the moments, rituals, and voices that shape our culture, one thing is clear: a Happy Monday isn't about perks or perfect conditions. It's about how it feels to show up here.

It's feeling supported to grow, with routines that ground you, teammates who challenge you, and a space that makes room for curiosity. It's feeling free to be yourself, with the freedom to bring your quirks, your strengths, your ideas and have them reflected in the work. It's feeling energized by what you're building, because the work matters, the team's all in, and the direction makes sense. And it's knowing you're trusted to make a difference, because we're still building this thing, and every single person helps shape it.

Culture isn't static. It shifts, expands, and evolves with us. This book captures where we are now and gives us something to grow from.

Here's to many more Happy Mondays!





Omaha's fastest growing tech company

Workshop

useworkshop.com

2054

Glossary



A cheat sheet to all the inside stories, references, and lore of Workshop.

3s

A dice game brought to us by Mikey Chaplin during our big traveling Workshop Week in Vegas. Players compete for the lowest score while rolling five dice. Dice are added together based on their face values (1-6), except for 3, which is worth 0. Here at Workshop, real money is involved (which sits somewhere in the office) and people get into it. Prepare for a good time of hooting and hollering. At our best we've had up to 20 people playing at once.

“Mr. Brightside,” by The Killers

Our unofficial company theme song. “Mr. Brightside” isn't just a song — it's a shared experience. If you know it, you belt it. Plus, the Hot Fuss album entered the scene as part of the merch from our first BrightSide conference in 2024.

Workshop Bus

The Marketing team took an advertising opportunity to a whole new level with a custom Workshop wrap on an Omaha City Bus. Whenever we saw the bus cruising the streets in the wild, we made sure to post it in #bus-sightings in Slack.

The Cube

The defining feature of our main office space and gathering spot in Omaha. Bright, open, and collaborative, we love The Cube for lunch, community gatherings, and Monday Fundays.

F.O.C.K

This little acronym was created for a lightning talk on how we talk to our customers. It stands for friendly, optimistic, curious and knowledgeable.

Frolrick

This is a skipping frolic that only our CEO, Rick, can pull off. First seen circa 2022 during Workshop Week.

Lizard Wizards

The team name for the Workshop sand volleyball team. The name came about when we created the automation feature in the Workshop platform and it got referred to as the “list wiz”, then of course the band King Gizzard & the Lizard Wizard is a big hit. So naturally this became our sand volleyball team name.

Peanut Butter Knife

An ergonomic knife carefully crafted to get all the last bits of peanut butter from the PB jar. This was a tangible example of a way we can differentiate a product to make something that might already exist into something truly unique.

Glossary



Pitbull

The team went to a Pitbull concert back in 2023 and thus the craze of Pitbull began at Workshop.

Ring the Bell

A ritual for celebrating new customers. Whoever lands the deal rings the bell — IRL and in Slack. Simple. Iconic.

Saber the Moment

A phrase born from our champagne sabering tradition and the theme of our first big all-company Workshop Week! We saber champagne for big wins while enjoying the moment.

Stampy

A little character that was created as our version of “Clippy” from Microsoft Word. (It’s only created in Slack/theory, not in reality...yet!)

Baja Blast

A visual color palette we once created for design inspiration of our new (current) brand. Each color was the name of something from Taco Bell, because we have a lot of Taco Bell fans in the company. The names then just stuck.

Workshop