

ENHANCING REMOTE WORK CULTURE **THROUGH THE POWER OF STORYTELLING**

Case Study

Presented By





Yelp connects people with great local businesses.

Our users have contributed over 200 million reviews of almost every type of local business, from restaurants, boutiques and salons to dentists, mechanics, plumbers and more. Our business revolves around the connections made between the consumers who read and write reviews and the local businesses that they describe. Yelp was founded in San Francisco in July 2004.

Yelp embraced remote work to put people first.

2004

2020

Today



Yelp's Culture Team works to promote **human connection** in the workplace.



Sharing personal stories for emotional wellbeing was the beginning...

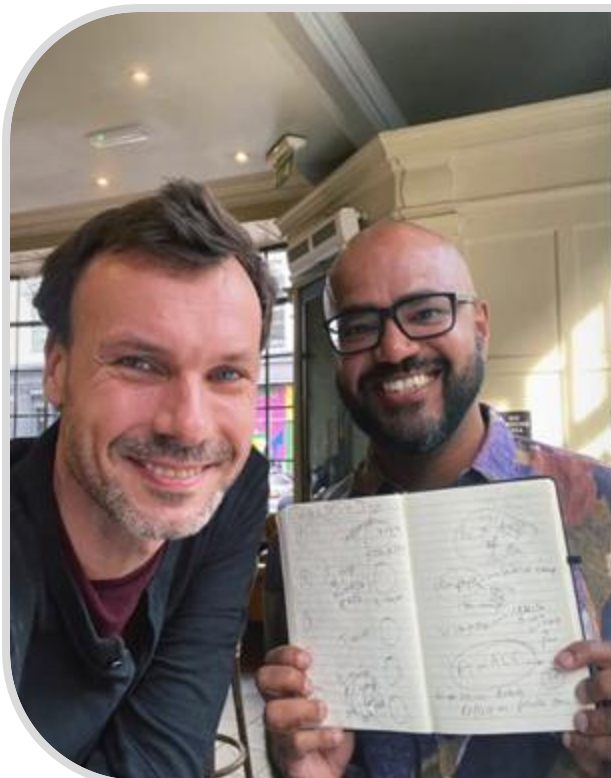


Vulnerability. Connection. **Healing.**

with Tim Foscett

**Let
The
Leaves
Fall**

**LOVING
MEN+**



lalithwijedoru • Follow



lalithwijedoru Random!

Met Uli at an in-person weekend community workshop.

He checked out my website and social media from my namecard.

He E-mailed me asking if I could help with something work-related.

We had a 2 hour brainstorm at a London coffee shop.

I wrote a proposal based on our brainstorm a few days later.

Had a video call meeting with his colleagues to discuss the proposal last week.

Got the green light today for work starting in January 2024!

All within 2 weeks. No point hanging around, eh?

#networking #namecards #workplaceculture #brainstorm
#workanniversary #staffevents #staffengagement #values
#rewardandrecognition #socialmedia #success #cultureteam



37 likes

31 October 2023



Add a comment...







Story Slams are about true, personal narratives, not fiction.

AUTHENTICITY

**Tell the truth.
Be straightforward.
Over-communicate.
No need to
spin things.**

yelp  values

BE TENACIOUS

**Battle smart and fight
'til the end. Live for the
underdog moments.
Turn mistakes into
opportunities to learn.**

yelp  values

PROTECT THE SOURCE

**Community and
consumers come first.
If we don't maintain
consumer trust,
we won't have anything
to offer local businesses.**

yelp  values

PLAY WELL WITH OTHERS

**Treat others with
respect. Value diversity
in viewpoints. Bring
a positive attitude
to the table.**

yelp  values

BE UNBORING

**Never settle
for standard.
Creativity over
conformity.
Be your
remarkable self.**

yelp  values



**Yelp has 21 employee
resource groups.**

The background of the image is a complex network diagram. It consists of numerous white circular nodes of varying sizes, connected by thin white lines. The nodes are distributed across the frame, with some appearing as small dots and others as larger, more prominent spheres. The lines form a web-like structure, with some areas being more densely connected than others. The overall effect is one of a dynamic, interconnected system, possibly representing a social network, a data network, or a conceptual framework. The text is centered over this background.

**We wanted to create a humanized,
compassionate, and connected
workplace.**









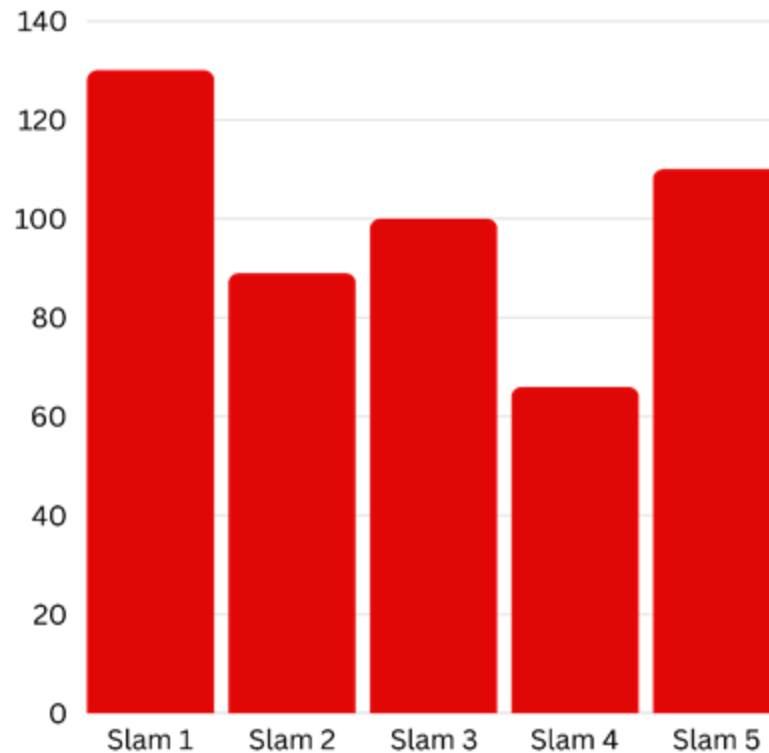




Authenticity. Vulnerability. Respect. Compassion.

We've had close to 1,000 unique attendees tune in to these Story Slams.

Story Slam live attendances in 2024.





Embracing Values Through Storytelling: Yelp's 2024 Story Slams



Uli Bilke

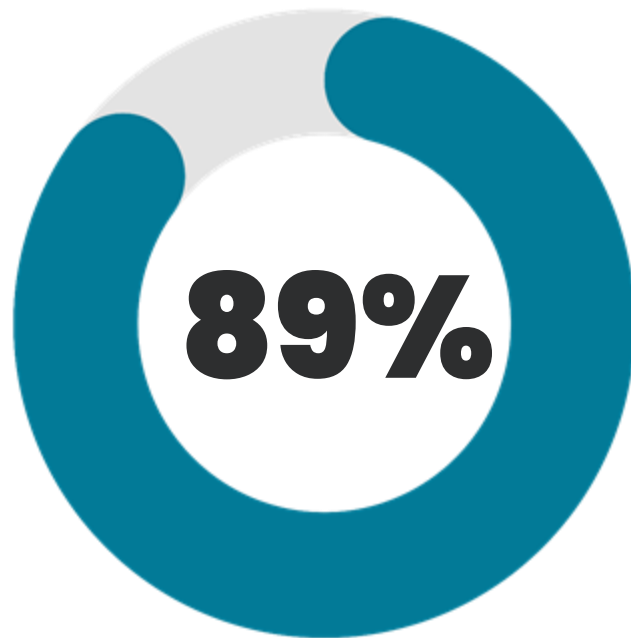
Internal Community Manager, Enterprise
Engagement & Culture

December 18, 2024



**Story Slam Ground
Rules protect and
respect the storytellers.**

**They allow them to be
truly heard.**



**"I feel respected
at Yelp"**

4% higher than tech benchmark

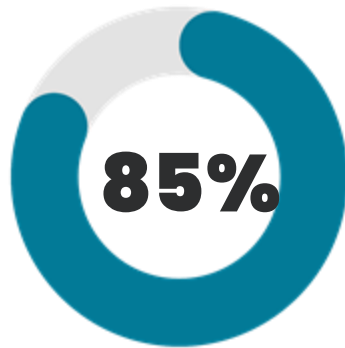
“A mind that is stretched by a new experience can never go back to its old dimensions.”

“I knew this was going to be a unique opportunity, but I didn’t realize how special and healing it was going to be.”

– Testimonial from storyteller

Pause & Reflect.

**Story Slams showcased
employees' authenticity
and how company
values shape their lives.**



**"I believe our company
values match how
we work"**

11% higher than tech benchmark



**"I can be my authentic
self at work"**

2% higher than tech benchmark

**“The storytellers shared from their hearts,
and were able to be vulnerable with the
audience. This made us connect with them
on such a deep level.”**

– Testimonial from audience member

Story Slams fostered inclusivity and meaningful connection among remote employees.



"Yelp promotes an inclusive environment"

Yelp-specific question



"We have meaningful ways to stay connected while working remotely"

10% higher than tech benchmark

BE TENACIOUS



Adam Shermoket



Ashley Kim



Fadia Melamed



Michelle Huh

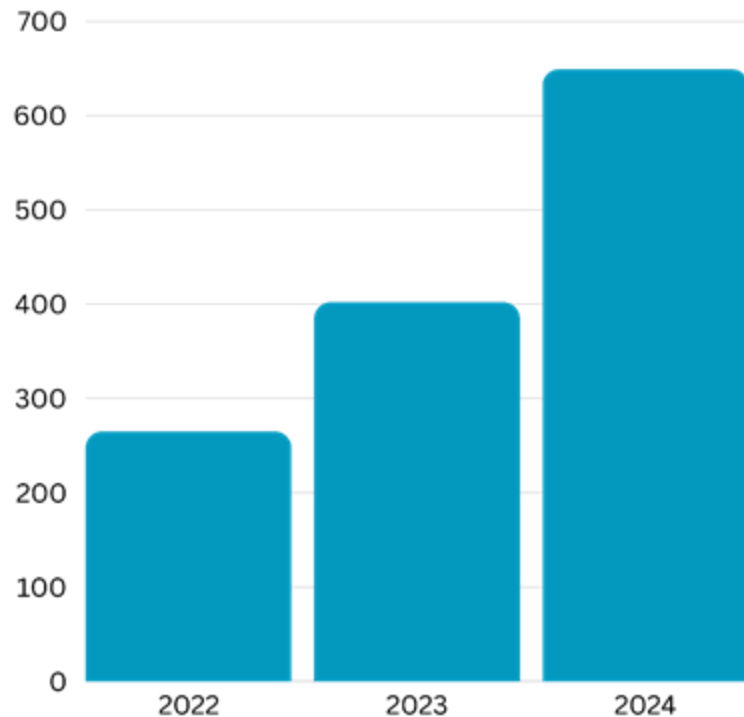


David Wallace

**Battle smart and fight 'til the end. Live for the underdog moments.
Turn mistakes into opportunities to learn.**

yelp  values

**Employee
nominations for
Yelp Values Awards
continue to increase.**



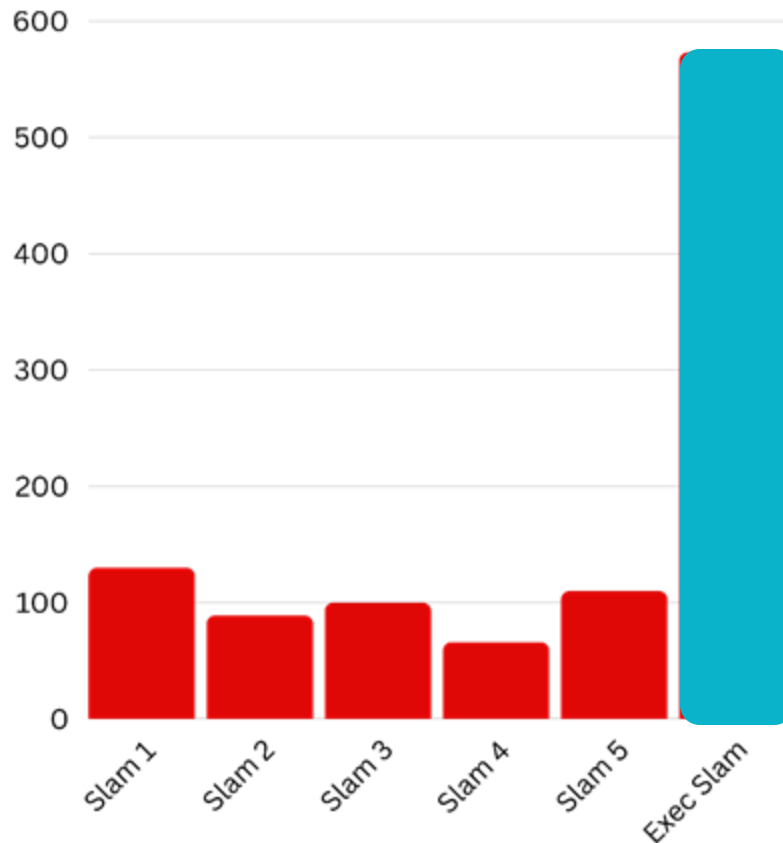
**~40% of Yelpers are members of
at least one YERG.**

Pew Research estimates **6%** of US workers are members of an
affinity group or ERG .

YERG Leaders authentically led the first five Story Slams, joined by other compassionate leaders across the organization.



**The Executive Story
Slam attendance
demonstrates high
employee interest in
leadership stories.**





“11 years at Yelp and this may be the most impactful call I’ve ever watched here.”

- Testimonial from audience member



