



3 common challenges Slack can help your small business overcome

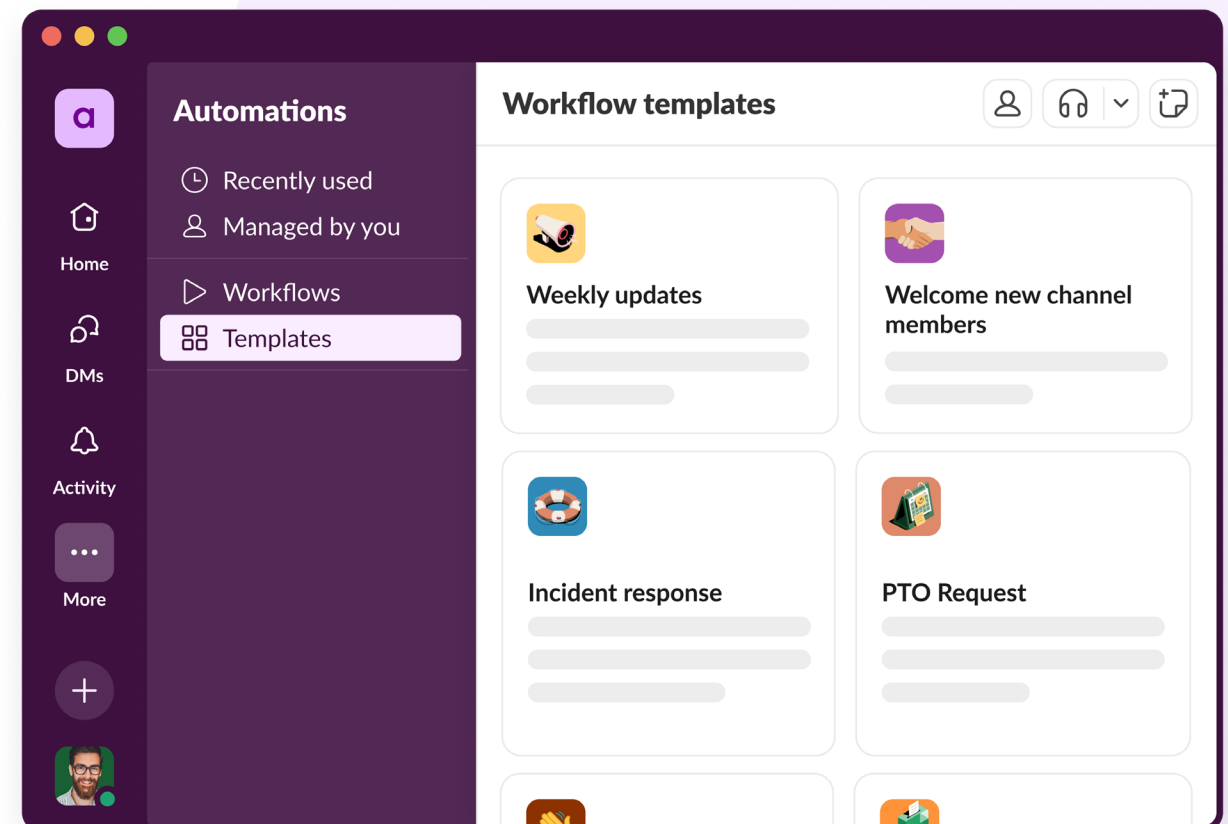
How to outsmart complexity, climate,
and culture to grow your small business



Abstract:

Running a small business is tough with data showing nearly half don't last five years—so are you ready to beat those odds? This guide reveals how Slack helps you overcome common challenges like day-to-day work complexity, the ever-shifting economic climate, and building a high-performing company culture.

You'll discover how to simplify your operations and slash through the clutter that often comes with growth, allowing your team to stay nimble no matter what the market throws your way. Plus, you'll learn how Slack can help you build a team culture that attracts and retains top talent.



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Introduction: The challenges aren't new, but the stakes are higher than ever

Nearly half of small businesses don't make it to their [fifth year](#). That reality puts added weight on the day-to-day decisions small businesses make. Today's leaders are navigating more operational demands than ever:

- A growing tangle of apps, channels, and messages are slowing teams down
- Economic conditions are shifting rapidly, from inflation to industry-specific tariffs
- Hiring pressure that is high, with [89% of owners](#) hiring in early 2025 reporting few or no qualified applicants

These familiar challenges now require sharper, more flexible tools. And as customer expectations rise, many small businesses feel pressure to adopt AI tools without adding complexity or risking the wrong setup.

[Slack](#) helps small businesses simplify how they work. Teams stay aligned and responsive, even with fewer resources, by tapping Slack to reduce message overload, centralize tools, automate routine tasks, and put AI to work where it makes the biggest impact. Whether you're scaling operations, adapting to market changes, or building a stronger culture, Slack gives your team the structure to move quickly and work better together.



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“Slack is the central nervous system facilitating our entire tech stack. It enables us to take the input of 10 people and deliver the output of 50.”

**BRENDAN WALTERS,
HEAD OF MARKETING, ZECK**

To tackle complexity, simplify the chaos

The problem: Growth leads to organizational clutter and complexity

Small businesses start lean. But as you grow, so does everything around you: your team, tools, customer base, support tickets, product requests, marketing campaigns, vendor relationships, hiring needs, internal processes. It adds up fast.

That kind of growth brings natural complexity. Suddenly you're dealing with too many tools, messages scattered across platforms, overlapping meetings, missed handoffs, and conversations no one can find later. Staying aligned and moving quickly gets harder.

Many small business leaders say inefficiency and complexity are among their top operational concerns, especially when they're adding tools or processes without a clear way to tie them together. And the risks are real: [86% of the workforce](#) say poor internal communication is a leading cause of company failure.

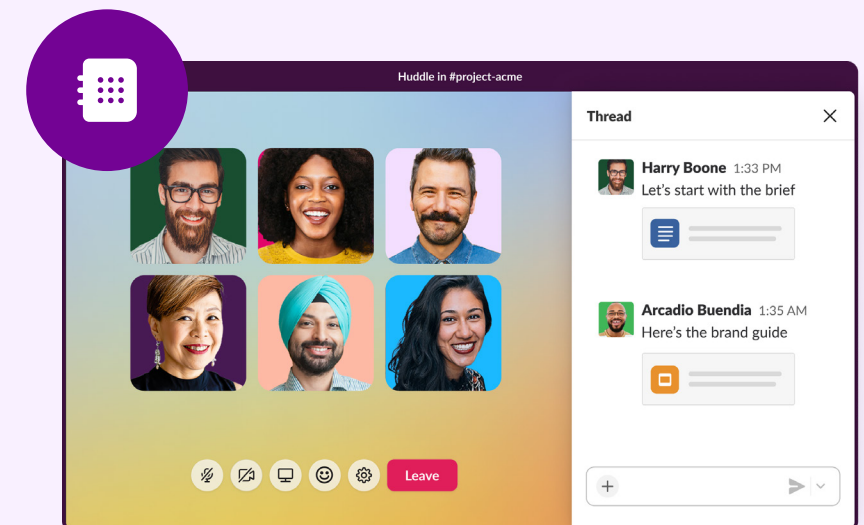
How Slack helps

- **Centralization:** Connect tools like [Salesforce](#), [Google Drive](#), and [Figma](#) directly to Slack. Your team can get updates, share files, and take action without opening up another app.
- **Automation:** Save time by automating repetitive tasks like daily standups, status check-ins, and approval flows with [Workflow Builder](#) and [AI agents](#). Less manual work means more time for customers.
- **Streamlined communications:** [Channels](#), [huddles](#), and [canvases](#) help you cut down on emails and meetings, while keeping everyone on the same page. With shared context, fewer things fall through the cracks.

SMALL BUSINESSES WINNING WITH SLACK

Roger runs a 24/7 production cycle to deliver award-winning creative

Creative agency [Roger](#) uses Slack to stay in sync across time zones and clients. With channels dedicated to each project and client, they keep communication organized and fast-moving. Slack huddles allow their distributed teams to connect quickly, while canvases help track ideas and assets in one place.



“Slack helps us cut down on meetings and get creative in ways we weren't able to before, and it makes us better at our jobs.”

TERRY LEE,
FOUNDER AND EXECUTIVE CREATIVE
DIRECTOR, ROGER

Examples to get you started

Connect your core tools like Salesforce, Google Drive, or Zendesk

Growth often means more tools, but it shouldn't mean more friction. [Slack connects with your most-used platforms](#) so your team can take action without switching tabs.

Sales teams can see and respond to Salesforce updates directly in Slack. Support teams can review Zendesk tickets while chatting with teammates. Designers can share Drive links, preview files, and get feedback all in one place. Fewer steps, faster workflows, more visibility.

Run entire projects in Slack using canvases and threads

Instead of hopping between a Google Doc, a project tool, and a Slack thread, bring it all into Slackone place.

Start by creating a dedicated project channel. [Pin a canvas](#) to the top with your brief, deadlines, and links. Use threads to track deliverables, ask questions, and share approvals. Designers, marketers, and stakeholders can all work from the same space. Nothing's scattered, nothing's missed. It's a cleaner way to manage launches, client work, or internal initiatives.

Automate daily updates with AI agents

When you're running lean, time spent chasing status updates is time you don't have. With Slack's Workflow Builder and AI agents, you can automatically prompt teammates to share updates at the start of each day, and collect responses in a shared channel or thread.

For example, a marketing team can run a daily check-in for campaign progress, while a product team gathers blockers and sprint notes automatically. Everyone stays aligned without adding another meeting.

SMALL BUSINESSES WINNING WITH SLACK

Writer saves 45 min per sales demo with Slack lists

AI company Writer relies on Slack to accelerate product development. By integrating tools like GitHub, Figma, and Notion into Slack, their team keeps all product updates, feedback, and testing cycles in one place, helping them iterate faster and stay aligned.

On the sales team, they use Slack lists to streamline deal tracking, customer feedback, and internal coordination. Instead of juggling scattered tools and follow-ups, everything lives in one shared list, cutting down prep time and reducing back-and-forth by nearly an hour per demo.

“The benefit of having everything centralized in Slack is that we're often able to detect issues before our customers even report them.”

BROCK IMEL,
DIRECTOR OF CUSTOMER LANGUAGE
ENGINEERING, WRITER

To overcome economic uncertainty, stay nimble

The problem: When the market shifts, small businesses feel it fast

Small businesses operate under constant pressure from forces beyond their control, such as inflation, interest rates, supply chain issues, and tariffs. These variables can shift suddenly, sending ripple effects through budgets, forecasts, and hiring plans. It's no surprise, then, [that 59% of small business owners](#) cite “economic uncertainty” as the most significant threat to their future growth and survival.

That said, the impact isn't the same across the board. Many small businesses, especially in technology and professional services, aren't pessimistic. But they are staying alert. According to Slack's research, these teams are actively tracking macroeconomic trends and adjusting course when needed, whether that means pausing hiring, tweaking budgets, or shifting how they reach new customers.

In industries like retail, CPG, and construction, external factors like tariffs and global supply chain disruptions tend to hit harder and faster. These businesses often need to pivot quickly and plan for contingencies in ways that more insulated sectors might not. And for some, volatility even creates opportunity: professional services firms, for example, have reported growth as clients seek guidance through uncertainty.



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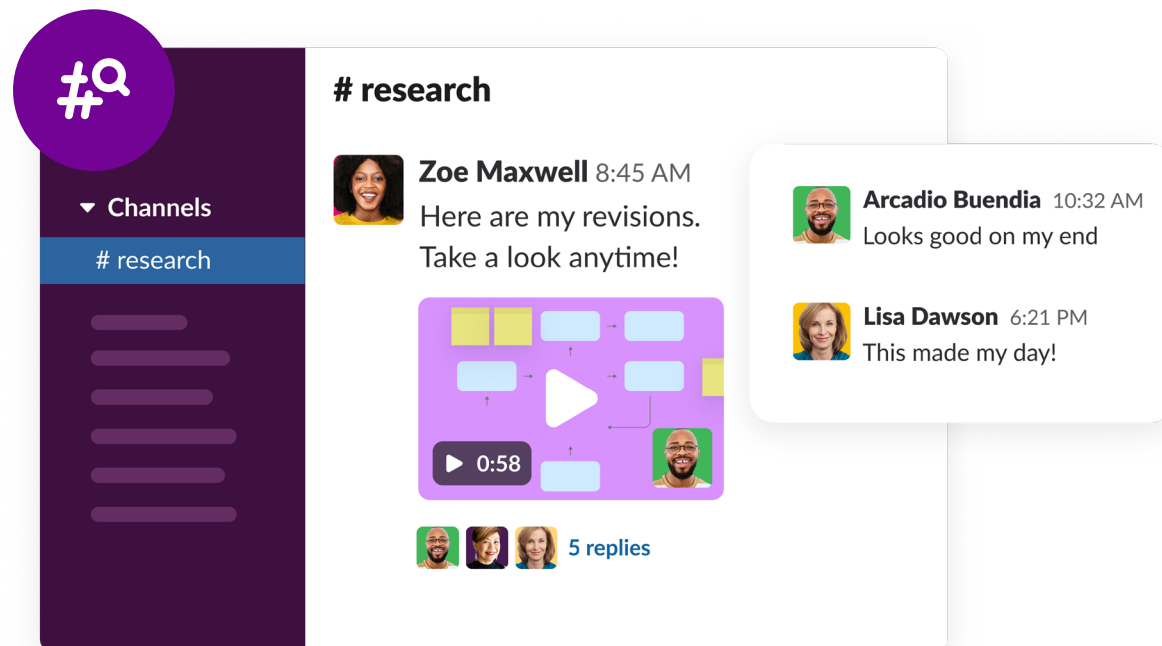


How Slack helps

Most small teams don't have the luxury of a dedicated strategy department or internal comms team. When the market moves, it's on you to respond fast, with clarity and confidence. Slack gives small businesses the flexibility to regroup, replan, and realign quickly, all without adding extra tools or process overhead.

Here's how:

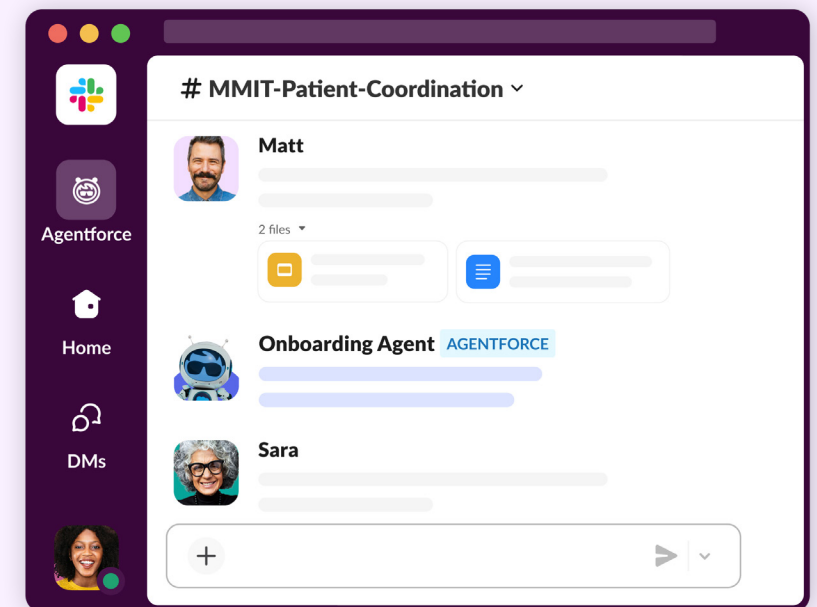
- **Faster decision-making:** Channels and huddles give teams a fast, focused way to talk through changes and align in real time.
- **Agility through visibility:** With work centralized in Slack, business leaders can track progress, spot issues early, and make informed decisions quickly.
- **Scenario planning transparency:** Canvases let teams build and share plans like forecast revisions, cost modeling, or contingency options right inside the tools they already use to communicate and execute.



SMALL BUSINESSES WINNING WITH SLACK

MIMIT uses Agentforce to save \$200,000 annually

[MIMIT](#) Healthcare uses Slack's AI agents to manage patient coordination and internal workflows. Slack helps them reduce wait times and keep care teams aligned in real time, improving both operational efficiency and patient experience.



“With Agentforce, we've streamlined our patient referral process, significantly reducing manual workload. Now, instead of requiring multiple people to manage leads, the agent takes care of it in seconds.”

PARAMJIT 'ROMI' CHOPRA,
FOUNDER AND CEO, MIMIT HEALTH

3 COMMON CHALLENGES SLACK CAN HELP YOUR SMALL BUSINESS OVERCOME

Get the alerts, insights, and alignment you need to adapt fast

Coordinate quickly with external partners using Slack Connect

When market conditions shift, decisions can't wait. [Slack Connect](#) lets you bring outside partners – financial consultants, legal experts, supply chain advisors – into a secure, shared channel. You can align faster, reduce back-and-forth emails, and collaborate in real time on sensitive next steps like budget adjustments or contract changes.

Track market conditions with real-time alert channels








The economy doesn't wait. News breaks fast, and so do customer expectations. With Slack, you can create dedicated alert channels using integrations like Google alerts or financial monitoring tools to surface relevant updates instantly.

For example, if a major customer announces a funding round or M&A activity, your sales or customer teams can be notified in real time and respond quickly, offering support, adjusting plans, or simply acknowledging the news. This kind of speed and context is hard to match over email or spreadsheets.

Deploy AI agents to monitor key metrics and flag changes automatically

Set Slack to track your most important metrics so you can focus on running the business. With AI agents, you can monitor data points like customer churn, web traffic, or cash flow. When something shifts outside a defined threshold, the agent posts an alert in the right Slack channel, giving your team a heads-up before issues become fire drills.

More

-  **Automations**
Create and find workflows and apps
-  **Canvases**
Curate content and collaborate
-  **Lists**
Track and manage projects
-  **Files**
Documents, clips, and attachments
-  **Channels**
Browse your team's conversations
-  **People**
Your team, org chart and user groups
-  **External connections**
Work with people from other organizations

[Customize navigation bar](#)



To build a strong culture, empower a team that wins

The problem: It's hard to hire and keep great talent

Hiring has always been tough for small businesses. You're competing with bigger brands, working with fewer resources, and often moving fast. And once you find the right people, keeping them engaged and aligned, especially in remote or hybrid setups, can be just as challenging.

As your team grows, the systems that once worked stop scaling. Communication gets scattered across apps. New hires struggle to get up to speed. Knowledge lives in people's heads, not in places others can access. Without the right structure, culture starts to slip. And when that happens, it shows up in missed deadlines, low morale, and quiet turnover.

How Slack helps

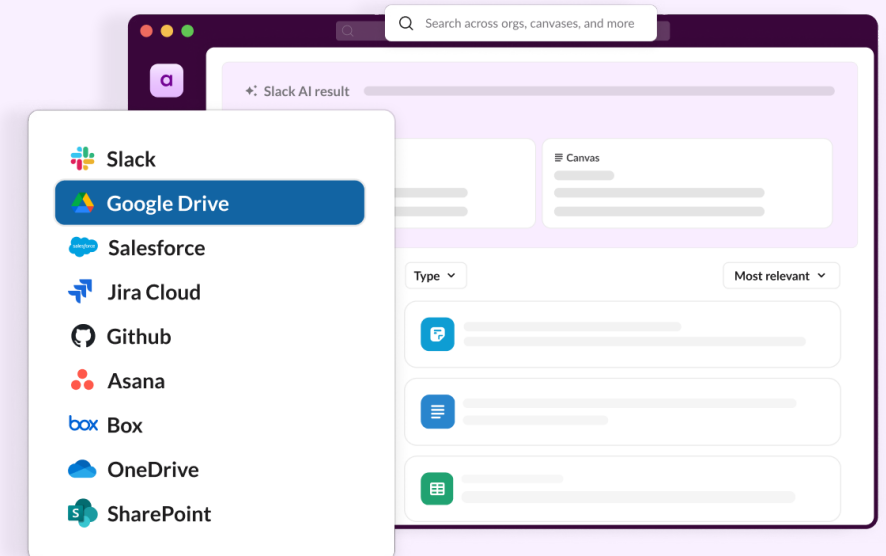
A strong team culture doesn't come from adding more tools, but the right tools can help. Slack gives small businesses the structure to support that kind of culture every day. It helps people stay connected, informed, and able to do their best work, wherever they are. Here's how:

- **Clear communication:** Public channels give everyone visibility into what's happening, reducing misalignment and back-and-forth.
- **Fast connections:** Huddles and Slack Connect make it easy to have quick, real-time conversations across teams and even with outside partners, like agencies, contractors, vendors, or legal and finance consultants.
- **Shared knowledge:** Past decisions, files, and conversations are all searchable, so your team doesn't have to guess or start from scratch.
- **Better onboarding:** New hires can access everything they need in one place, from key documents to team history to important stakeholders.

SMALL BUSINESSES WINNING WITH SLACK

Zeck onboards customers 2x faster and boosts efficiency by 25%

[Zeck](#) uses Slack to foster better collaboration across their leadership team and board. With tools like Slack Connect, canvases, and key integrations, they've built a culture of openness and agility where decisions move faster, and everyone stays aligned.



“To say Slack contributes to the culture would imply that it's additive. I actually think it's a driving force behind the culture.”

ROBERT WOLFE
CEO AND CO-FOUNDER, ZECK

Build stronger teams with powerful habits

Get new hires up to speed with onboarding channels

Instead of sending links in five different emails, set up a channel like **#onboarding-newhires**. Pin a canvas with first-week checklists, team intros, and FAQs. Managers and teammates can drop welcome messages, answer questions, and share resources, all in one place. It's fast, consistent, and easy to scale as you grow.

Celebrate wins where everyone can see them

Small teams move fast. Take time to mark the moments that matter. Use a [channel](#) like **#team-updates** or **#shoutouts** to recognize when someone ships a big feature, closes a new deal, or solves a customer issue. For added consistency, plug in tools like [Bonusly](#) or [HeyTaco](#) so peers can give kudos in the moment.

Stay connected with quick, informal calls

You don't need to schedule a 30-minute meeting to check in. With [huddles](#), you can start lightweight conversations on the fly, perfect for remote teams who miss the hallway chat or five-minute desk drop-in. Use them for weekly check-ins or quick unblockers.

Share repeatable info where work happens

Don't make your team dig for answers. Use [canvases](#) and threads in Slack to store how-tos, decisions, and team processes. For example, your support team might pin a canvas with customer escalation steps. A project channel might include a checklist for launch prep. That way, knowledge stays visible and reusable.



Smarter work, less busywork: AI in Slack for small teams

[AI in Slack](#) brings intelligent features directly into your team's everyday workflows, no extra tools or setup required. It's designed to help small teams save time, stay aligned, and reduce manual work

- **When you come back from PTO or miss a busy day**, use AI-powered summaries to catch upon long threads and project channels in seconds. No need to scroll through every message.
- **When you need quick context on a project or decision**, ask a plain text question in Slack search (like "What's the latest on the Q3 launch?") and get a smart summary pulled from past messages and files.
- **When you're writing a project update or meeting recap**, use AI in Slack to auto-generate a draft so you can move faster without starting from scratch.

AI in Slack works inside the tools your team already uses, saving time without forcing your team to learn how to use a new tool.

AI in Slack available on Pro, Business+, and Enterprise+ plans

“We want to make AI useful without requiring everyone to be an AI expert. That's why we bring it into Slack: the one tool everyone already uses to get work done.”

CARTER HOLMES,
PRODUCT MANAGER, CLOUDGEOMETRY

3 COMMON CHALLENGES SLACK CAN HELP YOUR SMALL BUSINESS OVERCOME

Beat the odds and build a business that lasts

Growth doesn't have to lead to chaos. Adapting to change shouldn't come at the cost of team clarity, energy, or morale. With the right tools, small businesses can move fast, stay aligned, and build a culture that lasts.

Slack gives your team the structure to keep operations tight, make decisions quickly, and stay connected, no matter how much changes around you. Whether you're managing a five-person startup or scaling a 100-person team, Slack helps you stay ready for what's next.

Try Slack Pro or Business+ and build a business that grows without losing its edge. 🌟

Getting started with Slack

[Contact our sales team](#) who can answer any questions and show you a demo, or go to slack.com/get-started to get up and running in minutes.

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Schedule a demo, get information on pricing, and explore use cases for your team
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