



## Simply Pure: Building a Unified Global Culture



## Summary:

In just 15 years, Pure Storage grew rapidly from a few hundred employees and a single office in California to a team with more than 5,600+ members and offices across the globe. To share and build upon the culture that made the company successful, Pure Storage collaborated with AllenComm to design and develop a comprehensive messaging and development campaign that shared the story of company history, customers, products, and values for all employees.

**Reading  
Time:**  
10 min

### Topics:

- Brand Training
- Company Culture
- Leadership Development
- High Tech Growth
- Leadership Learning Journeys
- Personalized Learning

### Related Content:

- [Experiential Learning](#)
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# Nurturing a Culture, One Message at a Time

Pure Storage recognized the unique opportunity to shape its company culture as it continued to grow rapidly across the United States and into new international markets. Its growth presented a chance to embed the core values that have driven innovation and success into a global team. By focusing on preserving the aspects of its culture that have proven valuable, Pure Storage wanted to ensure that its growth reinforced its distinctive innovative identity.

Pure Storage collaborated with AllenComm as partner to support both their training and messaging objectives, and together they spent several months identifying goals, establishing a vision for achieving those goals, and developing supporting materials. The result was Simply Pure, an initiative designed to connect employees

with the company's history, goals, standards, and values. Simply Pure helps all employees understand company basics and is the first part of a broader Leadership Academy program that supports budding leaders as they progress on a path to greater responsibility.

*Simply Pure is a scalable program that incorporates the same type of storytelling and culture-building that the company used with great success when all employees were under one roof in California.*

Importantly, Simply Pure is a scalable program that incorporates the same type of storytelling and culture-building that the company used with great success when all employees were under one roof in California. Simply Pure makes all employees part of a compelling narrative and powerful values regardless of physical location.

# Evolving an Innovative Data Storage Concept

Founded in 2009 and based in Santa Clara, California, Pure Storage spent two years in stealth development mode working on 100 percent flash storage technology before opening for business in 2011. From 2012 to 2014, the company grew revenues by 50 percent per quarter and raised more than \$470 million in venture capital before going public in 2015. In subsequent years, Pure Storage acquired additional data storage companies and continued an accelerated growth rate that the company has managed practically since it was founded. In 2024, that growth resulted in more than 5,000 employees, along with offices in Madrid, Amsterdam, Paris, Munich, and Prague, to name a few. The recipient of countless reputable tech industry awards over the years, Pure Storage was also recognized on numerous lists as a best place to work, including Fortune magazine's Best Workplaces in Technology list four years in a row.

The workplace culture awards are highly valued by Pure Storage leadership and confirmation of the priority they place on employee satisfaction and commitment. The awards also serve

*"At Pure Storage, we value inspiration and innovation as central to our culture. AllenComm has helped us to realize our vision of scaling our culture with a development program that is intentionally not a typical training program."*

*"We're honored that the result of our partnership is receiving acclaim within the learning industry, but we're even more excited that this foundational program in our Pure Leadership Academy is helping to democratize leadership in our expanding organization."*

*Jack Reid, Leadership Academy,  
Pure Storage, Inc.*

as high watermarks the company plans to never dip below. This focus on employee satisfaction and commitment was another important driver of the project with AllenComm.

# Building a Pervasive, Values-driven Culture

Pure Storage puts a premium on leadership and a commitment to values beyond hard work and cutting-edge technology creation. Company goals, for example, include commitments to energy efficient technology and sustainable operations, equitable outcomes for people and communities, and maintaining stakeholder trust. Achieving those goals is almost elementary when every team member is an individual leader and embodies defined standards.

“According to recent research by the Brandon Hall Group, 70 percent of organizations want to include all levels of the organization in their leadership development,” says the organization’s 2024 “Developing Great Leaders” report.

“About a third of those respondents said that their offerings are inadequate and not sufficiently personalized.”

*Ultimately, the goal of fostering company culture is foundational to leadership and sets learners on the path to advancement. The architecture of the Leadership Academy rests on this foundation.*

The promotion of goals through individual leadership is only one aspect of inculcating a culture that is so supportive and appealing that individual department silos fail to develop.

Pure Storage emphasizes leadership development as distinct from management training, which dovetails with AllenComm’s philosophy and experience developing all learners as leaders. Rapid growth, especially outside the United States, has only made the goal of leadership at all levels feel more essential.

Ultimately, the goal of fostering company culture is foundational to leadership and sets learners on the path to advancement. The architecture of the Leadership Academy rests on this foundation. The base of the pyramid is made up of three concepts: People Management Essentials, Inclusion Starts with You, and the Simply Pure program. As the initial program effort, Simply Pure conveys company basics and

creates a common language that helps everyone work together and understand the business.

# Creating Appeal without Mandates

The Pure Leadership Academy and Simply Pure exemplify how Pure Storage values innovation and inspiration as core components of company culture. Equally committed to the same values, AllenComm embraced the Pure Storage vision of a training course that generates excitement because it makes team members active participants in a compelling narrative where every player has a unique role and value to add. Learners are invited on a journey that, given the fresh context, they are too curious to pass up.

AllenComm developers used a simple yet profound approach to tell the Pure Storage story and build pride in the company. Instead of structuring Simply Pure as a typical eLearning course, AllenComm created structure and content to reflect internal marketing communications. The content would be appealing enough and the impact strong enough for employees to find inherent value and reward.

AllenComm designers and developers - in collaboration with Pure Storage - built a program that introduced the audience to Pure Storage's history, defined unfamiliar terms, and generated fun and excitement without excessive emphasis on quizzes or tests. Instead of testing scenarios, Simply Pure uses contextual stories. Learners share views and perspectives instead of taking quizzes. Long reading passages are replaced by the varied use of media to convey information. These twists on traditional training yielded a more compelling program that is much better at holding learner attention.

## After numerous interviews with Pure Storage subject matter experts (SMEs), Simply Pure emerged with these five priorities:

1. Connect employees to Pure Storage origins and mission.
2. Define how Pure Storage products and services serve their customer base while differentiating them from the competition.
3. Confirm cultural values through low-stakes questions.
4. Define and model performance objectives using embedded, interactive content.
5. Invite all participants to pursue career development through the Pure Storage Leadership Academy.

Adhering to a narrative-oriented approach, Pure Storage team members can select any of the five learning experiences based on what they want to know; there is no defined path with a beginning and end. This flexible approach is a design attribute that AllenComm uses to effectively impart information without doing so in an overt, traditional classroom manner. The goal for Simply Pure was to “edutain” attendees so they ended each session both informed and entertained.

Each program core experience takes about 15–20 minutes. In keeping with Pure Storage objectives, AllenComm created different types of content within various learning experiences. Videos by co-founder and Chief Visionary Officer John “Coz” Colgrove, for example, provide background on company history and technology. More importantly, they share a bit of his personality and provide insight into his informal leadership style and how much he values innovation and collaboration.

To pivot away from passive video-watching scenarios, AllenComm made learning activities more interactive and asked Pure Storage employees to write a business pitch, assess their own confidence level regarding certain products, or think about their own actions in different contexts. Variety in the learning experience, AllenComm learned long ago, generates much better knowledge retention than simply asking people to watch a video.

## LEARNING CONTENT THAT INSPIRES AND INSTRUCTS

To begin, AllenComm organized Pure Storage information into five learning experiences:

- Culture
- Business
- Products and solutions
- Customers
- Values



# Actualizing Pure Storage Learning Objectives

AllenComm’s innovative designs present objectives from different sides and create multiple perspectives on Pure Storage history, products, values, and goals. Using a varied approach within each learning experience, AllenComm touches on aspects of Pure Storage via different types of presentations.

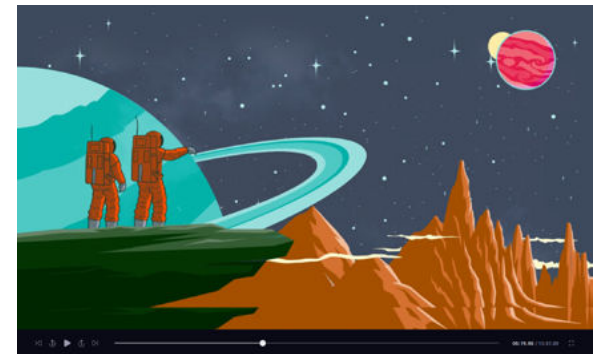
Each learning experience starts with a relevant question and then continues to build knowledge and a narrative by asking learners to connect with the story, dig deeper for narrative details, identify how they personally connect with that narrative, and make a commitment to responsive action.

The question “How does Pure serve its customers?” for example, opens with a video featuring co-founder and Chief Visionary Officer Coz Colgrove explaining how Pure Storage benefits

customers. It then expands on the video with additional visual and interactive exercises that flesh out the customer experience, review company solutions, present client perspectives, and touch on roles and responsibilities. Finally, the learning experience encourages the employee to reach out to someone in a different department and get to know them.


This same approach is used to animate additional questions like, “What is Pure’s business?” While not every leaning experience has the same number of activities, AllenComm included some of these components in each one.

1. **“Coz” videos:** Across many organizations, the C-suite is often disconnected from employees. This is not the case at Pure Storage. Coz Colgrove tells good stories, and he is warm and amiable as he tells them. Watching these videos builds a personal connection for employees as they hear how the company was founded and get to know the person who did the founding. The learning experiences AllenComm created removed the C-suite barrier to foster connection.
2. **Motion graphics:** The ultimate value of any learner experience is how well the presentation holds the viewer’s attention and imparts information. Bright lights are nice and sometimes momentarily dazzling but ultimately ineffectual if the underlying message fails. AllenComm’s use of brightly colored animated videos with enthusiastic voiceovers grab and hold the learner’s attention, yes, but it’s the captivating narrative that ultimately does the heavy lifting.



**Product and Solution Match-Up**

1/7




Every business has different data needs. Pure's products and solutions let them unleash the power of their data with flexible data access, automation, and solutions. We help businesses release the potential hidden in their data.

Consider each following situation, and select a product or service that would provide the best solution.

A customer is looking for storage as a service subscription. They want to tell Pure what they need and have a consumption model that provides non-disruptive upgrades over time.

3. **Interactive activities:** Asking employees to share their opinions invests them in company issues and challenges. Prompting them to pitch a product asks them to think strategically and identify a client's challenges. Listening to a customer's problems creates empathy and gives rise to a desire to provide valuable assistance. In short, asking them to invest themselves in their daily activities creates buy-in and commitment. Interactive activities that demand more than passive watching reward both the learner and the employer.

4. **Additional resources and contacts:** The final section of each learning experience provides additional reading and activities for employees who want to go further, and it invites each employee to contact someone in another department and introduce themselves. Again, working toward the Pure Storage objective of uniting all under one banner, AllenComm included in its instructional design an action that is difficult for some—that asks a bit more of them—but is also often unifying.



**Listen to Customer Perspectives**

While Pure can provide benefits to a wide and varied array of organizations, each one has its own personal perspective, and we need to carefully listen to their needs before we can recommend a Pure solution.

Click "play" to listen to a customer describing their needs and how Pure has provided the solution. Then answer the question below.

**True or False: Hospitals choose to partner with Pure because we can handle their massive patient records, medical imaging, and critical information, all while ensuring the highest level of security.**

▶ 0:00 / 0:35

True  
 False

AllenComm created a four-step learning progression to help Pure Storage employees learn, apply, and retain information:

- 1) Connect with Story,
- 2) Dig Deeper,
- 3) Make It Personal, and
- 4) Commit to Action.

The screenshot shows a training module page for Pure Storage. At the top, it asks "How Does Pure Serve Its Customers?" and lists attributes: Simple, Reliable, Sustainable, Energy-Efficient. Below this is a video player for "Introduction to Customers" with a 1:04 duration. A progress bar shows six steps: 1. What is the Customer Journey? (highlighted), 2. The Customer Journey Milestones, 3. Our Solutions, 4. Listen to Customer Perspectives, 5. Dig Deeper into Functional Areas at Pure, and 6. Who Does What?. Below the progress bar is a section titled "Before You Go..." with a small image of two people and text encouraging interaction with colleagues. At the bottom, there is a "Fall Down the Rabbit Hole" section and a "Customer Stories" section with a "GO TO..." button. The page has a dark orange header and footer.

Connect with Story

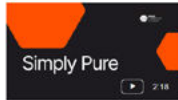
Dig Deeper

Make it Personal

Commit to Action

# What Is Pure's Business?

Short answer: we provide enterprise-level data platform solutions to help customers reduce costs and energy consumption. Data is a valuable asset, and our best-in-class solutions enable customers to manage and use their data more effectively.  
 Learn more about our approach and commitment to our future.  
 Complete each activity below to receive a check of completion for the module.



## Introduction to Pure's Business

Click the video tile to listen to Coz give a brief introduction to our business.

1. Grasping Pure's Vision

2. Being a 100% Channel Company

3. Dig into the Industry

4. Listen to Team Perspectives

5. Disruption for Good

6. Explore Pure's ESG Impact

7. Pure to the Rescue!

8. Pitch the Business



## Before You Go...

Take a moment to review the First Call Pitch deck.

Bonus points: Using the First Call Pitch deck as a guide, create and practice your own version of how you would introduce and explain Pure Storage.



Continue to the next module by selecting the link in the bottom right corner.

## Fall Down the Rabbit Hole

There's so much more to discover about how we do business and the impact we make. Explore the resources below to get into the details.

### First Call Pitch Deck

Explore who we are, why we do what we do, and the advantages we offer.

GO TO... →

### The All-Flash Data Center

Watch a video where our CEO Charles Ciocanel explains how the data center of the future is all flash.

GO TO... →

### ESG Report

Explore our commitment to creating a sustainable, safe, and more regulated future for all.

GO TO... →

### Gartner Magic Quadrant Report

Explore why we are named a leader in the industry.

GO TO... →



# Letting the Program Sell Itself

After only six months, more than 2,300 Pure Storage employees had participated in Simply Pure. Working in tandem, AllenComm and Pure Storage were able to bring the vibrant, committed Pure Storage company culture to life as a compelling and rewarding experience.

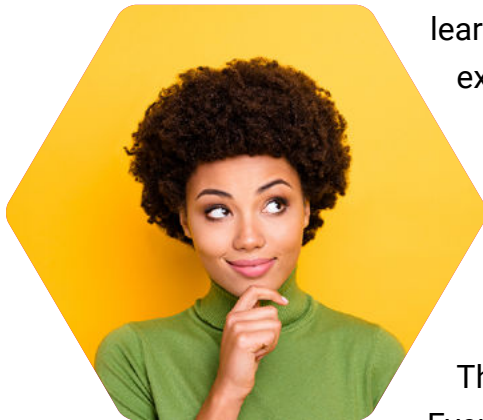
Pure Storage employees now say they know more about company products, how the business operates, and what the company mission is, all of which helps them connect personally to their jobs because they understand how their efforts fit within the overall project. This success is the product of Pure Storage simply making the program available and letting viral communications across the company do its thing.

The success of Simply Pure is a compelling first step in the Leadership Academy progression. Lessons learned from Simply Pure—develop content that attracts and holds learner attention as part of an experience learners want to share with one another—will drive continued engagement on the Pure Storage team.

# Creating Leaders at Every Level

To a greater or lesser extent, the subtext of every AllenComm program is leadership development, regardless of topline subject. This philosophy of teaching leadership at every level while imparting specific knowledge and skills is what makes AllenComm both an industry leader and bellwether in training program design.

Pure Storage embraced the AllenComm program and philosophy because both organizations shared similar goals coming into the relationship.



Simply Pure is the introductory learning experience in a more extensive leadership initiative that uses engaging content to captivate, not mandate, the attention of the Pure Storage team.

The 'Leadership at Every Level' philosophy scales the value and impact of leaders, acts as a force multiplier for values and decision making, and drives better business outcomes. This AllenComm approach is flexible and can meet the needs of any organization and any individual trainee.



# Enabling a Strong Workplace Culture

The collaboration with Pure Storage is indicative of the approach AllenComm takes with every client relationship. The extensive experience AllenComm calls upon when asked to design a training or leadership program enables us to meet our clients where they are and craft engrossing initiatives that engage the heart and mind while offering clearly discernable rewards.



AllenComm and Pure Storage came to this project with similar perspectives and objectives, which is why the program ultimately both maximized and magnified the value of Pure Storage culture.

For Pure Storage, the overarching goal was to retain company culture in the face of rapid growth and give employees a clear path to advancement. Even if the next client had the same goals, the path to achieving them would be unique to that company and require sensitivity to its unique culture, history, and values. AllenComm's services are flexible enough to meet the specific needs of every individual client. Based on what you want to accomplish, we can help you reach your goals.

