**How to Make Asynchronous Work Part of Your Company Culture**

**Communication, asynchronous work, importance of communication**

Description: When many companies go remote, they try to copy and paste the office environment into the virtual environment. On the a16z Podcast, GitLab’s Head of Remote Darren Murph explains why this doesn't work, and that fully remote companies can create a more productive culture by prioritizing speed of knowledge retrieval over speed of knowledge transfer.

*Use with:* <https://www.youtube.com/watch?v=o94XBLWwFx4>

1. Why is communication and why is it important for organizations?
2. What is synchronous communication? Asynchronous communication?
3. How has GitLab integrated asynchronous communication into its values and operating principles?
4. Why is copying and pasting the office environment into a virtual environment not the best approach?
5. Why is it important to scale knowledge with asynchronous work?