task
and
flow

Asana – The path of change

To help your team use Asana, we analyze what our most successful customers have in common, leverage our team's expertise, and incorporate change management strategies to build the Asana framework.

The process is very interactive and your team can go through the various stages of the adoption ourney. This accompaniment allows you a better comfort in the transition to Asana.

1) Define why: wtart by identifying and understanding the best way to implement Asana in your company. With our support, reflect on the pain points that currently exist in your team to convincingly answer the questions: "why Asana?" and "why now?". There needs to be a definition of roles and tasks so that the current way of working is gradually changed to the Asana method.

2) Find your time: you cannot decide where you are going without realizing where you are now. What tools are you using now? What processes do you use? By answering these questions, you'll identify your current workflow and begin to gather information that will lead you through the implementation and use of Asana.

3) Deign your workfow: building your first workflow in Asana will have an immediate impact on your team's efficiency and effectiveness. Along this flow, analyze which rules and processes are being best accepted by them.

4) Empower your team and celebrate achievements: Asana works best when everyone on your team is using this tool to manage and orchestrate their workflow by all team members.

Don't forget the importance of celebrating each collective achievement!

5) Prepare for future success: through your first workflow in Asana, you can start establishing conventions (for example, what happens when a task is overdue?). Having these conventions up to date ensures that all team members feel confident that they are doing the right thing in the right way.

6) Evaluate and expand: at this stage, everyone is on track to adopt Asana. Take into account what you answered in step 1 and evaluate the results: Did you achieve the defined objectives? Are the new workflows working well? After this assessment, communicate the results to the entire team and introduce more workflows, processes, and projects into Asana.

Asana Adoption Alliance

Successful transformations are led by an alliance of supporters that naturally grows over time. This alliance is essential to reach a minimum number of people, who will serve to guide the use of the tool throughout the company. To decide who should be part of this adoption alliance, consider the following:

Diversity is the key. The best alliances are made up of employees of various levels who will interface with Asana in a variety of ways. Having that diversity of perspectives from day one is essential to success.

Consistency rules. Becoming a member of the alliance will entail great responsibility. Find team members who: are available throughout the process to be at important meetings, think critically about how to establish conventions, and help with awareness and celebration processes.

No two personalities are the same. Are all employees' extroverts in your company or are all introverts? It's easy to think that more extroverted people might have the right personality type for this process. But in reality, a mix of different personality and communication types can help to achieve better results as it manages to be influential on many levels.
For small organizations, we recommend that the Adoption Alliance be made up of 3-5 people. However, in larger organizations it should reach between 20-50 depending on the complexity of the process implementation.

Convention Organizers
Workplace influencers who think critically about when and how their team uses Asana. They define and enforce conventions, while answering questions that arise from teammates. For example: Team and Department Leaders, Project and Program Managers.

Responsible for Awareness
Leadership members who define and communicate the purpose of using Asana to ensure more effective use of the tool. For example: Executives, Directors.

Asana lawyers
Individual contributors who help design important workflows in Asana. They lead by example and encourage their colleagues to adopt a better way of working together. For example: Cross-Functional Employees, Individual Employees.

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