Lightning Talk | [AI & Work Management]
Humans + AI: The Perfect Mix to Remove Digital Friction

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DANIEL IVERSEN

Head of Revenue Solutions, APAC
Asana

CTr∅
TRANSFORMATION

We spend too much time on busywork

40%

**STRATEGIC &
SKILLED WORK**
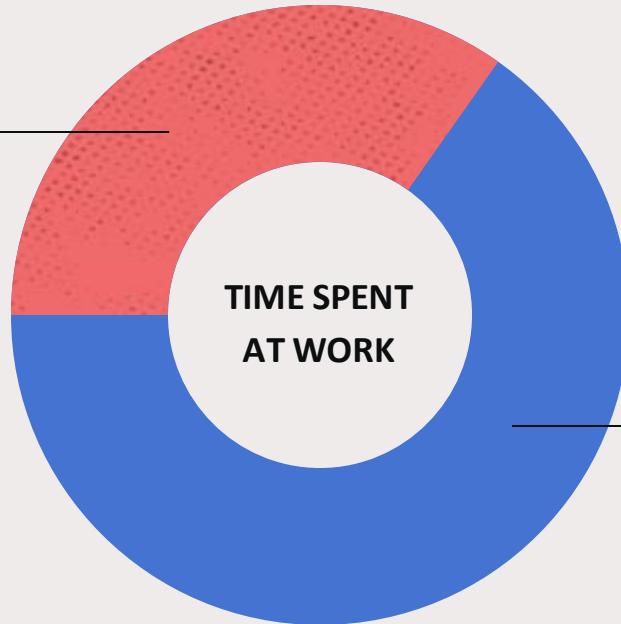
**TIME SPENT
AT WORK**

60%

WORK ABOUT WORK

- Unnecessary meetings
- Email/messaging
- Duplicated work

Source: Asana Anatomy of Work 2024

One of the large culprits is how we work together
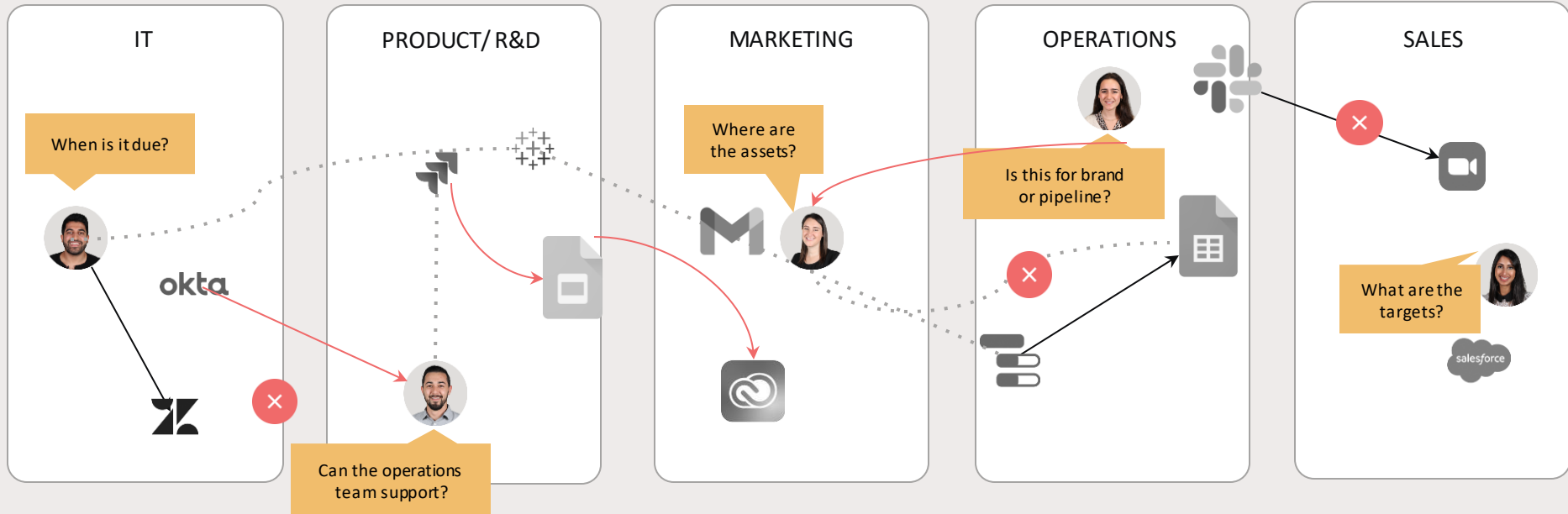
The case for smart collaboration

The number of apps used

Source: Asana Anatomy of Work 2024

10
apps

27%
of workers

who use 16 or more apps miss messages and actions

Source: Asana Anatomy of Work 2024

The amount of time that could be saved

Source: Asana Anatomy of Work 2024

5.6
hours

29%
of workers

said that the expectations put on employees to collaborate prevented them from completing their work
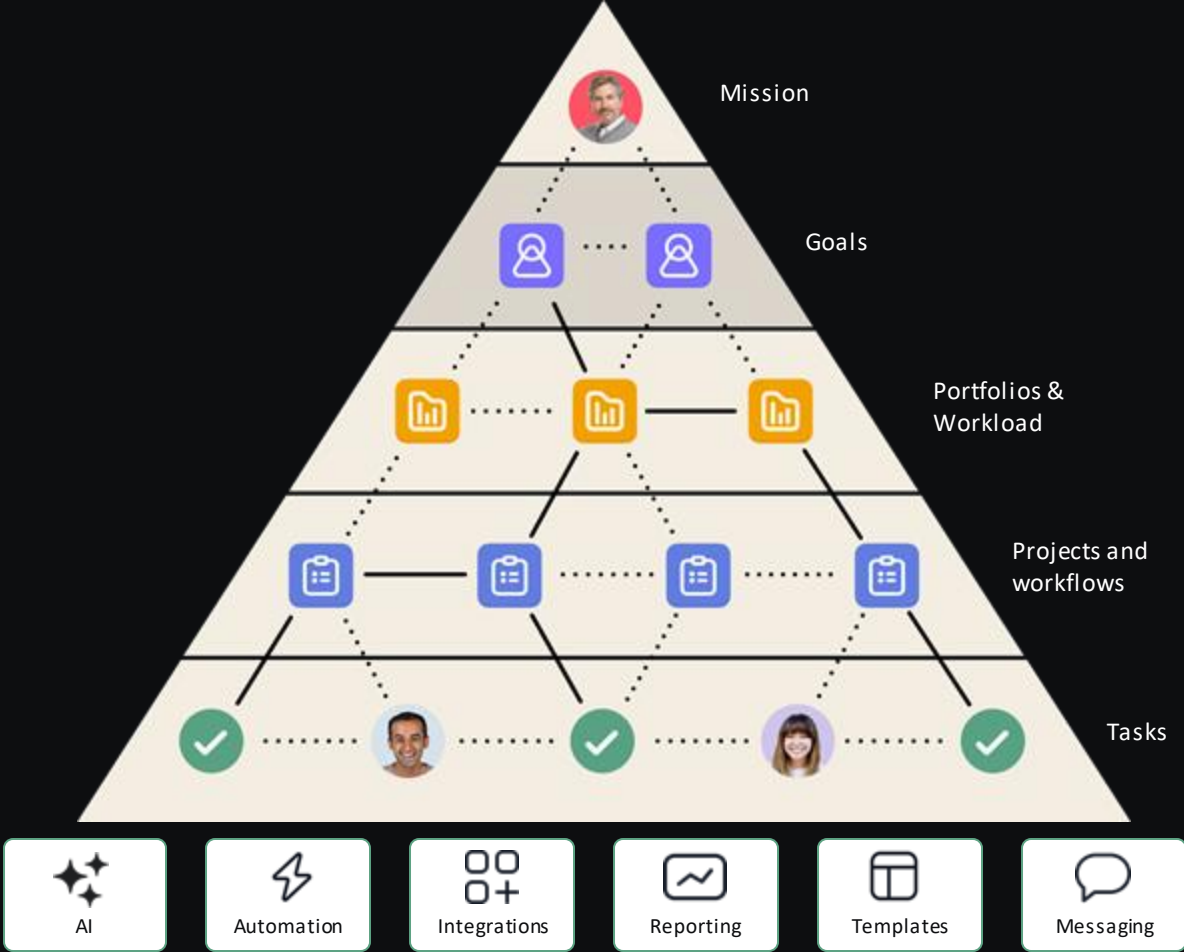
Source: The Work Innovation Lab

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Current generative AI and other technologies have the potential to automate work activities that absorb 60 to 70 percent of employees' time today
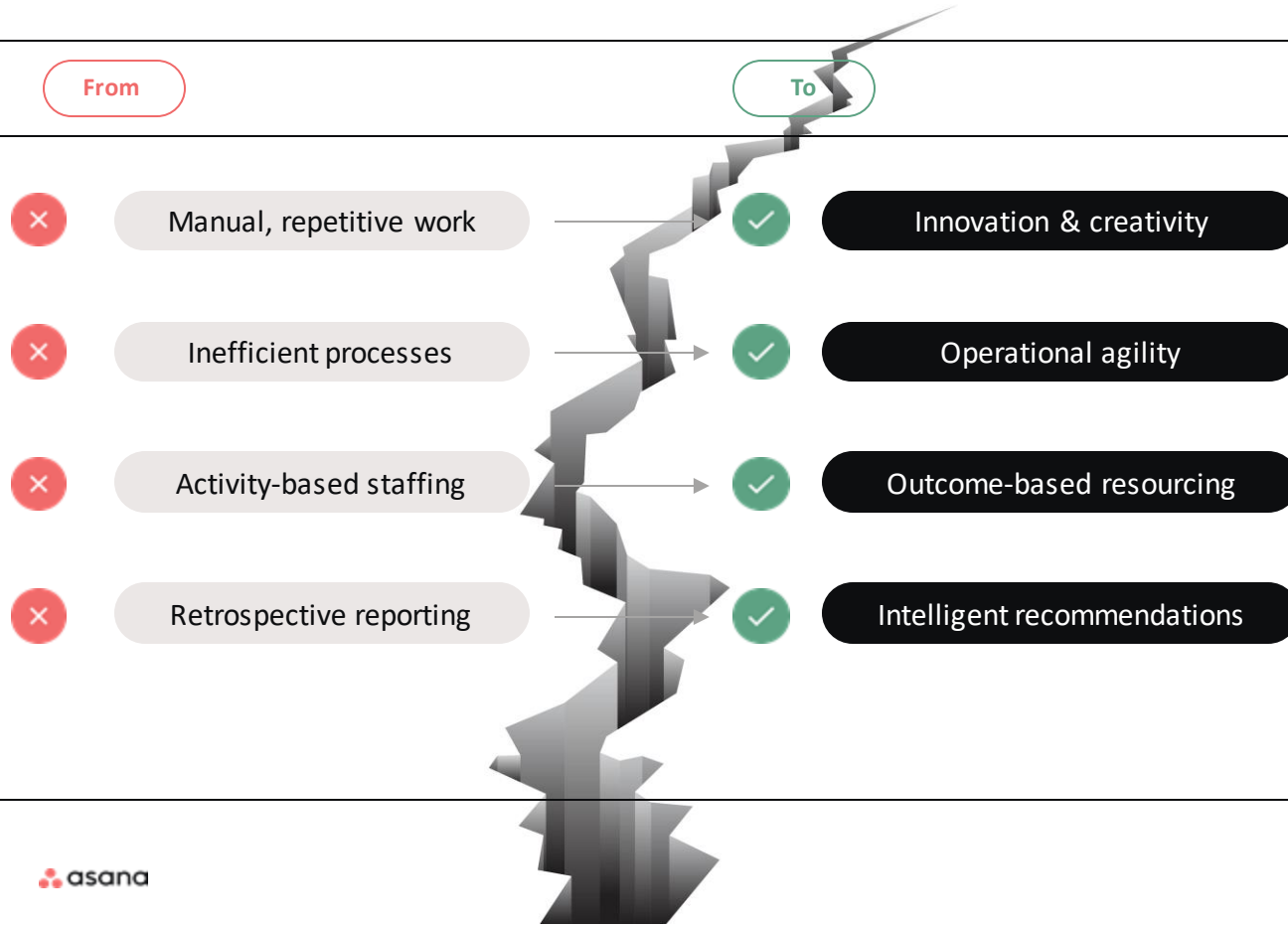
Generative AI could add the equivalent of $2.6 to $4.4 trillion annually to the economy

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Building a Pyramid of Clarity with Asana

AI is revolutionizing work, but… the path forward isn't easy

From		To
❌ Manual, repetitive work	→	✓ Innovation & creativity
❌ Inefficient processes	→	✓ Operational agility
❌ Activity-based staffing	→	✓ Outcome-based resourcing
❌ Retrospective reporting	→	✓ Intelligent recommendations

Nearly 50% of executives across the economy are saying that AI is their #1 priority for tech spending over the next year.[1]

[1]CNBC AI spending boom is spreading far beyond big tech companies

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The AI
"black box" problem

The Work Graph™ data model
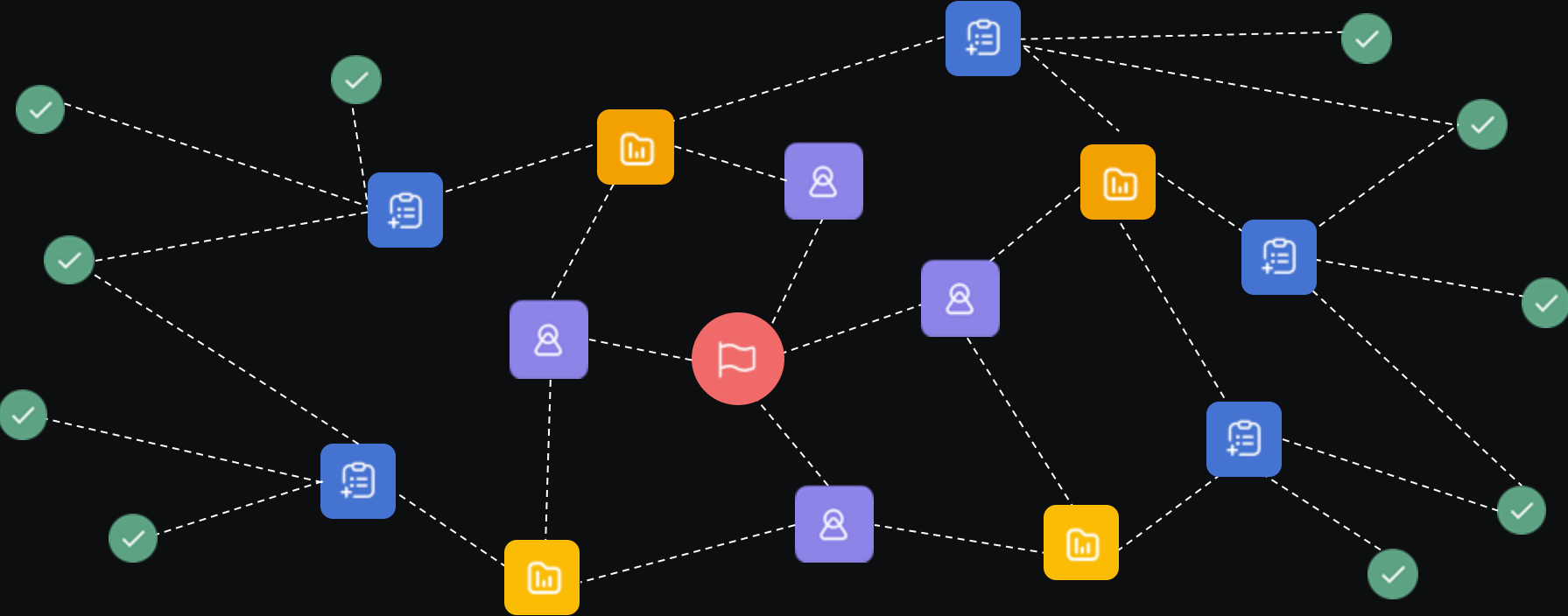
Single source of truth

Scalable and accurate

Optimised for AI

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Graph models better represent work relationships

Contact directories

facebook

Linked in

YAHOO!

Directory-based search

Google

Link-based search

Spreadsheets & Docs

asana

Asana Work Graph®

asana

How does our people feel about AI? Take Marketing;

22%

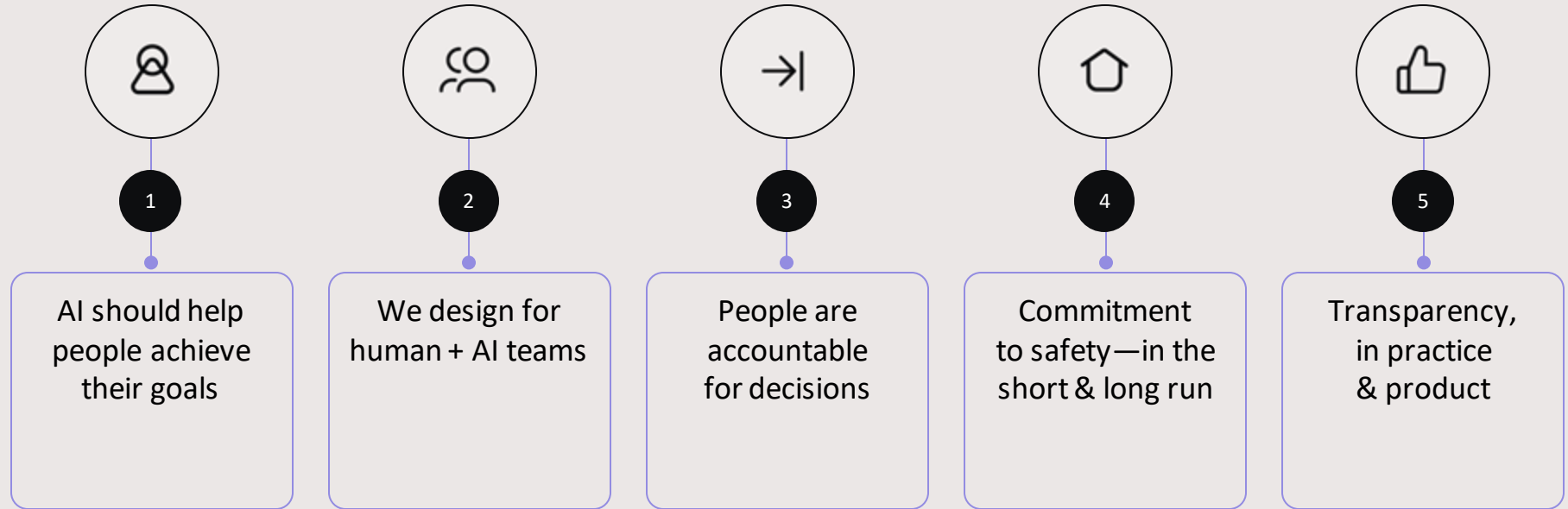The percentage of marketers excited about AI

44% of marketers

Feel fear about AI every month

6%

The percentage of marketers who feel confident in their organisation's ability to use AI effectively

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Our five guiding principles for human-centred AI

We see enormous potential for AI to empower teams to work together more effectively and efficiently.

1

AI should help people achieve their goals

2

We design for human + AI teams

3

People are accountable for decisions

4

Commitment to safety—in the short & long run

5

Transparency, in practice & product

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Asana's Human-Centric AI Features
for Colla

Incre

Redu

Improve organisational

Company Goals +

Project Alpha Launch

● At risk

Generated by AI

Status Update: Project Alpha Launch

We identified the following blockers:

- 5 bugs preventing us from shipping our Beta
- 7 open questions around the user experience

Company goals +

ct Alpha Launch

risk

e: Project Alpha Launch

following blockers:

nting us from shipping our Beta
ons around the user experience

by AI

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Remind me to update every Friday

🔒 Private

9 people will be notified

+ Add recipients

Post

Status Update - Jul 7

Status *	● At risk
Owner	Alan Wang
Dates	Jul 5 – Dec 31

Show or hide fields ⌄

📎 Add attachment

Summary

How's this project going?

Project Overview

Continue writing here...

Build your update

Previous update | **Highlights**

Generate status with Asana intelligence

Automatically populate status update using Asana intelligence. Existing content will be preserved. You can review and make edits after.

How far back would you like the update to go?

📅 Jun 19 – Today   Since last update

☑ Include insights from previous status updates

✨ Generate

---

4 milestones completed ⌄   2 weeks ⌄

◆ ▬▬▬▬▬▬▬▬▬▬
◆ ▬▬▬▬▬▬▬▬▬▬

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10 tasks completed ⌄   2 weeks ⌄

Asana's Human-Centric AI Features for Management

Reduce

Improve organisational agility

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Phoenix Corp: Fall Events Tour ⌄ ☆   ● At risk

Overview   **List**   Board   Timeline   Calendar   Workflow   Dashboard   Messages   Files

+ Add task ⌄   ⇅ Filter: Incomplete tasks   ↕ Sort   ⊘ Hide   •••

Task name	Assi
▼ **Marketing briefs and resources**	
⊘ Submit Happy Valley customer story for legal approval	👤
⊘ Event brief: Everything you need to know	👤
⊘ Budget overview	👤
⊘ Promotional plan overview	👤
Add task...	
▼ **Regional Events**	
⊘ Speakers for On Tour @ London event	👤
⊘ Gather event photos here - London	👤
⊘ Customer Success DRI (World Tour London, 2023)	👤
⊘ Sales DRI (World Tour London, 2023)	👤
Add task...	

✦ Asana Intelligence   BETA →|

What do you want to know about tasks in the project view? Choose a prompt or enter your own:

❓ What are common themes of tasks in this project?

❓ What are major disagreements in this project?

❓ What is this project about?

Ask a question...   ↵

Phoenix Corp: Fall Events Tour ⌄ ☆   🟠 At risk

Overview   **List**   Board   Timeline   Calendar   Workflow   Dashboard   Messages   Files

[AI Assistant]   [Customize]   [Share]

+ Add task ⌄   ≡ Filter: Incomplete tasks   ↕ Sort   👁 Hide   ⋯

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Add task...	
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⊘ Speakers for On Tour @ London event	👤
⊘ Gather event photos here - London	👤
⊘ Customer Success DRI (World Tour London, 2023)	👤
⊘ Sales DRI (World Tour London, 2023)	👤
Add task...	

✦ Asana Intelligence   BETA →|

What do you want to know about tasks in the project view? Here is a list of past insights:

> 💡 **What are the common themes across the regions?**
> Jul 11, asked by Kelly Morianne. Visible to collaborators.

> 💡 **Are we on track to hit our target pipeline goal from these events?**
> Jul 11, asked by Kelly Morianne. Visible to collaborators.

Choose a prompt or enter your own:

> ? **What are common themes of tasks in this project?**

> ? What are major disagreements in this project?

Ask a question...   ↵

Create

Search

Phoenix Corp: Fall Events Tour

● At risk

14 Share ✦ AI Assistant Customize

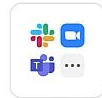| Overview | List | Board | Timeline | Calendar | Workflow | Dashboard | Messages | Files |

+ Add task

Filter: Incomplete tasks   ↕ Sort   👁 Hide

...

Task name	Assignee	Due date

▼ Marketing briefs and resources

⊘ Submit Happy Valley customer story for legal approval	Hannah Jon...	Jul 21
⊘ Event brief: Everything you need to know	James Chen	Jul 6 – 16
⊘ Budget overview	Jamie Stapl...	Jul 6 – 16
⊘ Promotional plan overview	Diana Frenell	Aug 20
Add task...		

▼ Regional Events

⊘ Speakers for On Tour @ London event	James Chen	Aug 6
⊘ Gather event photos here - London	Pierre Dayon	Nov 19
⊘ Customer Success DRI (World Tour London, 2023)	Luis Ramirez	Jul 23
⊘ Sales DRI (World Tour London, 2023)	Craig Nells	Jul 23
Add task...		

Fields

Rules

Apps

Forms

Task
templates

Customize   →|

Fields

Use custom fields to track priority, cost, or whatever brings clarity to your workflow.

✦ Generate fields with Asana Intelligence

+ Add custom field

+ Time your work

Rules

Automatically assign tasks, add collaborators, and more.

+ Add rule

Phoenix Corp: Fall Events Tour ● At risk

Overview   List   Board   Timeline   Calendar   Workflow   Dashboard   Messages   Files

Share   AI Assistant   Customize

+ Add task   Filter: Incomplete tasks   ↕ Sort   Hide   •••

Task name	Assignee	Due date
Marketing briefs and resources		
✓ Submit Happy Valley customer story for legal approval	Hannah Jon...	Jul 21
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Add task...		
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Add task...		

Fields

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Task templates

Customize

Fields

Use custom fields to track priority, cost, or whatever brings clarity to your workflow.

✦ Asana Intelligence   BETA   👍 👎

⌄ **Priority**
High, Medium, Low

⌄ **Region**
EMEA, AMER, APAC

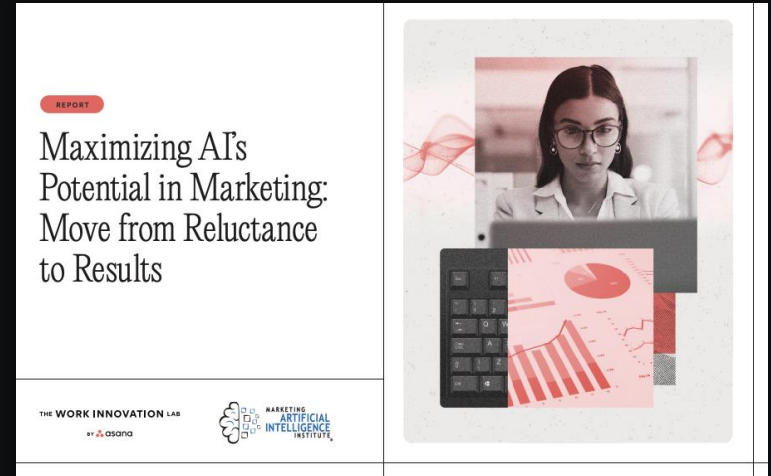# **Budget**

A **Vendor**

Discard   Add   Add and Fill

5 Takeaways for Successful
AI Implementation

5 Takeaways for Successful AI Implementation

1   Communicate your AI strategy & principles

2   Ensure Data Readiness

3   Invest in L&D and experiment with AI

4   Address security considerations

5   Don't focus solely on content production