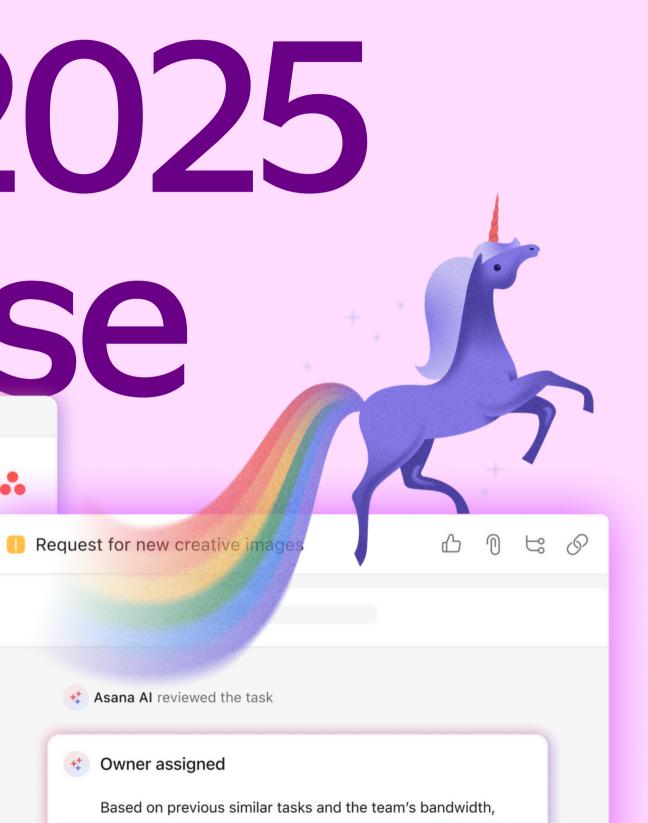


# Spring 2025 Release Smart workflow gallery •• Creative requests Request tracking Q1 • MAY



I expect this request to take 5 business days and 🧕 Gary Martin is the right person for this task.

### Table of contents

<u>VIEW SECTION ↓</u>	Project management
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VIEW SECTION V	Team onboarding & developm
VIEW SECTION ↓	Enterprise security & controls
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**SPRING RELEASE 2025** 

# Project management

🔒 asana

# Project management

Smart workflow gallery

Get started fast with prebuilt AI workflows

### Prebuilt Al rules

Deploy prebuilt AI rules in a few clicks to automate steps

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### Rule activity log

Monitor workflow performance and troubleshoot issues

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### Bulk manual triggers

Manually trigger multiple automations simultaneously for better control

### Script actions

Build powerful custom automations in rules

### Autoshifting improvements for tasks with dependencies

Keep project timelines up to date with downstream dependency shifting

<b>1</b> 2023
Overview List
<ul> <li>In progres</li> </ul>
⊘ Map strate
⊘ Analyze 20
Schedule k
- Complete



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tegic questions	Wednesday	Operations
2022 performance	Friday	Analytics
e kickoff	Sept 8	Operations
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# Get started fast with prebuilt AI workflows from the smart workflow gallery



### **Overview**

Standardize best practices and move faster with prebuilt AI workflows you can tailor to your team. Smart workflows for ticketing, request tracking, creative requests, and work intake are available now, with more launching for key teams across your organization through July.



### **Key benefits**

- Launch workflows faster with prebuilt templates
- Customize each workflow to fit your team's needs
- Boost efficiency with seamless human and AI collaboration



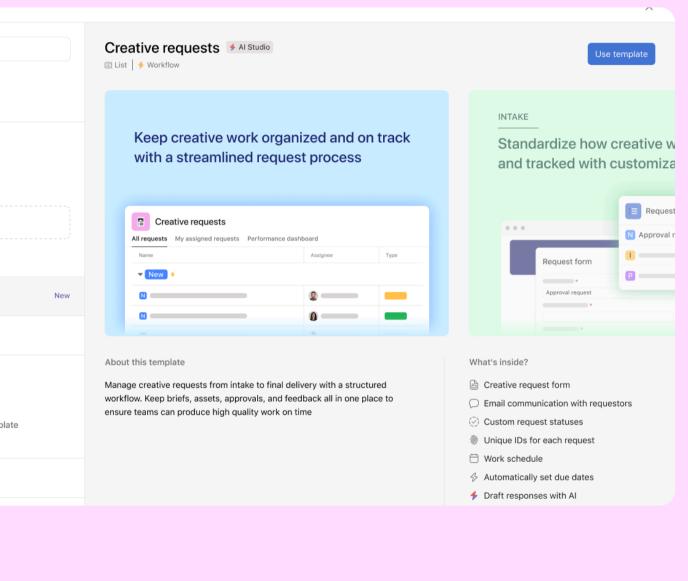
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- Request tracking
- Ticketing
- Creative requests
- Work intake

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Asana, Inc. Find inspiration
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+ Create a blank project
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Cross-functional project plan
Work requests Board view
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Project/sprint retro board

How it works Choose a smart workflow template from the project gallery, then follow the guided setup in the Customize menu.





# Deploy prebuilt AI rules in a few clicks

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Boost efficiency with prebuilt AI rules from the rule library that help you rename, summarize, triage, and more. Customize them in AI Studio to fit your workflow.



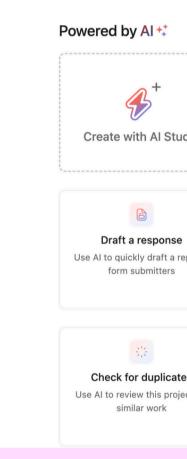
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- Enhance processes with automations tailored to your team
- Customize rules by editing AI instructions for greater control



### Key use cases

- Request tracking
- Product launches
- Creative requests
- Work intake



How it works Choose a prebuilt AI rule from the gallery, add it to your project, and tailor the AI instructions to fit your workflow.



×

### Add rule

	XX	
Automatically name tasks	Translate comments	Check for missing
Use AI to name tasks based on what the task is about	Use AI to identify multiple languages	information Use AI to ask for information if a task is missing key details
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# Monitor workflow performance and troubleshoot issues with the rule activity log



### **Overview**

Monitor and improve automation performance with rule history, a centralized log that tracks activity, helps resolve errors, and supports optimization of rules including AI-powered workflows.



### **Key benefits**

- Quickly troubleshoot issues by seeing which rules ran and what actions were taken
- Strengthen governance with clear visibility into automation activity across your organization



### Key use cases

- Troubleshooting automation workflows
- Auditing rule executions

Task Assigner Rule Histo	ory
Executions 7	Al credits use 148,403
$\equiv$ Filters: 2 $ imes$	History type: Rule executions $ imes$
Status	Object
Success	Prepare budget estimates Task · 11/03/2024 · 1:45pr
Success	Conduct risk assessment Task · 11/03/2024 · 1:45pr
Success	Review project milestones Task · 11/03/2024 · 1:45pr
Success	Organize team meeting so Task · 11/03/2024 · 1:45pr
Success	Very important task name Task · 11/03/2024 · 1:45pi
Success	Very important task name Task · 11/03/2024 · 1:45pr
<ul> <li>Success</li> </ul>	Very important task name

How it works Access rule history by editing any rule and clicking the "View rule history" link at the top of the rule builder to see a detailed log of executions, including status, time, affected tasks, and actions taken.



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es ipm User feedback	Al-powered action Task Moved to "In Pr O Do this Task Assigned to	ogress" section Detai	iled thoughts $\checkmark$	
schedule ipm	Show 84 more steps			
ne ipm	Al-powered action Sent email to custor	ner support		
<b>ne</b> ipm	Al-powered action     Changed Custom Field	eld to "Value A"		
ne				

# Manually trigger multiple automations simultaneously for better control



### **Overview**

Run manually triggered rules on multiple tasks at once from the bulk task bar in list view, making it easier to apply automation actions to batches of tasks simultaneously.



### **Key benefits**

- Save time by applying rule actions to up to 50 tasks at once instead of one at a time
- Reduce repetitive work with streamlined batch automation
- Maintain control with manual activation of rules when you need them



### Key use cases

- Project management
- Strategic planning
- Work intake

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🗅 Home		+					
⊘ My Tasks	+ Add task ~			∓ Filter	†∔ Sort 🖂 G	roup ≂º Opt	
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	Task name	Assignee	Due date	Status	Priority	+	
Starred	Phase 1						
Brand Projects	Schedule discovery call	Sue Cran	Vesterday	Red			
Q1 2022							
Q2 2022	Prepare discovery call presentation	Sue Cran					
Internationalization	▼ ⊘ Discovery finding presentation 2 th 2 p 2 k;	🧐 Sue Cran	May 15				
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Projects ··· +	Add task						
1:1s	Phone 0						
Boards Revamp	▼ Phase 2						
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Pinance	⊘ Content strategy			Red			
💫 Goals Q3	Information architecture			Green			
Human Resources Q&A	⊘ Design direction presentation 43 db						
Job Page Updates	Add task	New website launch					
🕐 Kanban Board	Add task	🖇 { Manual trigge	r rule 1 }				
Legal Requests		4 Manual trigge					
Q4 2022		ℓ i manual trigge	i tuic Z j				
	2 tasks selected	↓↑ & 🛱 🛛 🛱	m x				

How it works Select multiple tasks in list view, click the rules icon in the bulk task bar, and choose which manual rule trigger to apply to all selected tasks.

RESOURCES →

# Build powerful custom automations with script actions in rules



### Overview

Create custom automations with script actions that let developers write and host code directly in Asana for deeper workflow customization without external hosting.



### **Key benefits**

- Save time by hosting custom automations in Asana instead of external services
- Enhance flexibility with tailored scripts using the Asana API
- Ensure security with user-scoped actions and automatic token management



### Key use cases

- Custom workflow automation
- Cross-project data sync
- Advanced reporting and notifications

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How it works In the rule builder, select "Run custom script" as your action, write your Node.js code to interact with the Asana API, and authorize access to enable the script to run automatically when the rule is triggered.

RESOURCES →

roject 🖉		Publish rule X	
		眷 Runs on tasks and subtasks ♥ ····	
	Do this		
	Run cu	stom script BETA	
	Editor	Run history	
	1 ~	/**	1
	2	* What's in scope?	I.
	3	* 1. (number) project_gid, workspace_gid, task_gid (only if triggered on a task)	L
		* 2. (function) log - this behaves like console.log and takes any number of parameters	L
	4	* 3. (object) *ApiInstance – for each group of APIs, an object containing functions to call the APIs; for	L
		example:	L
	5	<pre>* tasksApiInstance.getTask()</pre>	L
		* goalsApiInstance.addFollowers()	I.
		* For more info, see https://github.com/Asana/node-asana	L
	6	*/	L
	7		L
	8	// uncomment below to create a script that updates the triggering task's name	L
	9	// async function run() {	L
	10	// try {	
	11	<pre>// const task = await tasksApiInstance.getTask(task_gid);</pre>	
	12	<pre>// log("task's current name: " + task.data.name);</pre>	
	13		
	14	// await tasksApiInstance.updateTask{{	
	15	// data: {	
		// name: task.data.name + " longer name"	
	16	// }	
	17	// }, task.data.gid);	U.
		// } catch (e) {	
		// log(e.message);	
	19		
		// }	
	21		

# Keep project timelines up to date with downstream dependency shifting



### **Overview**

Manage timelines more efficiently with improved dependency shifting that updates only downstream tasks, works across all project views, and includes simplified settings in the modal.



### **Key benefits**

- Save time by automatically shifting only affected downstream tasks
- Keep projects moving with consistent dependency behavior in every view
- Easily adjust dependency settings without leaving your workflow



### **Key use cases**

- Project management
- Timeline planning
- Cross-functional coordination

Dependency date shifting guide.

- Maintain buffer Maintain the amount of
- O Consume buffer Consume the amount of unless there's a conflict

O None

Ignore the amount of tim even if there's a conflict

Update project setting dependencies.

How it works When changing a task date in any project view, the system will only shift dependent downstream tasks if "Maintain buffer" is selected in project settings, and you can change settings directly from the date change modal.



Select how dates shift for tasks with dependencies in this project. For more visit Asana's dependencies

time between dependent tasks.	
time between dependent tasks	
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gs to manage how due dates are set for tas	ks with $\overline{}^{-0}_{}$ Project settings

**SPRING RELEASE 2025** 

# Asana A







) Smart workflow gallery

Get started fast with prebuilt AI workflows

### ) Prebuilt Al rules

Deploy prebuilt AI rules in a few clicks to automate steps

### Asana AI can read docs

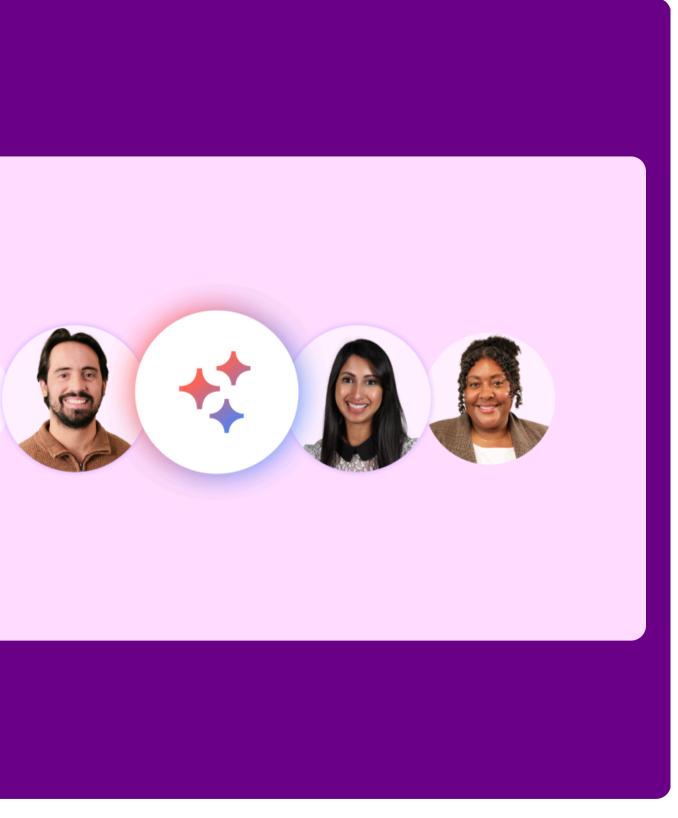
Build better automation and unlock deeper context with AI that reads and analyzes your documents

- Asana Al can search the web and read web links Access real-time information with Al-powered web search and link reading
- Asana Al can reference goals, portfolios, and workload

Let AI handle more busywork by connecting it to your team's work







# Get started fast with prebuilt AI workflows from the smart workflow gallery



### **Overview**

Standardize best practices and move faster with prebuilt AI workflows you can tailor to your team. Smart workflows for ticketing, request tracking, creative requests, and work intake are available now, with more launching for key teams across your organization through July.



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- Launch workflows faster with prebuilt templates
- Customize each workflow to fit your team's needs
- Boost efficiency with seamless human and AI collaboration



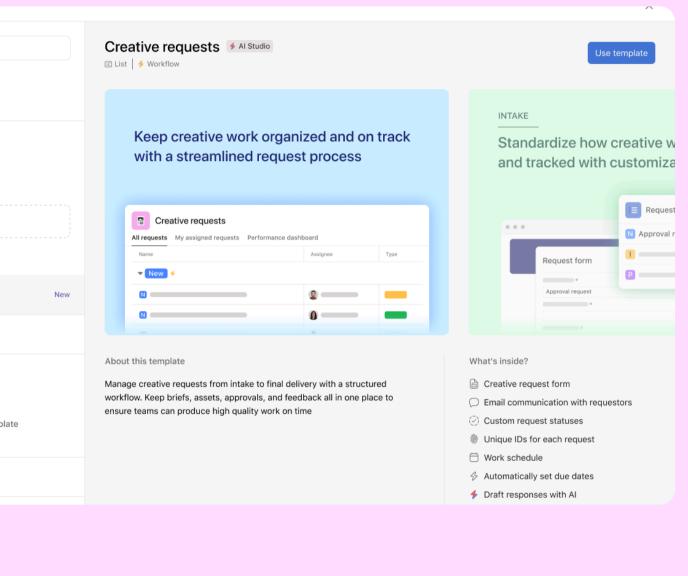
### Key use cases

- Request tracking
- Ticketing
- Creative requests
- Work intake

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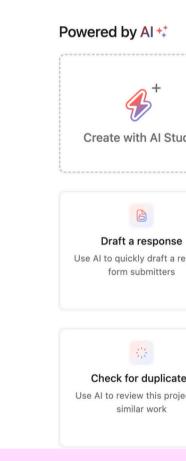
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- Enhance processes with automations tailored to your team
- Customize rules by editing AI instructions for greater control



### Key use cases

- Request tracking
- Product launches
- Creative requests
- Work intake



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	XX	
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# Build better automation and unlock deeper context with AI that reads and analyzes your documents

## 黛

### **Overview**

Asana AI can now read attachments from Google Drive, OneDrive, and SharePoint, enabling more comprehensive insights and automation using content beyond Asana.



### **Key benefits**

- Enhance AI accuracy with context-rich document analysis
- Streamline workflows by having AI read reference materials directly from where you already store them



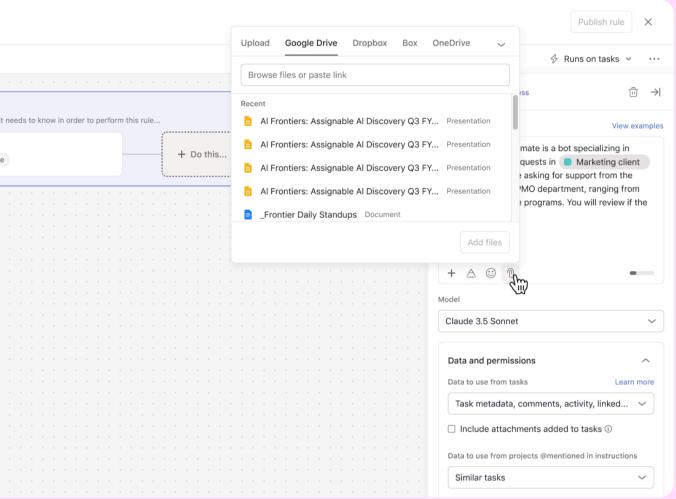
### Key use cases

- Work intake
- Creative production
- Campaign planning
- Strategic planning
- Product launches

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How it works Add attachments from Google Drive, OneDrive, or SharePoint to tasks or Al Studio guidance blocks. When Al features run, they'll automatically read and analyze the content from these attachments to provide more comprehensive insights.





# Access real-time information with AI-powered web search and link reading



### **Overview**

Al Studio can now search the web and read public URLs to access up-todate information when executing workflows, enabling teams to make decisions based on the latest data without leaving Asana.



### **Key benefits**

- Get more accurate results with real-time web insights built into your workflows
- Save time by automating research that used to be manual
- Make informed decisions with data from Asana and beyond



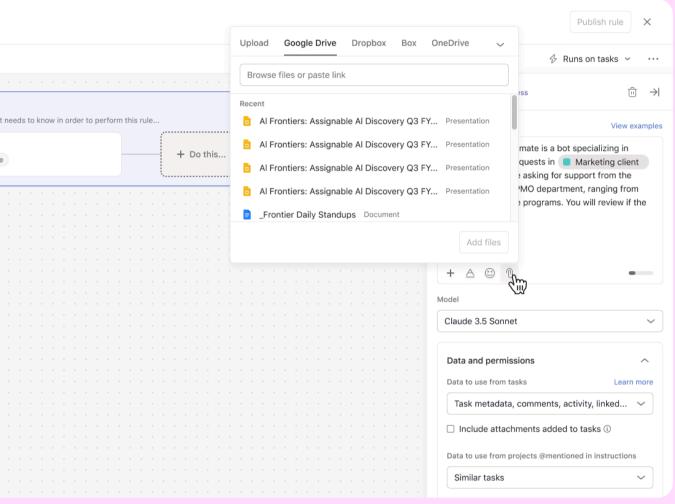
### Key use cases

- Research prospects before outreach
- Review past client campaigns
- Track trends and competitors
- Enrich tasks with web content

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How it works Admins enable web access in the admin console, then users can include web search capabilities in AI Studio workflows. When a workflow runs, AI will search the web or read linked URLs as needed, providing citations for the information it retrieves.

### RESOURCES →



# Let AI handle more busywork by connecting it to your team's work



### **Overview**

Al Studio now lets you reference related work and teams such as goals, portfolios, and workload to make Al actions more powerful and contextually aware.



### **Key benefits**

- Create more efficient workflows by connecting AI to goals, projects, and workload
- Automatically assign tasks based on team capacity and availability
- Maintain alignment by linking tasks to goals and key priorities



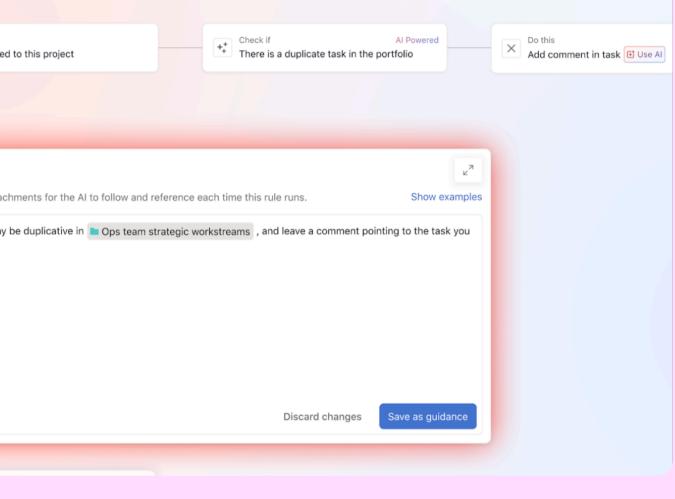
### Key use cases

- Strategic planning
- Portfolio management
- Resource management

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		anc ey ins		ons, co	ontext, c	or attac
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How it works Simply @mention teams and goals in your rule instructions, or paste a workload URL to give AI access to these objects. For workloads, AI can analyze team capacity to make intelligent assignment decisions.





SPRING RELEASE 2025

# Request tracking







- Smart workflow gallery Get started fast with prebuilt AI workflows
- Request tracking and ticketing
   Streamline requests from intake to resolution

### SLA reporting

( ⁄

Track SLAs to improve performance

### Prebuilt Al rules

Deploy prebuilt AI rules in a few clicks to automate steps

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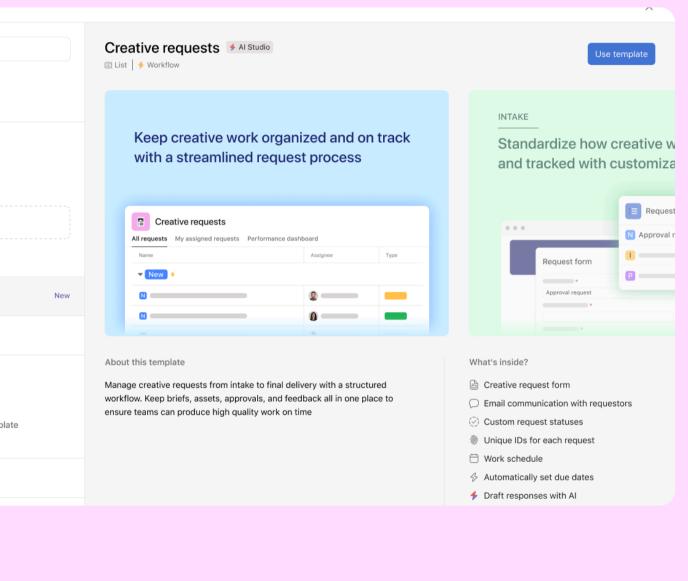
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How it works Choose a smart workflow template from the project gallery, then follow the guided setup in the Customize menu.





# Streamline requests from intake to resolution with end-toend request tracking and ticketing

### **Overview**

Asana's request tracking and ticketing capabilities offer a complete solution for managing high-volume request workflows. With SLA timers, custom statuses, and built-in requester communication, teams can efficiently track, prioritize, and resolve incoming requests in one centralized system.

Templates for ticketing, request tracking, creative requests, and work intake help teams get started fast and standardize workflows across use cases.



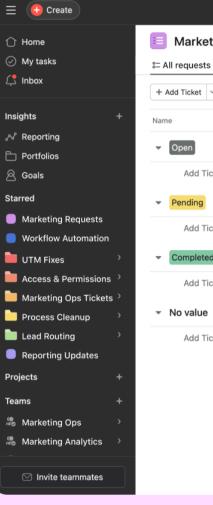
### **Key benefits**

- Stay accountable with real-time response and resolution tracking
- Standardize workflows with custom task types and statuses
- Communicate with requesters, even without an Asana account
- Monitor performance with SLA and resolution time reporting



### Key use cases

- IT help desk
- Creative request management
- PMO work intake
- Internal service teams



How it works Start with a prebuilt template, then customize intake forms, statuses, and SLA timers. Use automation to route requests, flag deadlines, and update requesters, while maintaining full visibility into performance.





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# Track SLAs to improve performance

### **Overview**

Timer custom fields track SLA countdowns and flag breaches. SLA reporting builds on this by visualizing timer data, surfacing key trends, and helping teams track performance at scale.

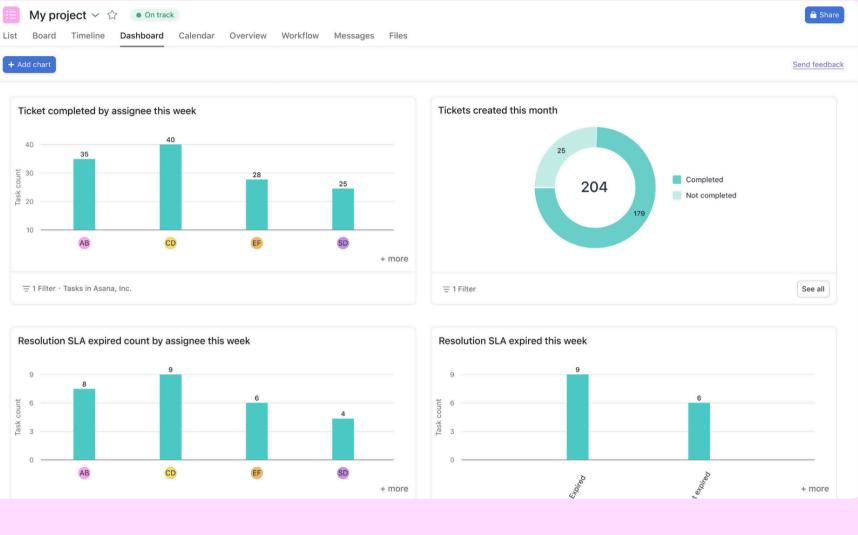
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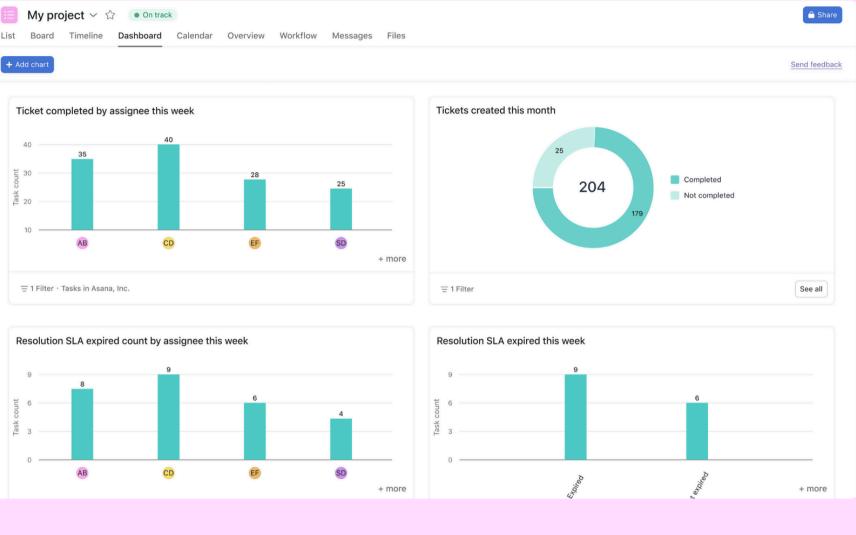
- Meet SLAs with real-time visibility into response and resolution times
- Improve team performance by identifying and addressing bottlenecks
- Make informed decisions with clear insights into request trends and workload



### **Key use cases**

- Ticketing
- Request tracking
- Creative requests
- Work intake





How it works Get started with a smart workflow template featuring built-in timers. Set task values to track countdowns and highlight approaching or missed deadlines to keep teams on track.

RESOURCES ->

# Deploy prebuilt AI rules in a few clicks

# 室

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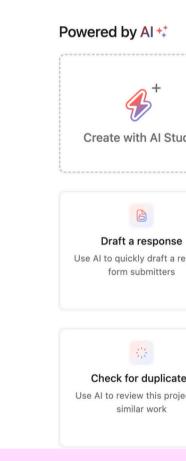
### **Key benefits**

- Save time with ready-to-use AI rules for common workflows
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- Product launches
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- Work intake



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SPRING RELEASE 2025

# Business reviews & reporting

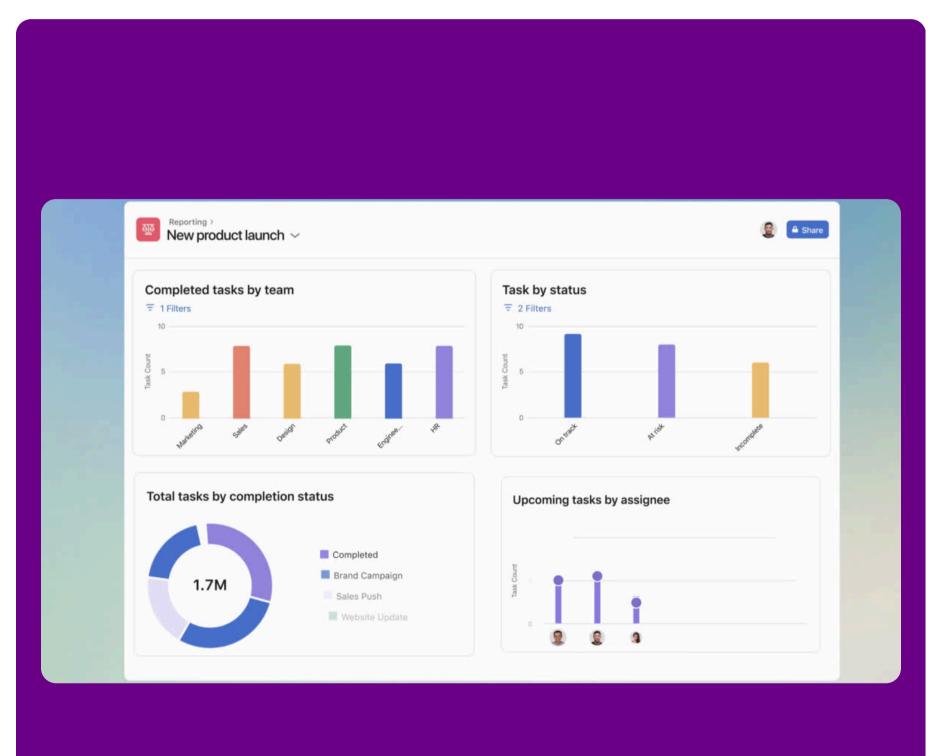


# <sup>8</sup> Business reviews and reporting

- Team sharing on dashboards
   Share dashboards with teams for better cross-functional alignment
- Collaborate on status updates to get the complete picture

### SLA reporting

Track SLAs to improve performance



# Share dashboards with teams for better cross-functional alignment

### 室

### Overview

Enhance collaboration by sharing dashboards with teams and across your organization, making it easy to distribute key insights and metrics.

### Key benefits

- Streamline sharing by granting team-wide access, no need to add individuals manually
- Make key metrics visible to everyone who needs them
- Expand visibility while maintaining control with flexible sharing settings



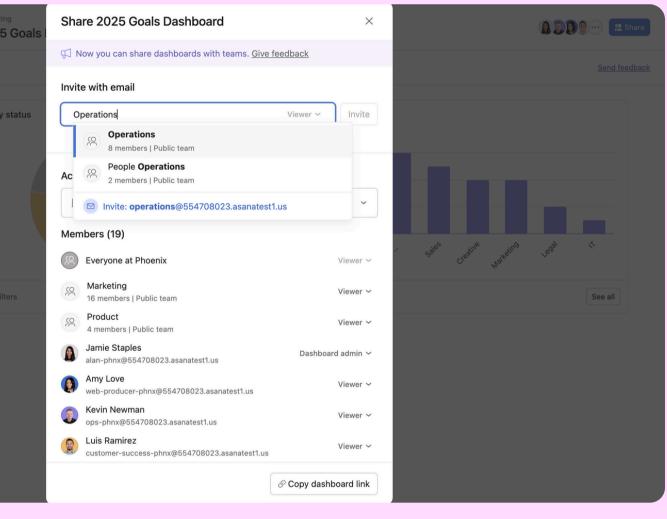
### Key use cases

- Executive reporting
- Team performance tracking
- Cross-functional collaboration

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How it works Access dashboard sharing settings, select a team to share with, and choose the appropriate access level to instantly provide visibility to all team members.

### <u>RESOURCES →</u>



asana.com/whats-new

# Collaborate on status updates to get the complete picture

### 黛

### **Overview**

Draft status updates collaboratively to ensure accuracy and alignment. Add teammates as collaborators on project, portfolio, and goal updates, with all drafts accessible from the status menu.

### Key benefits

- Improve the quality of status updates by drafting with the right stakeholders
- Ensure accuracy with collaborative input before sharing broadly
- Save time by co-authoring updates instead of relying on back-andforth

### Key use cases

- Executive reporting
- Cross-functional project updates
- Business reviews (MBRs, QBRs)

Align Vertical Ongoing Projects > Status Updat

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 Great job tea
 Amy for all t

How it works Add collaborators to your status update draft who will receive notifications when added. Find all drafts in the status dropdown and work together to refine the update before publishing.



te	🗐 Public 2	20 people will be notified + Add recipients Post
on track and ready to go! • On track		Build your update Previous update Highlights Drafts
AB     AB     Arnie Burke VZ Violet Zhao ×     CD Charlie Dean × EF Eric Forrest ×	Henry	On track We're on track and ready t Edited 28 minutes ago Created by AB
e fields ~	HD Henry Du henrydu@asana.com HH Henry Harrison henryharrison@asana.com HW Henry Wong henrywong@asana.com	On track Space monkeys are on the Edited 2 days ago Created by
Ƴ eam, we've completed some really big assets! A big thank the effort behind the new designs and material. ∑ over the next month, we've got a number of new request:	× s to Chris and	On track US Brand campaign results Edited 2 days ago Created by
o. Please feel free to check out the portfolio to see how a ether to move this forward. y goals for the effort will be helping Improve customer en	II the teams are	
4.7. Let's do this! 😉		
e've accomplished beam, we've completed some really big assets! A big thank the effort behind the new designs and material. ${f Y}$	× s to Chris and	

# Track SLAs to improve performance

### **Overview**

Timer custom fields track SLA countdowns and flag breaches. SLA reporting builds on this by visualizing timer data, surfacing key trends, and helping teams track performance at scale.

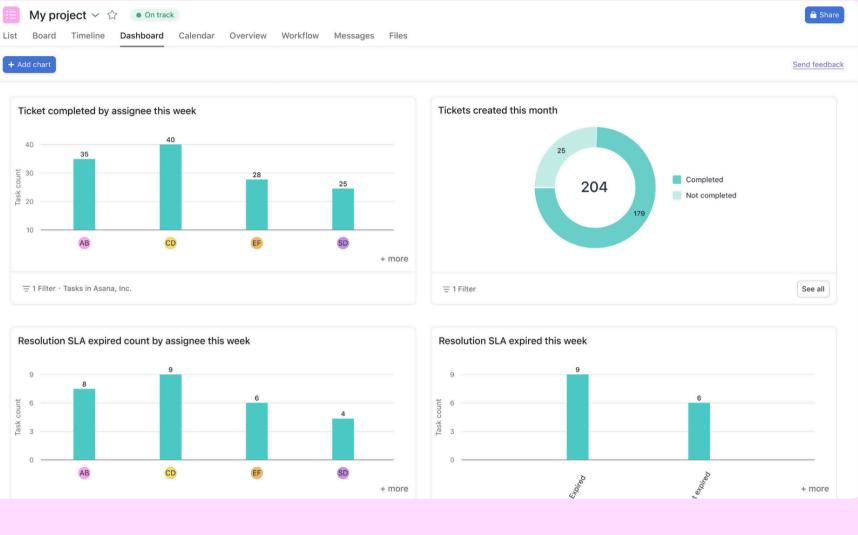
### **Key benefits**

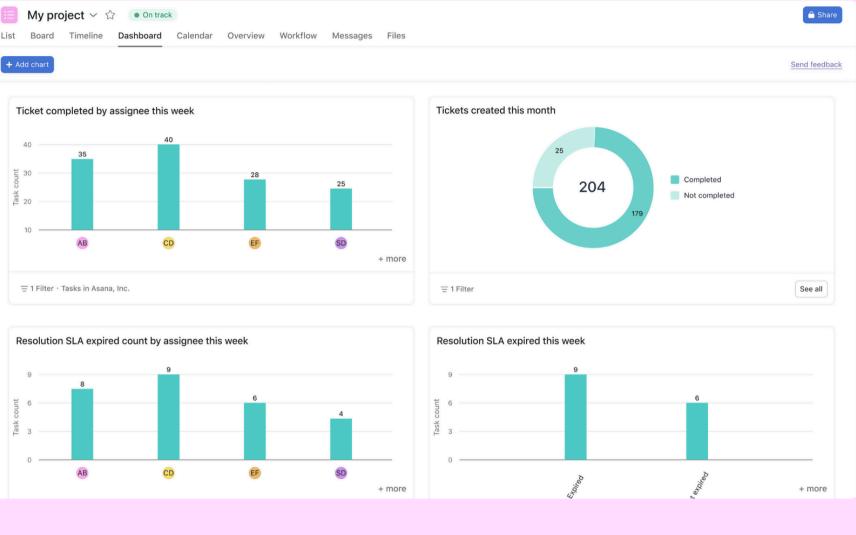
- Meet SLAs with real-time visibility into response and resolution times
- Improve team performance by identifying and addressing bottlenecks
- · Make informed decisions with clear insights into request trends and workload



### **Key use cases**

- Ticketing
- Request tracking
- Creative requests
- Work intake





How it works Get started with a smart workflow template featuring built-in timers. Set task values to track countdowns and highlight approaching or missed deadlines to keep teams on track.

RESOURCES ->

**SPRING RELEASE 2025** 

# ntegrations







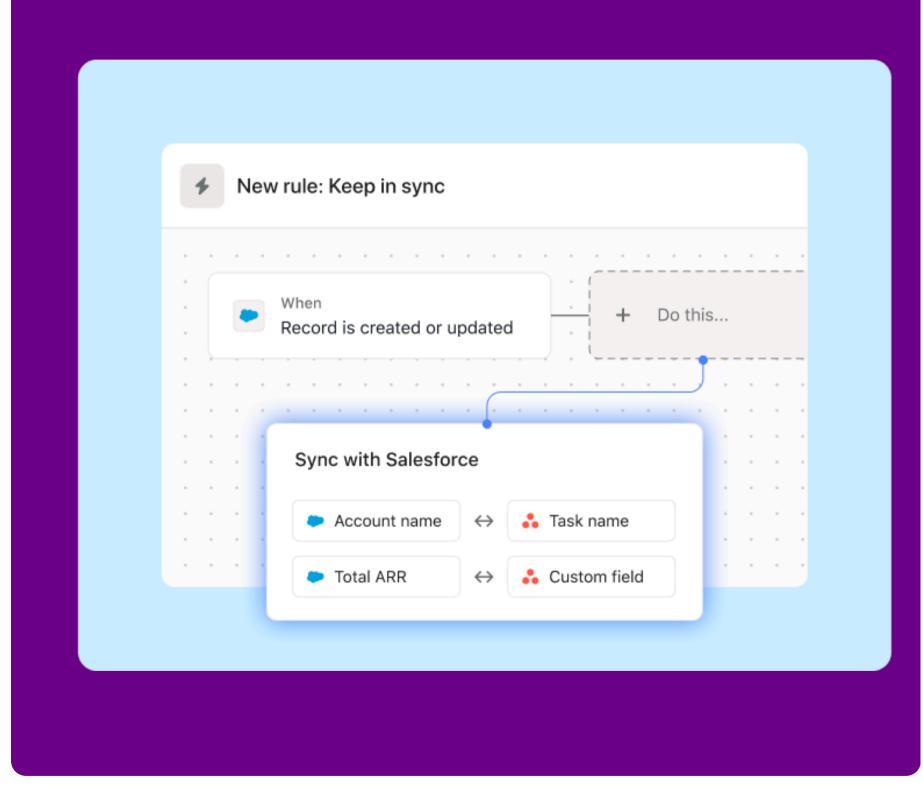


### Inbox notifications in MS Teams

Take action on notifications directly in Microsoft Teams

Asana Al can read docs

Build better automation and unlock deeper context with AI that reads and analyzes your documents





# Take action on notifications directly in Microsoft Teams

### **Overview**

Stay focused and reduce context switching with real-time Inbox notifications that let you reply to comments, create follow-up tasks, and complete work, without ever leaving Microsoft Teams.



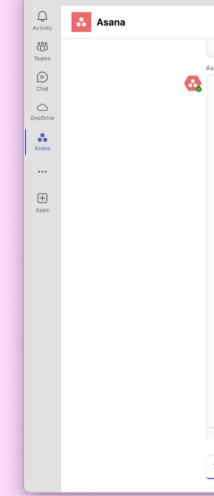
### **Key benefits**

- Stay informed with Asana Inbox notifications directly in Microsoft Teams
- Take quick action by replying to comments or creating follow-ups without leaving Teams
- Customize notifications to get the updates that matter most to you



### Key use cases

- Work intake
- Creative production
- Campaign planning
- Strategic planning
- Product launches



How it works Users are automatically subscribed to inbox notifications in Microsoft Teams. You can enable or disable Microsoft Teams notifications in Asana's Settings page.





view in Asana Comment Mark complete	
ana Yesterday 3:15 PM	
Neel Patel added a comment to Enablement plan for Salesforce sync GA	
Thanks for this @MayC Huang!	
Let's discuss in tmrw's PMM/PM sync but yes, this will be hero'd in our upcoming Winter Release next month + shown in action in the product keynote at SKO.	
In terms of enabling the field, our Winter Release includes a sales kit + resources but given this is a more technical integration, we should continue to use our monthly new & upcoming live sessions to understand what other gaps are coming up from the field. I think our SE PowerHour could be another great place to go deeper but let's chat live tmrw.	
Given limited resources & bandwidth on the PMM team atm, I'm hoping the above can supports us through H1 and then when we have our bi-directional sync, that's when we can do a complete makeover on Highspot, narrative, etc. Thoughts?	
cc @Puja Ramani	
<ul> <li>Enablement plan for Salesforce sync GA</li> <li>Assignee Neel Patel</li> <li>Due Date Tomorrow</li> <li>Projects Integrations PM / PMM Bi-Weekly Syncs</li> </ul>	
View in Asana Comment Mark complete	
	View prompts
Type a message	

# Build better automation and unlock deeper context with AI that reads and analyzes your documents

## 黛

### **Overview**

Asana AI can now read attachments from Google Drive, OneDrive, and SharePoint, enabling more comprehensive insights and automation using content beyond Asana.



### **Key benefits**

- Enhance AI accuracy with context-rich document analysis
- Streamline workflows by having AI read reference materials directly from where you already store them



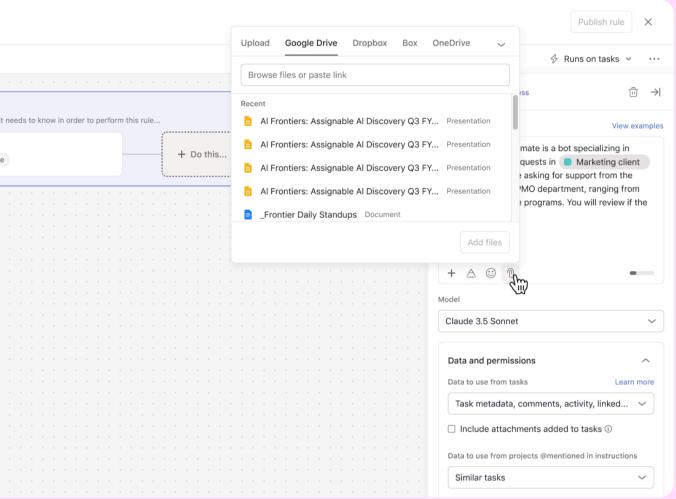
### Key use cases

- Work intake
- Creative production
- Campaign planning
- Strategic planning
- Product launches

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How it works Add attachments from Google Drive, OneDrive, or SharePoint to tasks or Al Studio guidance blocks. When Al features run, they'll automatically read and analyze the content from these attachments to provide more comprehensive insights.





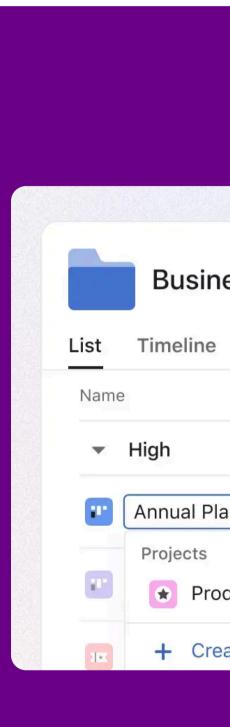


# Strategic planning & portfolio management

asana

# Strategic planning and portfolio management

- Portfolio timeline improvements  $\checkmark$ Keep long-term initiatives on track with portfolio timeline
- Manual triggers for portfolio rules Control when portfolio rules are run





### **Business Strategy & Planning**

Progress Work	load Messag	es	
~	Department	Owner	Status
anning	Marketing	Business Operations	_
duct Roadmap	erations	_	
ate new project	35	_	-

# Keep long-term initiatives on track with portfolio timeline

### **Overview**

Portfolio timeline now includes a right pane for quick access to project details and supports nested portfolios in timeline view, making it easier to manage complex, hierarchical work.

### **Key benefits**

- Quickly access project info without leaving the timeline
- Visualize and manage nested portfolios in one view
- Make faster decisions with real-time status and context



### Key use cases

- Portfolio management
- Strategic planning
- Program management

- Add work 🖌 🗸 Today	> June 2024					Quarters — +	∓ Filter ↑↓ Sorts: 1 × ∷ Group	₽ Optio
ame	Owner	Status	2024 June			July	Aug	ust
APAC	🙎 Neel Rana	On track						
🕐 Asia research	Nick Lam	Off track			Project kickoff	▶ ◯ 5 milestones	C Launch review	
EMEA	( <u>(</u> )	Off track						
Identify customer pain p	Ronan Sh	O No recent updates		Lead	ership review	User painpoints jam		
Size markets	2 Zoe wong	On track	<ul> <li>Image: A start of the start of</li></ul>	Leadership review	Analysis shareout			
Italy research	🗿 Maggie G	• At risk		Florence checkpe	bint			

How it works connects.



RESOURCES -

In timeline view, click any item to open the right pane for project details. Nested portfolios now display directly in the timeline, offering a clearer picture of how work

# Control when portfolio rules run with manual triggers

### **Overview**

Gain greater control over portfolio workflows with manual rule triggers, enabling you to run the right actions at exactly the right moment, without relying on automatic triggers.



### **Key benefits**

- Launch automations precisely when needed with manual control
- Simplify complex workflows by triggering actions at key milestones
- Avoid unintended activity by bypassing automatic triggers



### Key use cases

- Strategic planning
- Portfolio management

E 🕒 Create	
ሰ Home	Workload Port
⊘ My tasks	ដList ឱ Timeline ៩
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Insights +	Name
A Reporting	Timeline Project
Dortfolios	
🖉 Goals	
Starred	
Timeline Project	
Workload Portfolio	
Timeline Dependencies	
Project with CFs	
Projects +	
Test Al Studio / Smart W	
📩 Asana Portfolio 💦 🚿	
💼 Workload Portfolio 💦 🗧	
Nested Portfolio 1	
Nested Portfolio 2	
Nested Portfolio 3 $\rightarrow$	
Teams +	
🙎 Asana 🛛 🔶	
🙎 Bots n Cats >	
🙎 Kittiez >	
🙎 Team content restri 🚿	
Team with placehold >	
Invite teammates	

How it works trigger manually.





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In a portfolio, open the rule builder and select a manual trigger. Configure the desired actions, then run the rule by selecting a portfolio item and initiating the SPRING RELEASE 2025

# Team onboarding & development

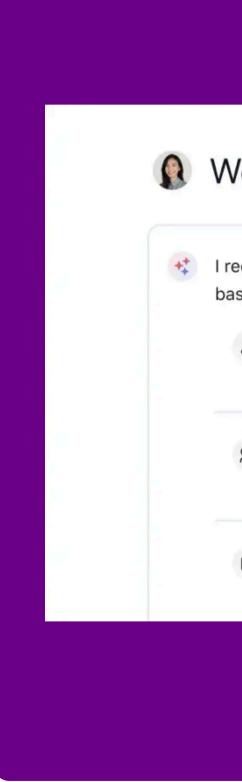


# Team onboarding and development

### Team knowledge

 $\checkmark$ 

Accelerate onboarding and clarify company terminology



### Welcome, Marie

I recommend joining these goals, teams, and projects based on your role.

8	Goals			
30	Teams	<u>n</u>	<u></u>	
<b></b>	Projects			

# Accelerate onboarding and clarify company terminology with team knowledge

### **Overview**

Team knowledge lets you define and manage company-specific terms, acronyms, and jargon in Asana, making definitions easily accessible through hovercards and improving AI with your organization's context.

### **Key benefits**

- Onboard new teammates faster by simplifying company terminology
- Improve AI accuracy with definitions tailored to your organization
- Strengthen collaboration with a shared understanding of key terms



### Key use cases

- New employee onboarding
- Technical documentation

E Create	Q Search		? Help
Home	Portfolios → Marketing Q4 Digital Marketing Campaign ~ ③ ☆	✓ Mark complete	t: ⊘ ⊾" ··· →
✓ My Tasks ☐ Inbox	🖻 Overview 😂 List … 🖤 Board 🕆 Timeline 🗎 Calendar 🕫	Launch Unlock Your Future Campaign	
Starred	+ Add task v ≡ Filter 11 Sort & Hide	Assignee Maria Gonzalez ×	
Brand Projects	Task name	Due date	
Q1 2022	O Develop NexGen Strategies campaign strategy document	$\bigcirc$	
Q2 2022	Ø Design initial email templates for NexGen Strategies campaign	Projects +	
Internationalization	✓ Configure audience segments in MailBlitz 2 th 2 ○ 2 □	■ Q4 Marketing Initiatives Planning & Strategy ~ X	
Virginia Tam	<ul> <li>Create social media content calendar for NexGen Strategies campa</li> </ul>	New Product Launch '24 Market Research ~ ×	
rojects ··· +	Ø Draft landing page copy for NexGen Strategies campaign	Brand Awareness Campaigns Creative Development ~ ×	
a 1:1s	⊘ Set up UTM parameters for tracking	Description	
Boards Revamp	Add task	The "Unlock Your Future Campaign" will be a multifaceted digital marke	-
Executive Leadership Gr Finance	Phase 3	driving brand awareness and customer engagement for NexGen Strate campaign will make use of our proprietary <u>ARR</u> and CDN to optimize re Specific tactics will include targeted email	•
Goals Q3	⊘ Compile influencer outreach list 1 th 21 p	SocioHub, and SEO enhancement strategie 🔠 ARR	2 of 2
Human Resources Q&A	Record and edit video promo for social media	Goals:	
Job Page Updates	Ø Design campaign graphics for social media	1. Achieve a 20% increase in website traff Ongoing revenue for a produc	
Kanban Board	<ul> <li>Initiate paid ad campaign on Facebook 43 db</li> </ul>	<ol> <li>Reach a 15% growth in social media foll projected over one year.</li> <li>Generate 500 new leads through email</li> </ol>	
Legal Requests	<ul> <li>⊘ Kickoff Google Ads for NexGen Strategies campaign 7 th</li> </ul>	Go to entry	Next >
Legar requests		Steps:	
Q4 2022	Conduct initial SEO audit for NexGen Strategies campaign 7 12 12	1. Email Marketing Setup:	

How it works

Access the team knowledge tab on any team page to create and manage terminology. When users encounter defined terms throughout Asana, they can hover over them to see definitions, while AI features automatically incorporate these terms in their responses.



SPRING RELEASE 2025

# Enterprise security & controls





# Enterprise security and controls

### Work access mode

Ensure business continuity with data access during transitions

Authentication	
<b>Google sign-in</b> Let members sign in with a Google account	Optional
SAML authentication	Required
Two-factor authentication	Required
Session duration	Log out after 14 days

# Ensure business continuity with data access during transitions with work access mode

### **Overview**

Work access mode gives super admins temporary access to private tasks, projects, and portfolios via the admin console. This helps maintain business continuity during employee transitions—without needing help from customer support.



### **Key benefits**

- Ensure business continuity by recovering access to private work
- Strengthen security with time-bound, controlled admin access
- Empower admins with self-serve tools, reducing support reliance



### **Key use cases**

- Employee offboarding
- Role changes or team reorganizations
- Extended leaves of absence

	Members				Invite memb	ers Export CSV
Insights		Questo 1 Invited 2 Dec	d			
Members	Members 2	Guests 1 Invited 2 Ren	noved			
Teams						
Billing		Q Search by name or email		Member type: Memb	per 🗸 2FA status: All 🗸	Reset filters
Security						
Settings			-			
Apps	N	ame 🔻	Туре	Last activity	Invited by	
Resources		KN Kai Nani kai.nani@acme.com	Member	Sep 01, 2023	Joined independently	
Launch Asana	Asana 🖄 Asana for your work	ne Smith e.smith@acme.com	Member	Today	Joined independently	
Send feedback	Work access mode I Manage private work in yo organization as a super ad					

How it works Super admins can launch work access mode from the admin console to search and access work, including from deactivated users. Sessions last 30 minutes and can be extended as needed.

