Inside

asana

How leading teams drive results with AI Studio

Case studies, trends, and strategic advice

AI Studio

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AI transformation: Lead from the front

AI is reshaping how we work right now. This is no future trend.

And yet after the last two years spent deeply involved in generative AI, I'm still struck by how challenging it is to keep the pace. Many of us find ourselves grappling with the complex challenges of change management as we navigate this new technological landscape.

In my role at Asana, I've come to understand that the key to successful AI implementation lies in finding the optimal balance between human and machine capabilities. Our approach focuses on three core benefits that arise from this harmonious collaboration: enhanced accountability, greater clarity in work processes, and, overall, enabling your teams to work faster and smarter.

When considering where to begin your AI journey, I encourage all leaders to think about AI across your organizations' workflows and cross functional teams versus creating siloed point solutions. The idea is to figure out how to scale operational efficiency with AI, while maintaining AI as complementary to our human strengths rather than as a replacement

You'll also need a healthy dose of inspiration, which brings us to this playbook.

Throughout the pages that follow, you'll discover practical applications that demonstrate these principles in action. These aren't theoretical scenarios but real-world examples of teams achieving measurable results. We've created detailed case studies from organizations like Asana partner iDO, an agency saving up to 12 hours a month with AI Studio, as well as several internal Asana examples, showing how we use our tools to deliver more value for our customers.

We include specific approaches, challenges overcome, and quantifiable results, all to help you navigate this new era of work.

As you explore ways to lift the burden of tedious work from your team, know you'll be giving them back valuable time to focus on what humans do best — strategy, collaboration, communication, and emotional intelligence. These uniquely human capabilities remain irreplaceable in our increasingly automated world.

Happy creating,
Saket Srivastava
CIO at Asana

Getting to faster and better IT triage with less stress

Problem

Alert overload, manual grind, and not enough time for what matters

For security teams, managing an ever-increasing volume of alerts, vulnerabilities, and internal questions can feel like an endless treadmill of low-impact, repetitive work. Alert fatigue is real: Security information and event management (SIEM) tools generate a high volume of false positives, making it difficult for teams to focus on real threats. It's costly to hire more analysts, and existing team members are often buried under manual triage tasks, delayed threat responses, and time-consuming documentation review. All of this reduces a team's ability to focus on strategic, high-value security initiatives.

Solution

### Smart, scalable AI workflows cut through noise and supercharge security ops

To tackle these challenges, Asana introduced AI Studio to work alongside teams, not replace them, and it radically transformed the way their security team manages workflows.

Their implementation focused on reducing busywork and enabling faster, more accurate decision-making through custom automation and contextual AI assistance.

For example, AI Studio can convert security alerts into Asana tasks and apply intelligent triage workflows. Based on configured rules, it classifies alerts as real threats, contained incidents, or false positives.

For actionable threats, the AI can escalate tasks, tag the appropriate team members, and even offer investigative steps to guide resolution. It even handles vulnerability assessments, reading documentation, filling out custom fields like severity and affected systems, and recommending next steps, all within a centralized Asana workspace.

AI Studio in action
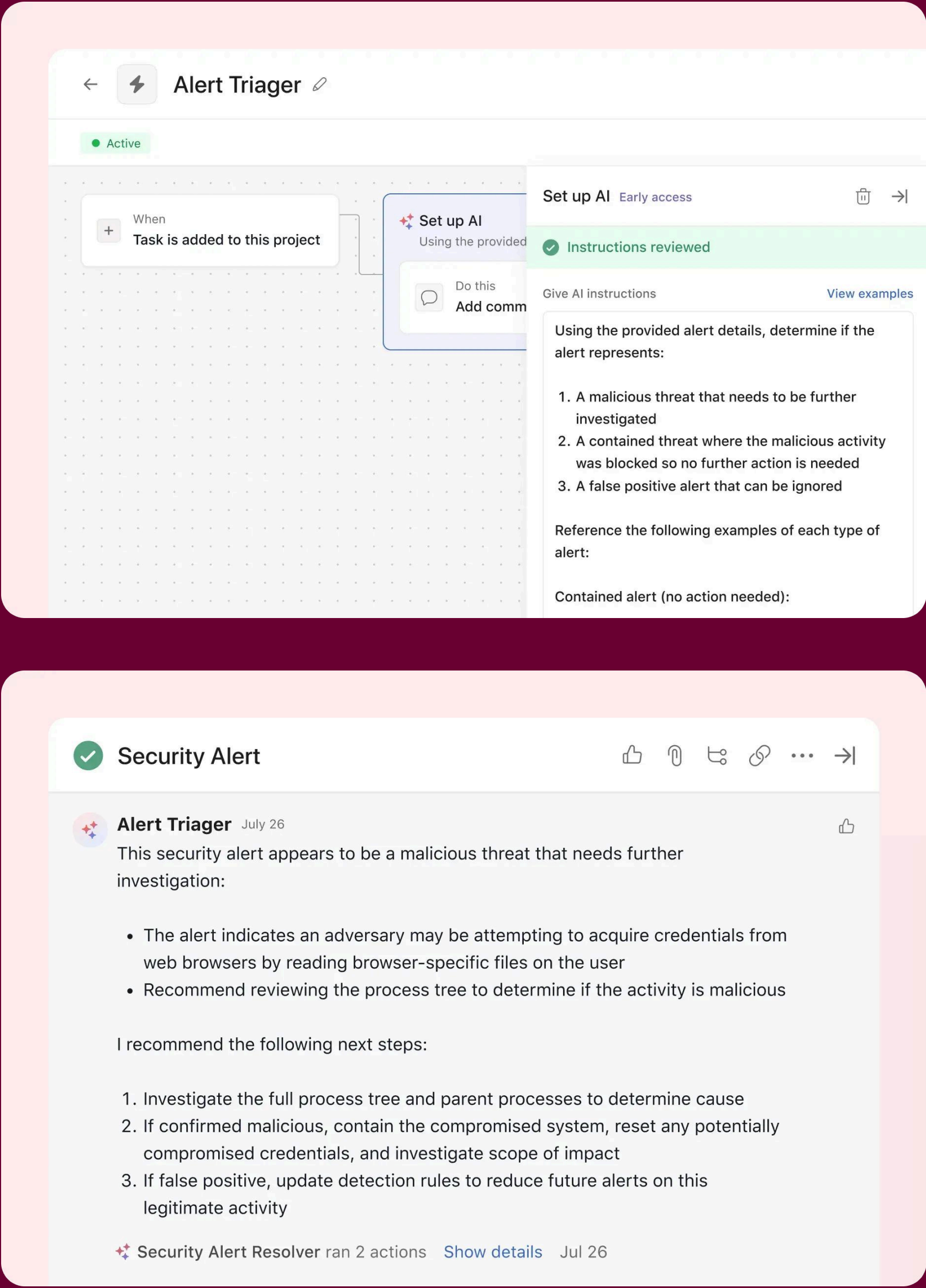
Outcome

Faster triage, smarter decisions, and less stress

Since implementing AI Studio, Asana's security team has seen a massive productivity boost. Triage work that once drained hours now takes minutes.

And to ensure accuracy while leveraging AI's speed and scalability, their approach still includes human review.

Here's how it works: A custom rule converts incoming alerts into tasks within an Asana project. Once a task is created, AI Studio automatically analyzes it and adds a comment categorizing the alert as a malicious threat, a contained incident, or a false positive. Based on this categorization, the AI can resolve the task, escalate it, or remove it from the queue.

For malicious threats, a built-in "investigator" is triggered to provide deeper support, tagging the right teammate, suggesting next steps, and even assigning follow-up tasks. This collaborative AI-human workflow enables the team to respond faster and focus on higher-value security decisions.

And it doesn't stop at alerts and vulnerabilities. The team has built AI-powered workflows for auditing access logs, reviewing new feature launches, routing bug bounty submissions, and answering internal security questions. This reduces repetitive questions and ensures consistent, well-informed responses.

Crucially, all of this is customizable. Teams can choose how much automation they want, what workflows AI should manage, and where human input is required.

Looking ahead

Expanding AI's role in security

Here at Asana, we see AI Studio not as a fixed tool, but as an evolving platform. The security team is already exploring new workflows, from phishing triage and user behavior analysis to automating remediation and security questionnaire responses. With AI handling repetitive, process-heavy tasks, engineers are now free to focus on strategic initiatives that drive greater business value.

It's not just about AI doing more — it's about using AI to empower people to do better work.

Read the whole story

> ❝
>
> AI Studio has literally changed how our team operates — empowering us to take on more impactful, strategic projects in place of time-consuming, low-impact work.

Sean Cassidy,
Chief Information Security Officer,
Asana

Optimizing procurement by streamlining buying processes

Problem

Complex workflows create inefficiencies

Procurement at Asana involves navigating intricate processes that require multiple teams to collaborate, including procurement, finance, and legal. Each step in the process involves numerous hand-offs, and with 1,137 submissions in a single fiscal year, the sheer volume of tasks created a bottleneck. As the procurement process became increasingly complex, inefficiencies grew. The need to automate repetitive tasks, make relevant information more accessible, and extract historical insights was crucial.
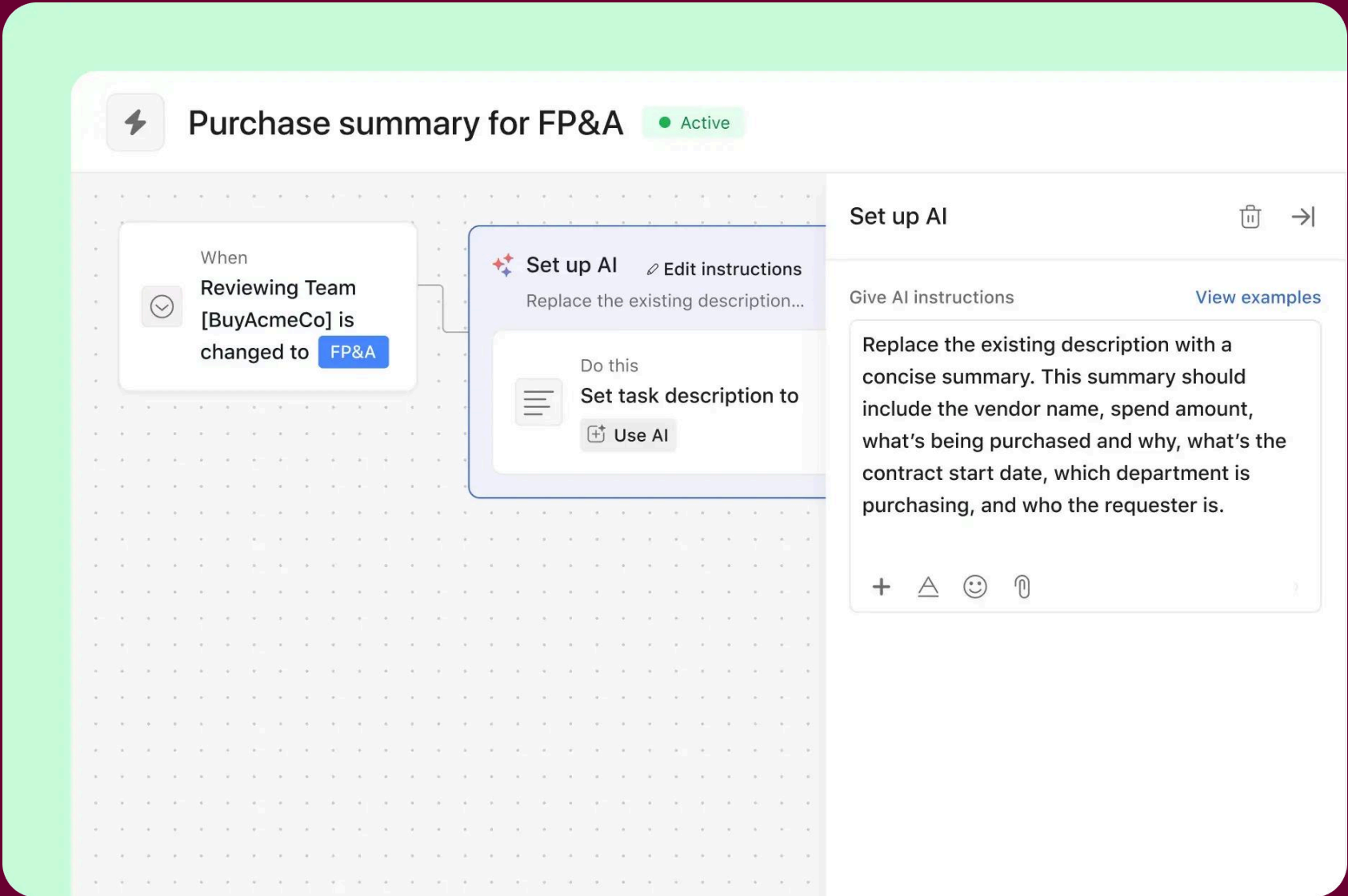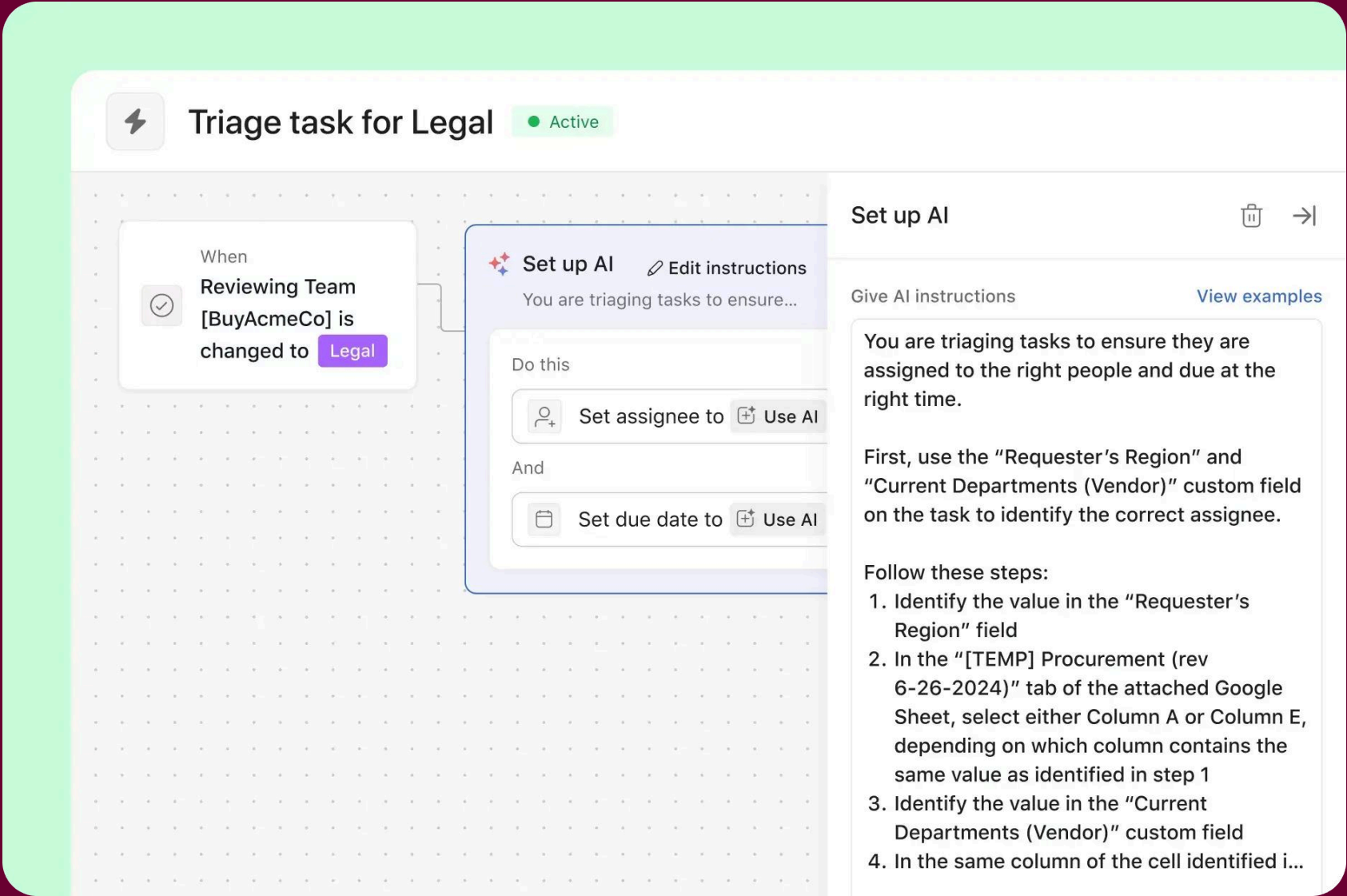
Solution

Unlocking the secret to automating and optimizing procurement

Asana turned to AI Studio to address three key challenges: task triage, information retrieval, and leveraging historical data. Instead of overhauling their entire process, the focus was on optimizing existing workflows. The first change was automating task assignments using AI. By parsing intake form data, AI Studio automatically routes tasks to the right team members, reducing administrative burden and speeding up processing times.

The second challenge was making the vast amount of data in task descriptions more digestible. Finance teams no longer needed to sift through irrelevant information. Instead, AI provides relevant summaries, enabling teams like FP&A to access only what they need, saving time and increasing focus.

The most innovative solution came with using AI and the Asana API to parse historical task data. AI identifies previous decisions and documents related to the same vendors, even if they were listed under different names or formats. This streamlines contract and decision-making, especially for legal reviews, cutting down the time spent manually searching for historical documents.

AI Studio in action

Triage task for Legal ● Active

When
Reviewing Team [BuyAcmeCo] is changed to `Legal`

Set up AI ✎ Edit instructions
You are triaging tasks to ensure...

Do this
Set assignee to ⧉ Use AI

And
Set due date to ⧉ Use AI

Set up AI

Give AI instructions   View examples

You are triaging tasks to ensure they are assigned to the right people and due at the right time.

First, use the "Requester's Region" and "Current Departments (Vendor)" custom field on the task to identify the correct assignee.

Follow these steps:
1. Identify the value in the "Requester's Region" field
2. In the "[TEMP] Procurement (rev 6-26-2024)" tab of the attached Google Sheet, select either Column A or Column E, depending on which column contains the same value as identified in step 1
3. Identify the value in the "Current Departments (Vendor)" custom field
4. In the same column of the cell identified i...

Purchase summary for FP&A ● Active

When
Reviewing Team [BuyAcmeCo] is changed to `FP&A`

Set up AI ✎ Edit instructions
Replace the existing description...

Do this
Set task description to
⧉ Use AI

Set up AI

Give AI instructions   View examples

Replace the existing description with a concise summary. This summary should include the vendor name, spend amount, what's being purchased and why, what's the contract start date, which department is purchasing, and who the requester is.

06

Outcome

From bottlenecks to breakthroughs

The impact of AI Studio on Asana's procurement team was profound. Automation frees up team members from time-consuming manual work, allowing them to focus on strategic decisions. Automated task triage means requests are processed faster, while targeted AI summaries help stakeholders quickly find relevant information.

Most notably, the integration of historical data analysis drastically reduces the time spent on legal checks and ensures better compliance by linking current tasks to past agreements.

The efficiency improvements are not just internal. Legal teams save an estimated 125 hours annually by automating the retrieval of past vendor information. Furthermore, the procurement process is more transparent and consistent, with teams able to track down the latest versions of contracts with ease.

125 attorney hours saved per year

Looking ahead

Continuing to evolve and elevate the process

Looking ahead, Procurement Operations Lead Jennifer Liu and her team at Asana are excited about the future potential of AI in procurement. Asana is exploring even more advanced AI applications, such as pre-populating renewal purchases using historical task data, which will reduce redundant data entry and further streamline the procurement process.

In Liu's words, AI is not about replacing human expertise; it's about amplifying it. By enhancing procurement's capabilities with AI, Asana has transformed a process-heavy function into a strategic partner capable of moving faster and delivering more value to the organization.

The future of procurement at Asana is poised to be more efficient, informed, and impactful.

Read the whole story

> ❝
>
> The way we're looking at AI opportunities today is that AI isn't about replacing human expertise—it's about amplifying our capabilities. We're transforming procurement from a process-heavy function to a strategic partner that can move faster, think smarter, and deliver more value to the entire organization.

Jennifer Liu,
Procurement Operations Lead,
Asana

Scaling content creation for greater efficiency

Problem

Too many moving parts, not enough forward motion

Content teams juggle a chain of dependencies: writing, editing, design, reviews, and distribution. Every step introduces potential delays or misalignment. What should be a smooth, creative process often turns into a traffic jam of handoffs. In fast-paced launch cycles, this friction slows everything down and puts audience engagement at risk.

Solution

Build custom workflows that work like your team does

Asana AI Studio empowers content teams to automate marketing operations without needing engineers or external apps. It handles repetitive tasks like sorting requests, assigning work, routing approvals, and even generating first-draft outlines or summaries. Teams can easily customize workflows by campaign type, channel, or asset size, all within Asana.

Asana's own marketing team used AI Studio to streamline large research launches. When The Work Innovation Lab publishes a 20+ page report, multiple writers need to quickly create derivative content, such as blogs and social posts. Without tight coordination, tone and messaging can drift.

That's where AI Studio comes in. The team created a custom editorial assistant workflow that ingests the core asset and generates structured outlines for each content format within minutes — fully aligned with brand voice and tailored to each channel. Writers now start with clarity and consistency, not chaos.

AI Studio in action
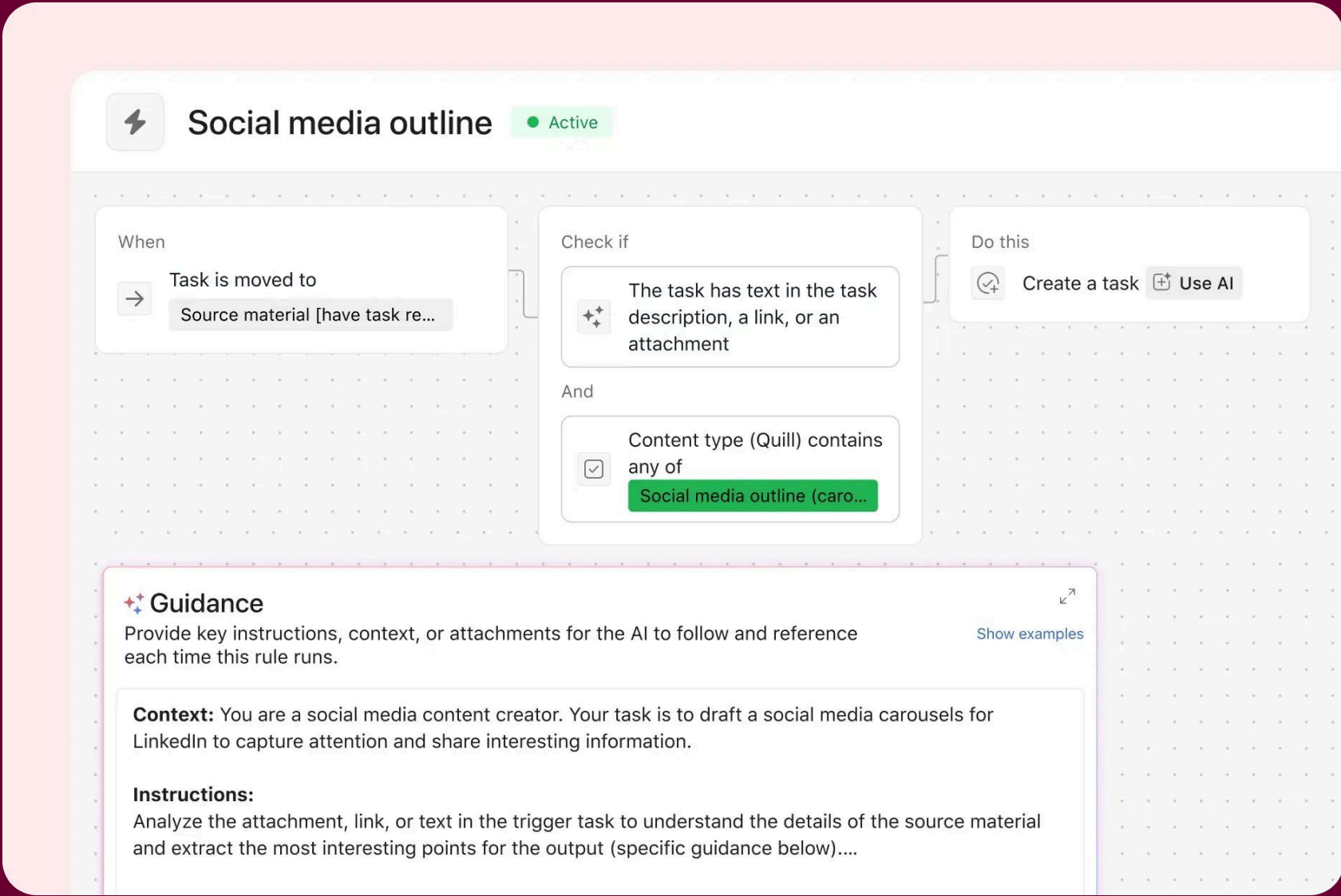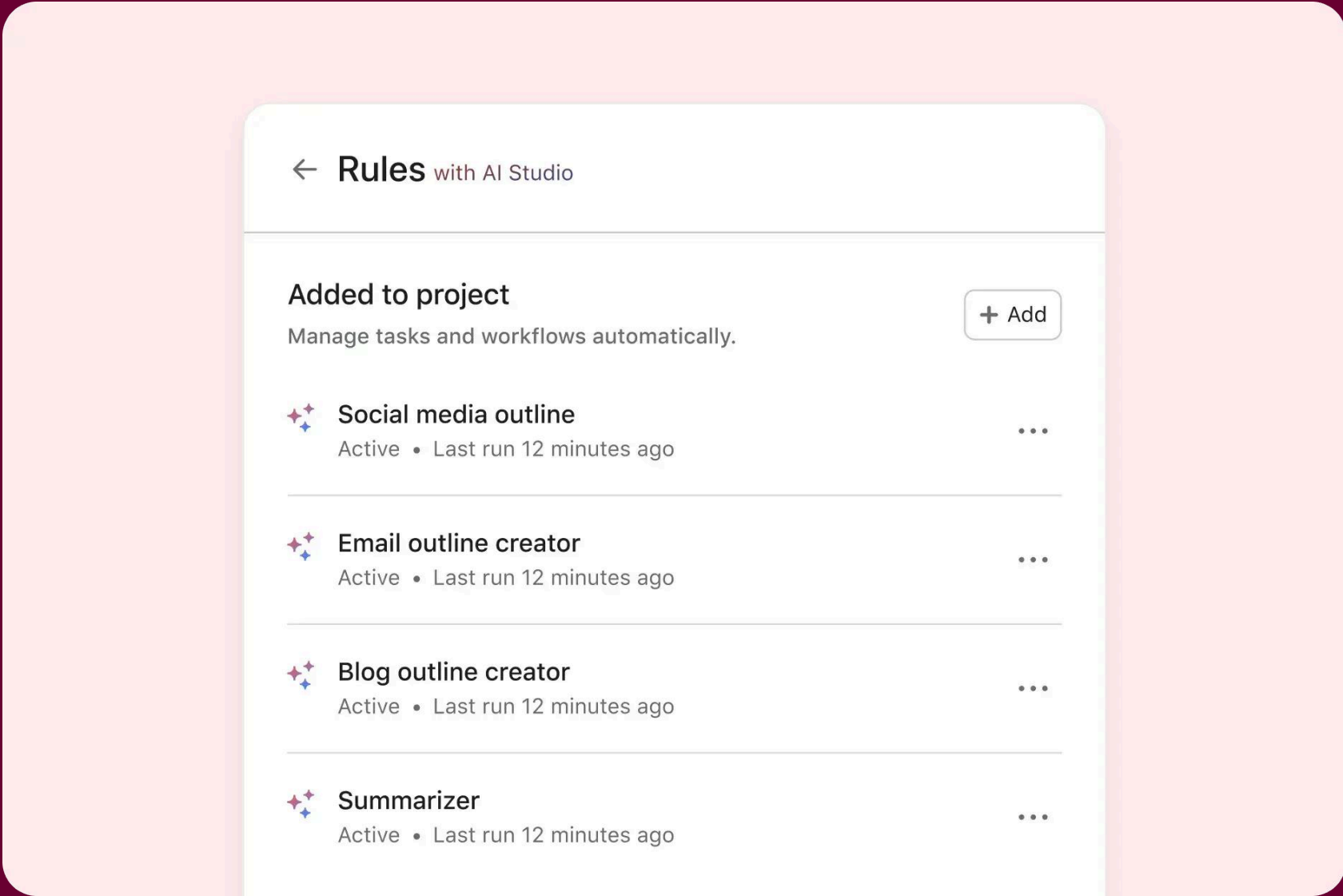
Outcome

AI refines processes, enabling faster and more creative content

With AI Studio, Asana's content team transformed editorial workflows that once involved multiple, time-consuming handoffs. At first, the AI-generated content outlines required significant refinement. Through trial and error, they learned that clear, detailed prompts produced better results — like specifying "LinkedIn post emphasizing productivity benefits for team leaders."

The real breakthrough came with customer vignettes. Using submissions from their Work Innovation Awards program, AI now generates full content outlines in 1-2 minutes, drastically reducing the time spent on manual content structuring.

Beyond speed, AI's integration with Asana's work management system has been key. Unlike standalone tools, AI Studio pulls data directly from tasks, projects, and team goals, ensuring outputs stay relevant and aligned with Asana's brand voice. This deep integration means that the team no longer has to re-explain brand guidelines or strategic objectives with every project.

The result: fewer repetitive tasks, quicker handoffs, and more time for creative and strategic thinking, ultimately making the content creation process smoother and more efficient.

Looking ahead

Expanding AI's role in security

As Asana continues to refine their workflows with AI Studio, the potential for even greater optimization is clear. The team is already exploring new use cases, such as using AI to assist in structuring customer stories and case studies based on real-time feedback and submissions. As their familiarity with AI grows, so does their ability to create more complex and scalable workflows.

Looking forward, Asana plans to deepen the integration of AI into their work management platform. New workflows may automate tasks like personalized email copy, sequence generation, and ad-hoc content creation, all while maintaining a high level of creativity and brand consistency. The goal is to allow content teams to scale production without sacrificing quality, ensuring they can focus on high-impact, strategic work while AI handles the more routine tasks.

What used to take days of coordination now happens in minutes

> "
>
> Our new assistant doesn't just read our research reports. It transforms them into channel-specific content outlines that perfectly match our brand voice and style guidelines. What used to take days of coordination now happens in minutes.

Steph Bui,
Content Strategy Lead,
Asana

Candid conversations with AI's change-makers

AI is often seen as a tool for automation — but its real power lies in how it enhances human judgment, creativity, and collaboration. Forward-thinking leaders aren't just using AI to speed up tasks; they're reimagining how work flows, how decisions are made, and how teams focus their energy. These perspectives offer practical insights into operationalizing AI in ways that amplify impact, align with strategy, and keep people at the center of the process.

Dianne Penn,
Product Manager,
Anthropic

Anna James,
Work Innovation
Analytics Lead,
Asana

Dr. Rebecca Hinds,
Head of the Asana
Work Innovation Lab,
Asana

Daan van Rossum
Founder,
Lead with AI

Lauren Pasquarella Daley
Associate Vice President,
Jobs for the Future

Saket Srivastava
CIO,
Asana

Anthropic's Dianne Penn speaks to building trust in AI

Read more about building trust.

"

At Anthropic, we envision a future where trusted AI is developed and used responsibly to empower workers, enhance human capabilities, and benefit society as a whole. By prioritizing transparency, trust, and collaboration between humans and AI, we can create systems that serve as supportive teammates, augmenting human intelligence rather than replacing it. We have the opportunity to unlock newfound realms of productivity, creativity, and potential – ultimately building a future where cutting-edge technology and human ingenuity combine to help us all reach new heights.

Dianne Penn,
Product Manager,
Anthropic

The role of people in AI success with Work Innovation Analytics Lead Anna James

Learn how to drive your own success.

"

The human element is critical to AI success. We've found that measuring human-centered ROI—focusing on employee experience, adoption, and productivity—is just as important, if not more, than traditional efficiency metrics. AI's true value is realized when it empowers and enhances the way people work.

Anna James,
Work Innovation Analytics Lead,
Asana

Rethinking AI's role in the workplace with Dr. Rebecca Hinds of Asana Work Innovation Lab

Learn what sets leading AI enterprises apart.

"

Scaling AI isn't just about deploying new technology—it's about redesigning how work gets done. The organizations pulling ahead are the ones treating AI as infrastructure, investing in their people, and putting real governance in place. That's what unlocks AI's transformative potential—and turns it into a lasting competitive advantage.

Dr. Rebecca Hinds,
Head of the Asana Work Innovation Lab,
Asana

Daan van Rossum, Founder of Lead with AI, speaks to AI as a teammate

Explore how to get personal with AI.

"

Leaders often tell me they have a hard time uncovering AI use cases. If they can't integrate AI into their work, their teams won't be able to, either. Any modern worker needs access to personalized AI training that considers where and how the technology can be most useful to them. Only when we make it obvious to anyone when AI can help for what, will we see AI adoption that doesn't take exhausting and expensive change management programs. AI is a teammate when you understand where it fits your workflows.

Daan van Rossum
Founder,
Lead with AI

Lauren Pasquarella Daley, Associate Vice President at Jobs for the Future, says upskilling is the new baseline

Tap into your team's digital literacy.

"

As we advance into an AI-driven future, it's essential that everyone—not just software engineers—has access to digital literacy and AI training. Upskilling programs, especially in AI, have the potential to be great equalizers, empowering individuals across all industries to adapt, collaborate, and thrive in an evolving workplace.

By democratizing access to these skills, it's good for people and good for business. We not only future-proof our workforce but also unlock the full potential of our workers and our problem-solving abilities in the age of AI.

Lauren Pasquarella Daley
Associate Vice President,
Jobs for the Future

Toeing the line between governance and innovation with Asana CIO Saket Srivastava

See how to bring this balance to life.

"

We need to establish clear boundaries to mitigate security and compliance risks, but we can't afford to stifle innovation in the process. The key is to implement governance models that provide necessary oversight for high-risk applications while empowering teams to experiment responsibly with lower-risk AI use cases. It's about enabling progress, not policing it.
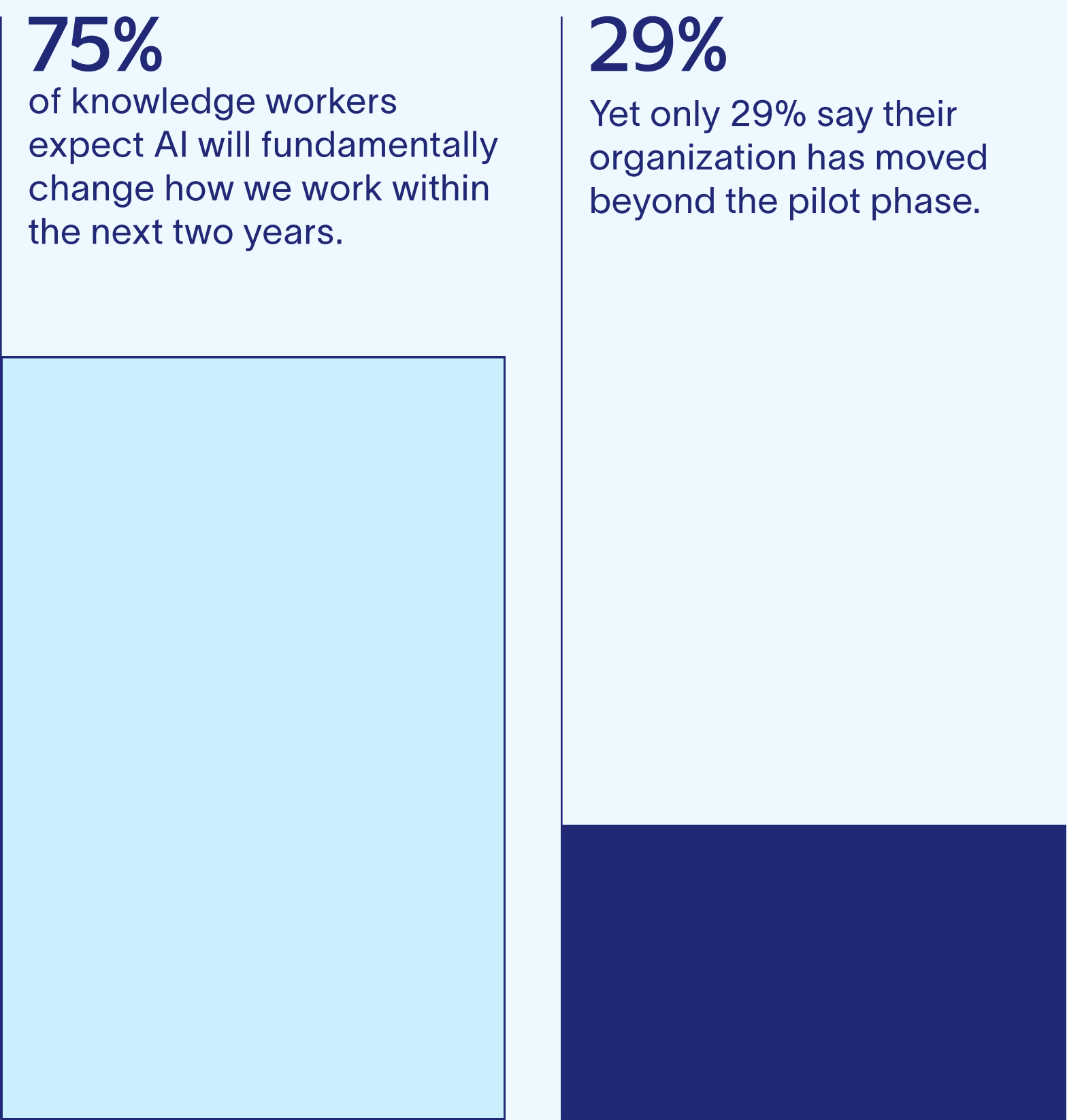
Saket Srivastava
CIO,
Asana

What actually works
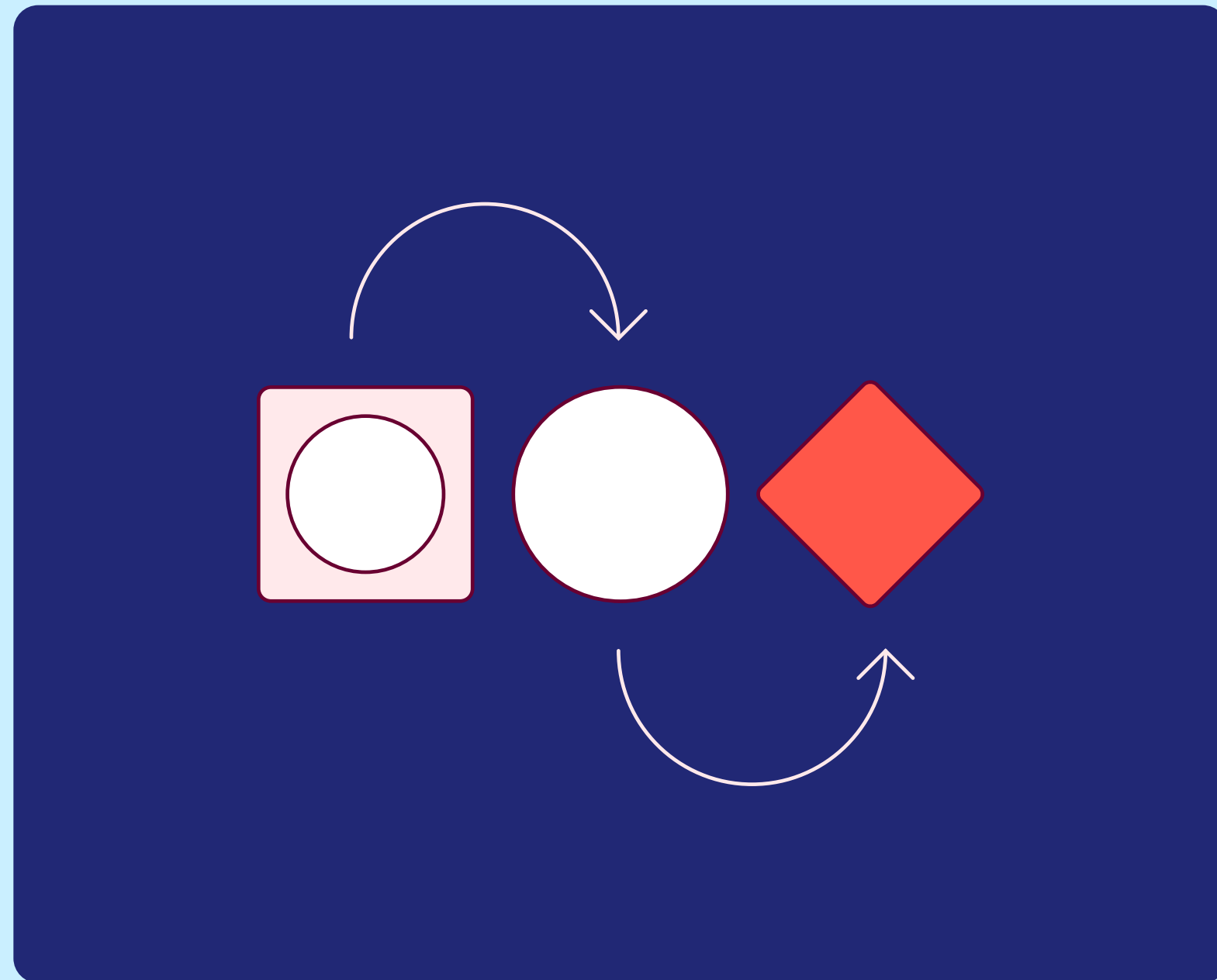
You can't just bolt on AI. To see real results, organizations have to rethink how work happens from the ground up. When AI is embedded into core systems and aligned with the way teams operate, it does more than automate tasks — it strengthens how work flows, how people collaborate, and how progress is made. The impact is visible in the outcomes, especially for those building with scale and intention.

From pilot to platform thinking

There's a stark difference between those scaling AI and those still stuck in pilot mode.

75%
of knowledge workers expect AI will fundamentally change how we work within the next two years.

29%
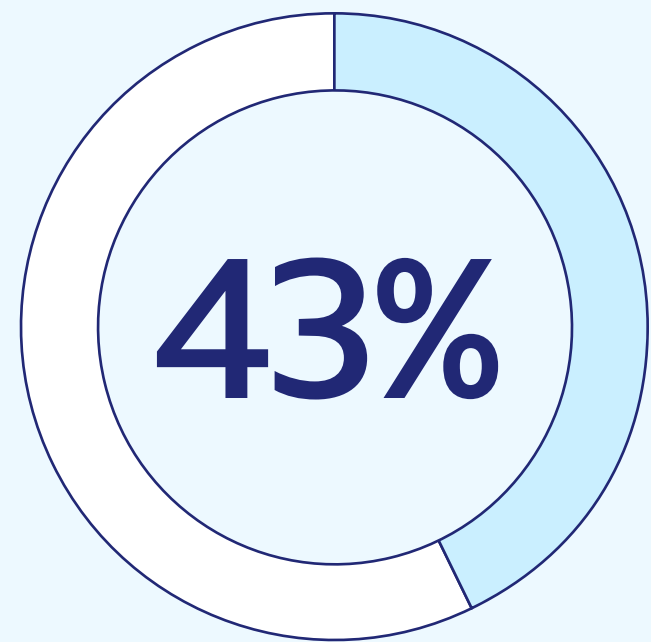Yet only 29% say their organization has moved beyond the pilot phase.

Leadership alone isn't enough

True progress now depends on collaboration across functions, with shared accountability and alignment throughout the organization. As AI matures, the difference between leading and lagging is about coordination, commitment, and execution.

37%
of workers say there's no clear owner of AI strategy.

13%
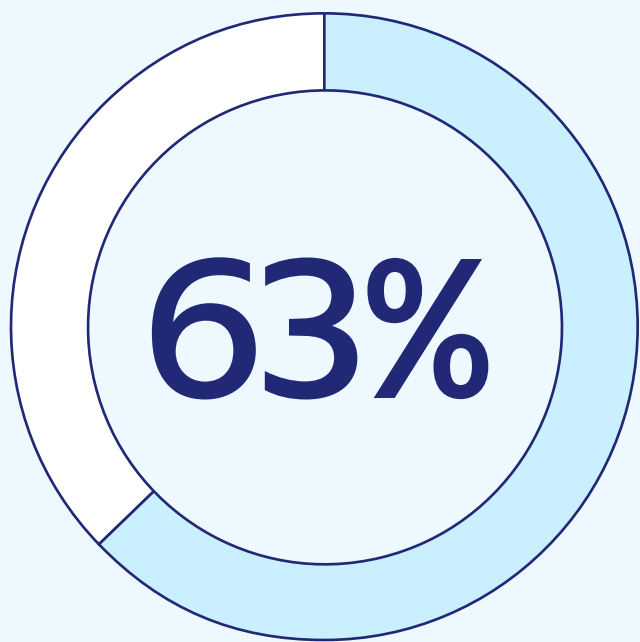Compared to just 13% of IT leaders.
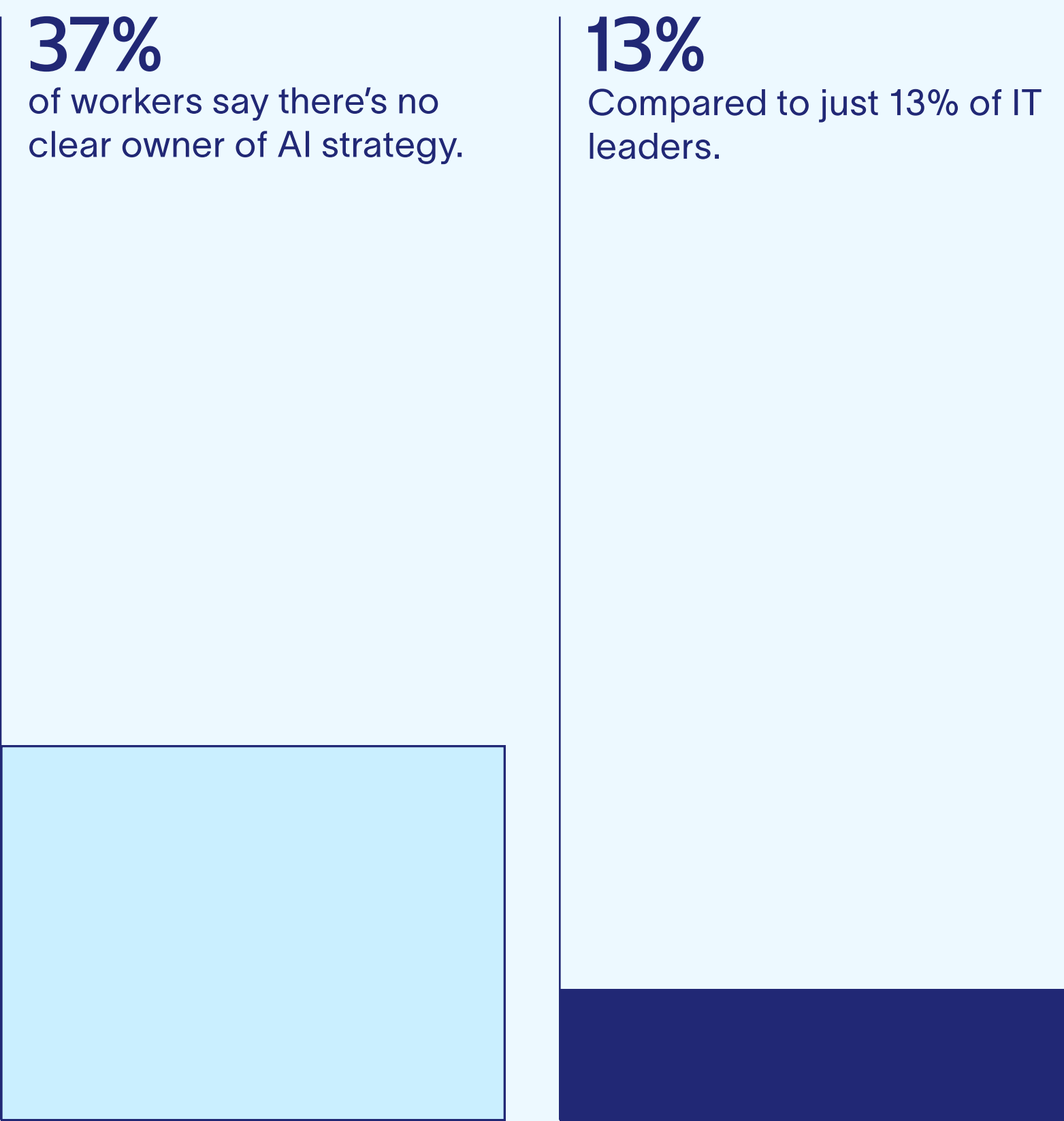
From adoption to acceleration

AI experimentation is no longer enough. Now, it's about who's making AI work at scale. Our latest research reveals a growing gap between organizations that are embedding AI into the fabric of their operations and those that remain stuck in trial mode. This distinction is shaping the competitive landscape in real time.
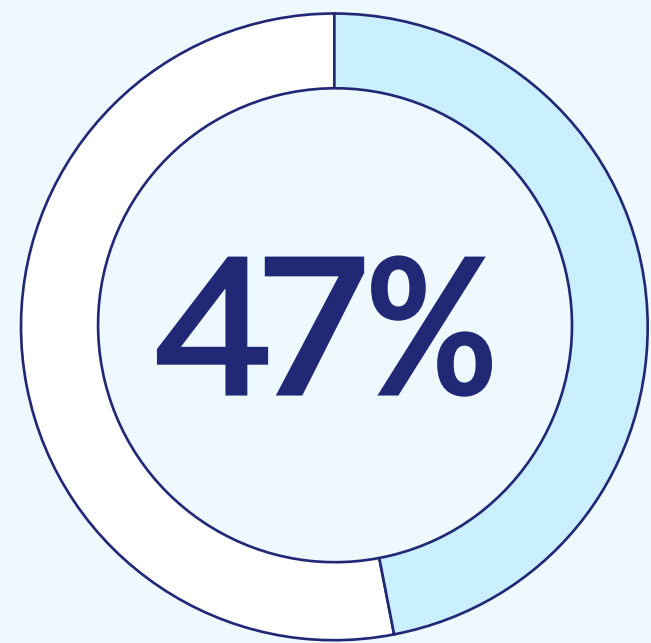
AI Scalers: Organizations that deploy AI across multiple business functions, integrate it into core workflows, and establish measurement systems to continuously evaluate and improve performance.

Nonscalers: Organizations stuck in pilot mode, unable to scale AI beyond a select few work processes.

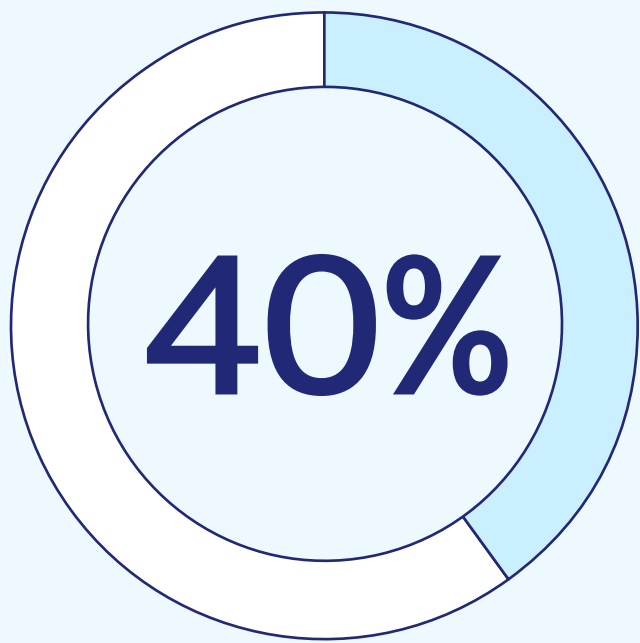**COMPARED TO NONSCALERS, AI SCALERS ARE:**

43%

more likely to report increased revenues
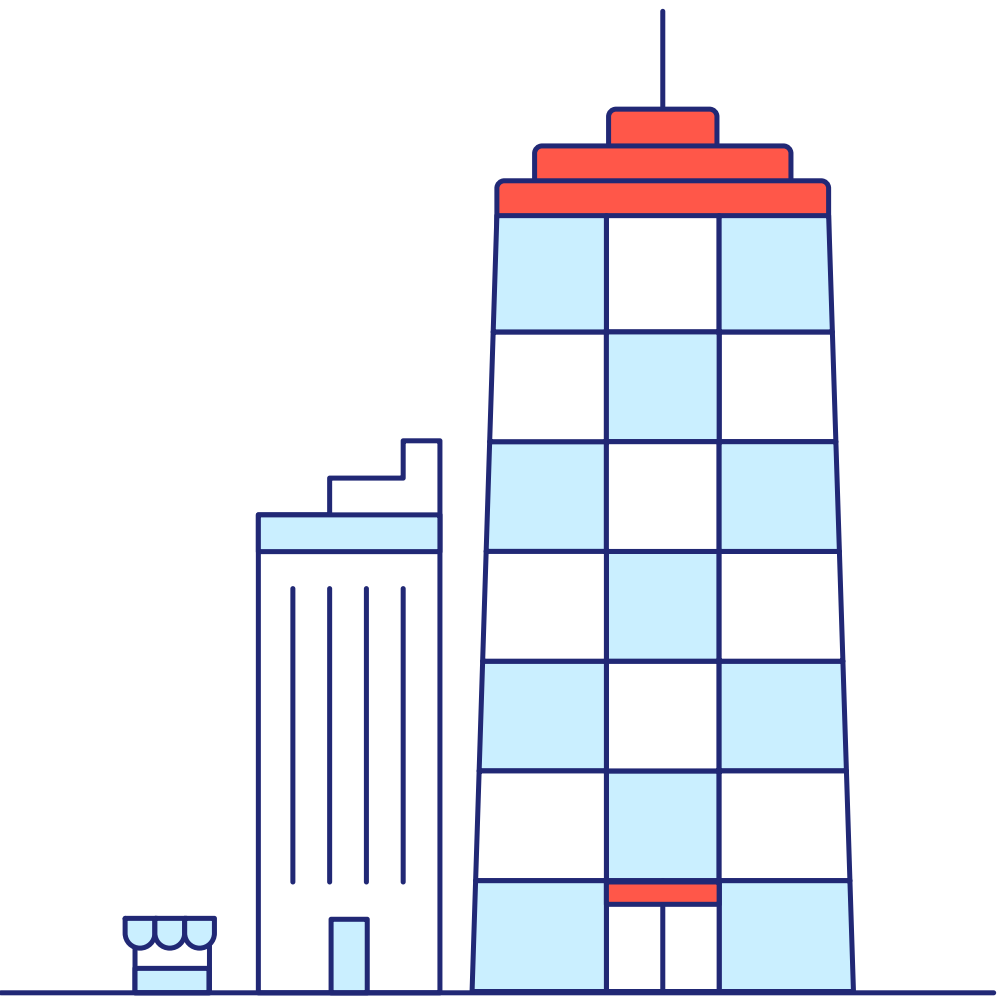
63%

more likely to hit their IT-related objectives

47%

more likely to say using AI has boosted operational efficiency

40%

more likely to say using AI has increased employee productivity

The power of cross-functional adoption

Research from Asana Work Innovation Lab shows that when AI is adopted across teams, collaboration improves, and adoption rates rise significantly.

What happens when your coworkers adopt AI?	Your likelihood of adopting AI is:
If a collaborator adopts AI	30% higher
If an executive collaborator adopts AI	39% higher
If a cross-functional collaborator adopts AI	46% higher

Saving clients over 12 hours per month with smarter solutions

Problem

The challenge of improving productivity through AI

The traditional approach to productivity often leaves much to be desired. Organizations struggle to balance efficiency with human capability, especially when handling repetitive tasks.

Many companies are unsure how to effectively integrate AI into their daily operations without overcomplicating or disrupting existing workflows. The challenge is not simply using AI but finding ways to incorporate it meaningfully into businesses that are diverse and ever-evolving.

Solution

The smart workflow revolution

iDO

Arthur Begou, COO of iDO, took a unique approach to solving productivity issues by focusing on practical AI applications. His company began by integrating AI to optimize everyday workflows for their 500 diverse clients. Rather than using AI as a buzzword, iDO developed smart workflows that range from intelligent client intake to automating translation tasks.

Arthur Begou, COO of iDO, took a unique approach to solving productivity issues by focusing on practical AI applications. His company began by integrating AI to optimize everyday workflows for their 500 diverse clients. Rather than using AI as a buzzword, iDO developed smart workflows that range from intelligent client intake to automating translation tasks.

AI Studio in action
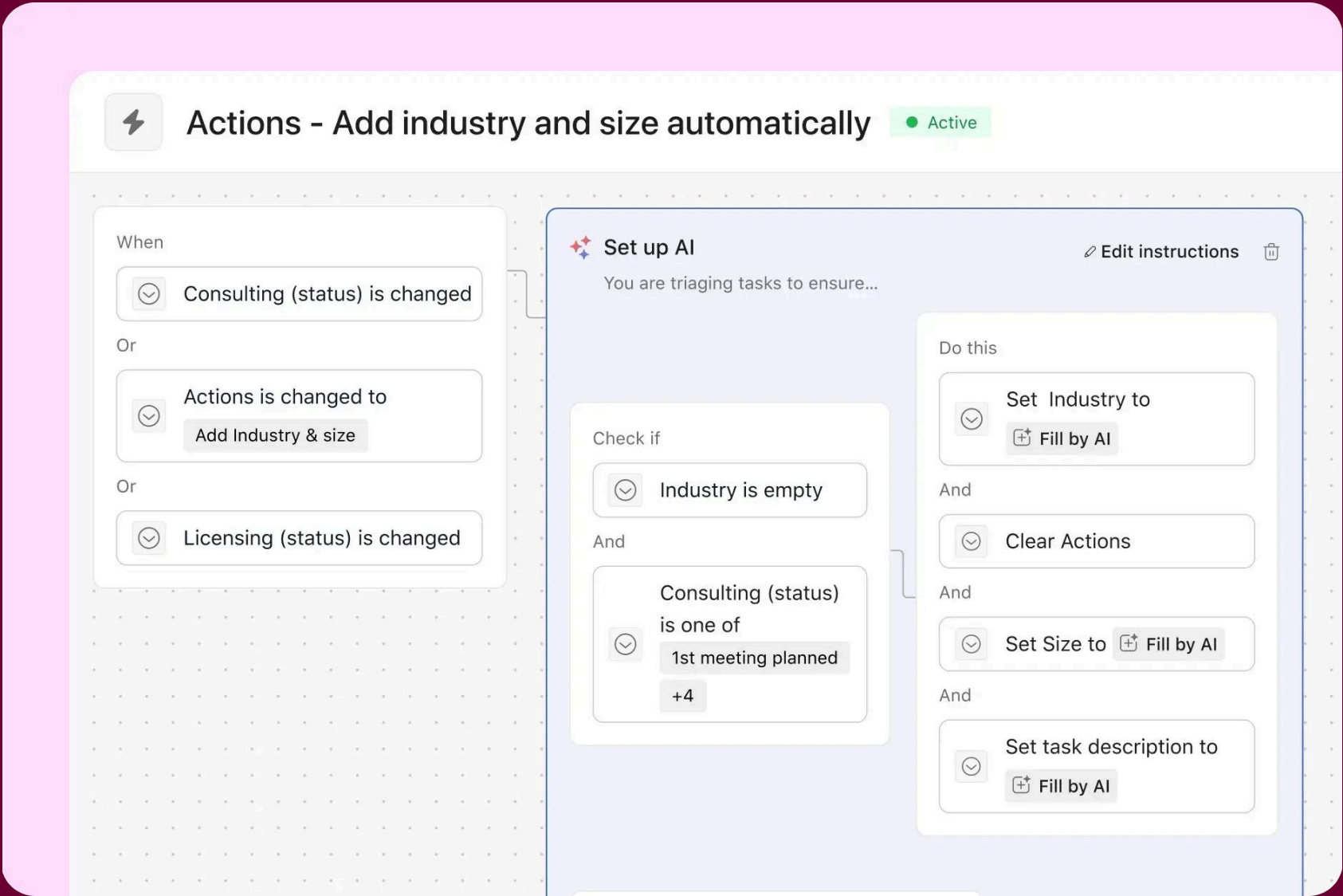
Summary: total time saved

AI-powered agent	Time saved	Total time saved
Standardize task titles	⬆️⬆️ Medium	60 min/month
Status update standardization	⬆️⬆️⬆️ High	200 min/month
Alfred - clean up dictated tasks	⬆️⬆️⬆️ High	100 min/month
Consolidate knowledge base	⬆️ Low	30 min/month
Triage contact form requests	⬆️⬆️ Medium	60 min/month
Enrich leads with industry and size	⬆️⬆️ Medium	40 min/month + 1000 min (1x)
Extract data from uploaded documents	⬆️⬆️⬆️ High	100 min/month
Translate content automatically	⬆️⬆️⬆️ High	100 min/month
Total		**690 min/month = 11.5 h**

Outcome

Efficiency in action: turning minutes saved into major wins

The results of iDO's AI integrations speak for themselves. With their innovative use cases, iDO has been able to eliminate manual processes that once consumed significant time. For example, AI-powered lead enrichment saves the sales team 40 minutes monthly, while task cleanup eliminates 100 minutes of unnecessary work per month. By analyzing company industry and size, AI Studio provided a one-time cleanup of 1,000 minutes and saves the sales team 40 minutes monthly, boosting decision-making and outreach efficiency.

Similarly, automating subscription data extraction and content translation has saved over 100 minutes each month, per team. These efficiencies add up, allowing iDO's clients to focus on high-impact tasks, rather than getting bogged down by administrative overhead.

Saves clients up to 144 hours per year

Looking ahead

Building a future where humans and AI work hand in hand

For iDO, the future of work is not about replacing humans with AI but creating a dynamic partnership between the two. Arthur believes that AI should augment, not replace, human effort. iDO's AI workflows enable teams to work smarter and faster, while maintaining a collaborative approach between technology and people.

Looking ahead, he recommends that businesses should focus on AI integrations that bring measurable value, starting with targeted use cases. As more companies adopt this mindset, the possibilities for improved productivity and smarter operations are endless.

Read the whole story
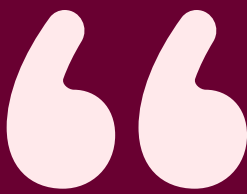
> We're not just adding AI everywhere. We're focused on creating smart workflows that genuinely save time and resources.

Arthur Begou,
COO,
iDO

Making research faster, sharper, and more strategic

Problem

When research gets buried under admin, strategy suffers

Asana's research team reached a breaking point. Too much time was spent managing logistics, not enough driving impact. One researcher had hoped to run a collaborative insights workshop, but instead was pulled back into participant screening. That moment captured the larger issue: operational work crowded out strategic work. Across the team, too much time went toward writing screeners, coordinating with stakeholders, and summarizing interviews. The frustrating imbalance limited the team's ability to shape product direction and customer experience.

Solution

Cut the busywork, keep the insights

The team reviewed their entire research process to find where time was most often lost. Planning and early analysis stood out as top challenges. Using AI Studio, they built three focused workflows to ease the pressure.

First, a planning assistant turns product briefs into structured research plans. It suggests methods, participant profiles, and flags potential delays, reducing the time it takes to scope and start a project.

Second, they built a transcript summarizer. Instead of spending 30 minutes reviewing each interview, researchers use AI Studio to extract insights in five minutes. The tool drafts summaries based on research goals, and researchers can quickly review them before sharing with stakeholders.

Finally, they created a feedback loop. After each interview, facilitators receive tailored coaching based on the conversation and internal best practices. This helps the team level up skills and apply shared knowledge in a scalable way.

These workflows keep researchers in control, but cut out repeatable, low-impact work that slows progress.

AI Studio in action

Outcome

Looking ahead
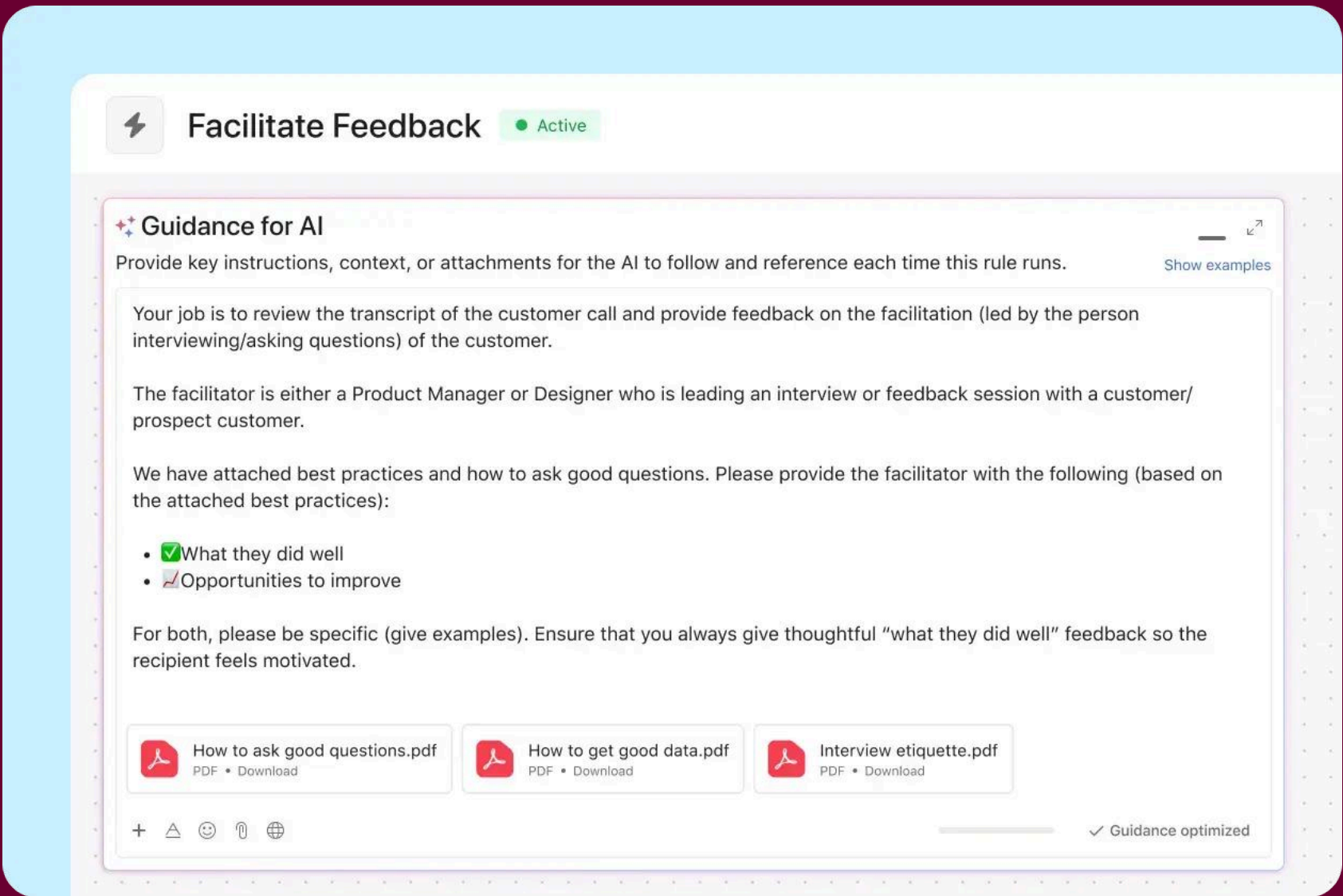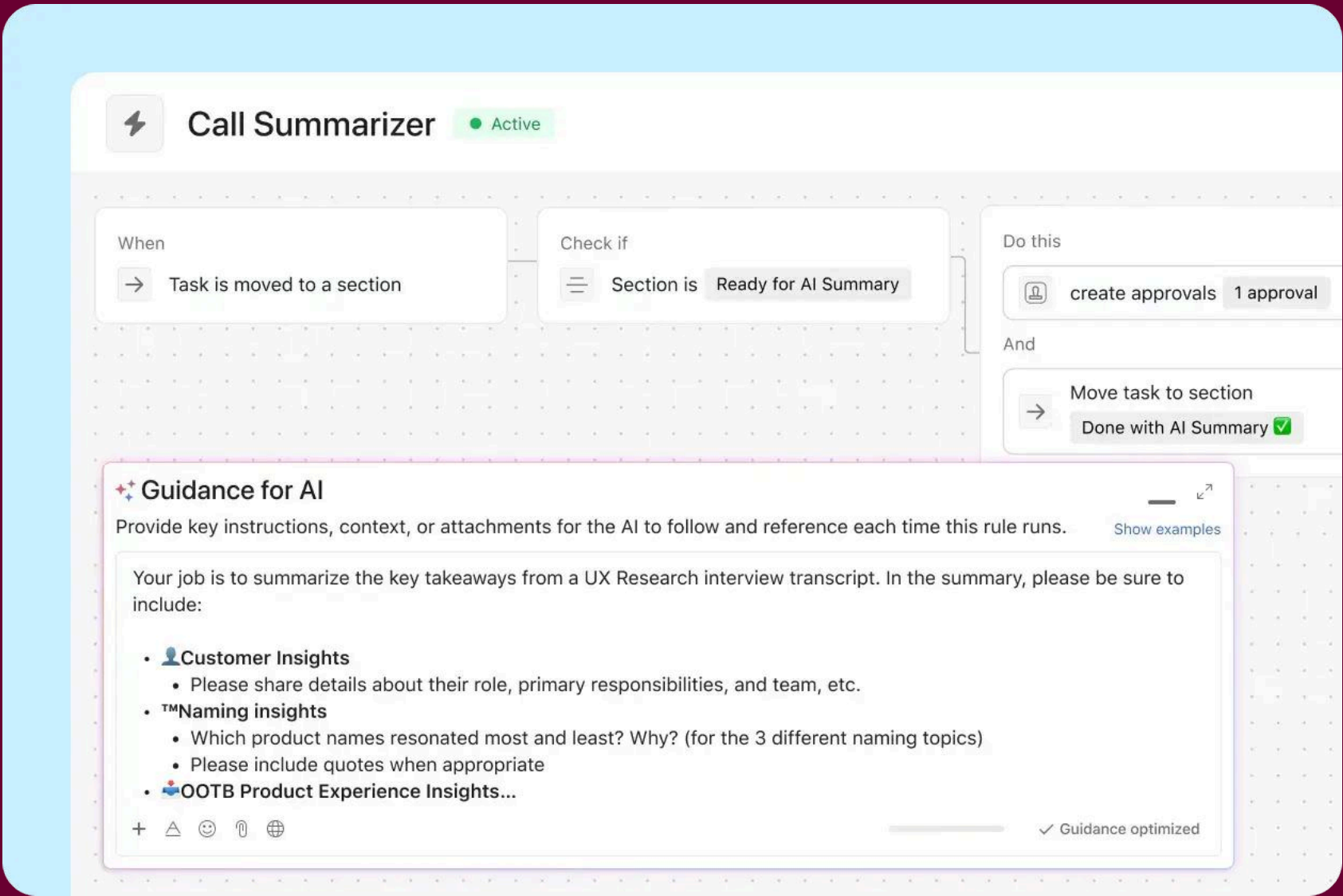
Scaling customer understanding without slowing down

The new workflows brought meaningful results. Project planning became faster and more predictable, helping the team avoid common delays like missed timelines or unclear scopes. Interview analysis time dropped by 83%, freeing researchers to focus on deeper synthesis. Insights were clearer, more consistent, and easier to share — making it simpler for product and marketing teams to act on what they learned.

The feedback loop led to better conversations with customers. Researchers and cross-functional partners started to receive helpful tips and encouragement after each session, raising the overall quality of interviews. The team also saw stronger alignment between research and strategy, since summaries and recommendations reached the right stakeholders faster and with better context.

These changes helped the team get closer to customers without sacrificing speed or scale.

6x faster insights

Smarter research starts with the right balance of people and tools

As research teams continue to experiment with AI, the goal isn't full automation, but smarter workflows. The most effective use cases keep researchers in the driver's seat while AI handles the repetitive lift. Asana's human-in-the-lop approach means that while AI may surface a summary or spot a delay, a human reviews and validates before anything moves forward.

This balance ensures insights are both fast and trustworthy. Going forward, the team plans to expand AI Studio into new areas, like prioritizing product improvements based on feedback patterns and mapping customer journeys dynamically.

But no matter how advanced the tools get, their value depends on thoughtful implementation and human judgment.

Read the whole story

> "
>
> Finding the match between the biggest pains on your team and what AI can do is what will make you successful. That is where the real opportunity lies.

Beth Toland,
Head of Experience Research,
Asana

Build your business case for AI Studio in 7 simple steps

1. Identify high-impact, repetitive workflows or processes for improvement

- [ ] Audit team workflows. Find manual, time-consuming tasks
- [ ] Prioritize where in the workflow AI could reduce toil and accelerate decision-making

2. Align on goals

- [ ] Define what success looks like
- [ ] Set measurable KPIs

3. Secure internal buy-in

- [ ] Share AI Studio success stories
- [ ] Present a clear value proposition

4. Check plan eligibility

- [ ] Confirm your team is on an Asana Advanced (annual), Enterprise, or Enterprise+ plan
- [ ] If not, explore upgrade options with your admin or Asana sales rep

5. Build your first workflow

- [ ] Ask your Asana admin to enable AI Studio
- [ ] Review AI permissions for the right data access levels
- [ ] Start small: Choose one clear workflow
- [ ] Use AI Studio to build custom rules, prompts, and task actions
- [ ] Test the workflow before scaling

6. Monitor, review, and refine as you scale

- [ ] Review AI-generated outputs to ensure accuracy and effectiveness
- [ ] Gather team feedback and iterate
- [ ] Add more workflows as confidence and impact grow

7. Communicate wins

- [ ] Document time saved, alerts closed, or issues caught
- [ ] Share results company-wide to expand adoption and show ROI

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