

# Nomination Guide

An in-depth look at key requirements, categories, and best practices to submit an award-winning nomination.



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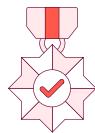
# Define the future of work

Innovation isn't just an idea—it's how you work every day. The annual Work Innovation Awards honor organizations that are achieving exceptional results by transforming the way they work. These awards recognize the teams who have moved beyond legacy systems to build high-velocity, intelligent workflows that solve complex business challenges. [See previous award winners.](#)

## Welcome to the era of the Builder

The Work Innovation Awards have evolved. In 2026, we aren't just celebrating better collaboration. We are recognizing the Builders—the innovators, operators, and systems thinkers who are defining the future of how work gets done, efficiently and effectively. This year, we want to see how you moved from managing work to building connected work ecosystems and/or advanced workflow capabilities.

### Why apply?



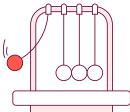
#### Global recognition

Winners receive public recognition through Asana social and PR channels, plus main-stage presence and premium recognition at the Work Innovation Summit (WIS) in London and/or New York City.



#### Brand credibility

Strengthen your brand and build authority by showcasing your teams' achievements in a prestigious public forum.



#### Business impact

Get an instant case study on how your organization drives business impact. Build stakeholder confidence in your digital transformation initiatives to fund more projects.



#### Industry leadership

Being named a winner brings third-party validation to your reputation as an innovator, with your story featured across Asana's global marketing channels.



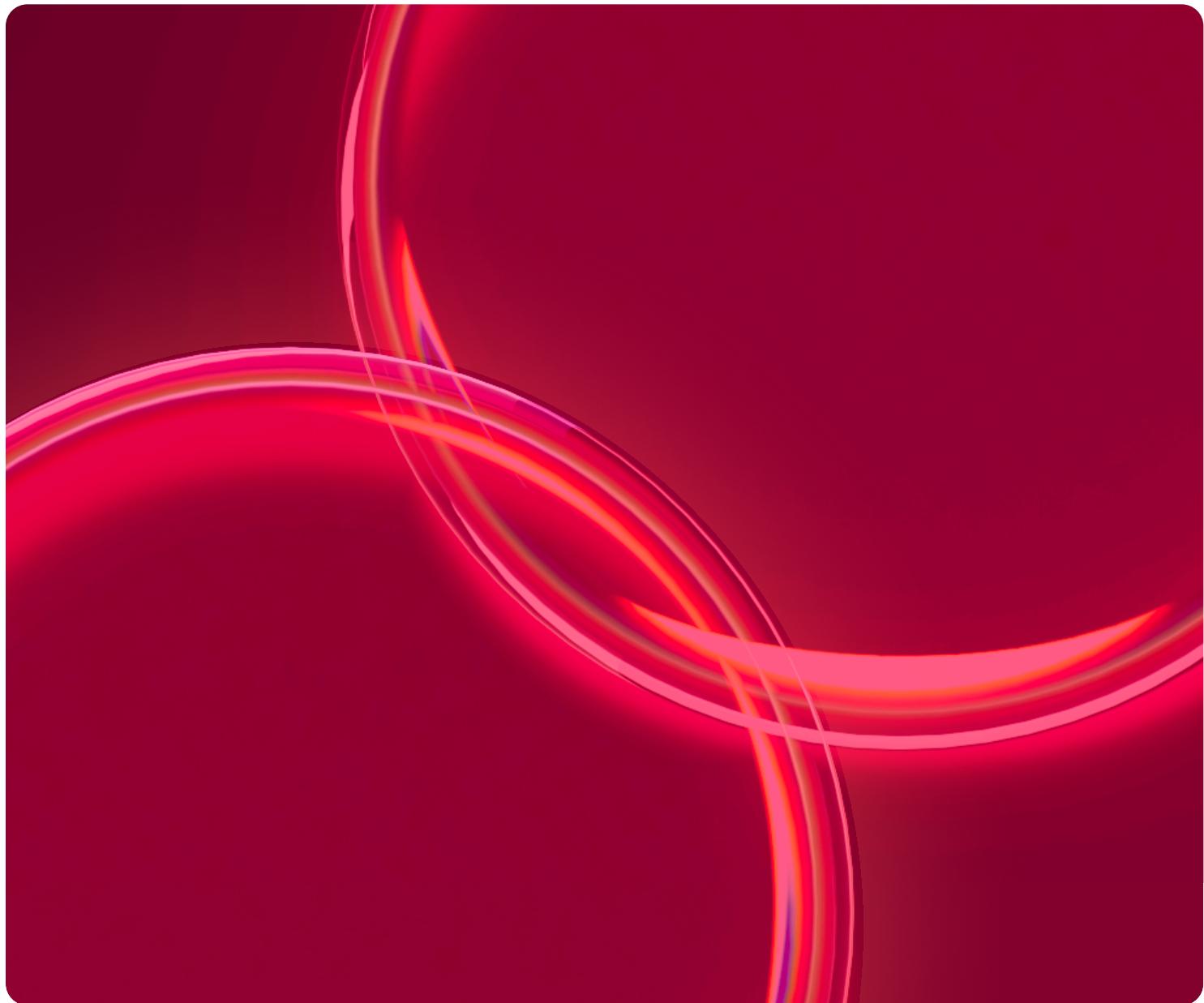
#### Exclusive networking

Gain exclusive access to Asana's thought leadership, speaking opportunities, and executive community.

# Key dates for 2026

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February 11	Nominations open
March 25	Nominations close
April 9	Finalists announced
April 16	Winners announced
June 4	Work Innovation Summit EMEA
TBD	Work Innovation Summit NYC



# Who is qualified to apply?

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Nominations will only be considered when the following criteria are met:

## **Customer status**

Must be a paid Asana customer for more than one year.

## **The "Builder" requirement**

The nomination must share POV from the primary Asana user(s) responsible for the workflow(s) strategy, setup, ongoing maintenance, or future evolution.

## **Executive sponsorship**

A senior leader must acknowledge the nomination and agree to participation.

## **Work Innovation Summit participation**

If selected as a winner, a representative from each winning organization must attend one of the Work Innovation Summit events (NYC or London) and participate in event content (to be determined by Asana). Asana will cover travel and accommodation expenses.

## **Promotion**

If selected as a Top 30 finalist or Work Innovation Award winner, the organization must participate in all corresponding promotions outlined within the [official rules](#).

## **Exclusions**

Governmental entities are not able to participate.

## **Language**

All nominations must be submitted in English.

# How to submit

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## 1 Understand the submission process

You're off to a great start by reading this guide.

## 2 Select your award category

Identify the category that best fits your workflow(s) primary impact. You can submit for multiple categories in one nomination.

## 3 Prepare your submission

For ease of drafting, use this:

🔗 [Submission template](#)

### Choose your workflow(s) and identify your Builder(s)

Don't try to describe everything your company does. Pick one to two specific, high-impact workflows to blueprint for us. Work with the lead(s) or superuser(s) who are familiar with the workflow strategy and functionality. You will need their technical perspective to complete Section 4 of the form.

### Strengthen your nomination with supporting materials

Check out page 13, "Best practices for a winning submission." Be prepared to provide screenshots and/or video recordings demonstrating your end-to-end workflow(s).

## Gather your visual assets:

- High-resolution company logos (PNG/SVG file, 25 MB maximum)
- One to three approved images that best represent your company (150–300dpi, 4500px or above). If selected as a winner, these may be used in promotions. Please select images representative of your:
  - Company brand or industry
  - Workspace or office environment
  - Company's product(s) or services
  - Customer base within the context of your business/product

## 4 Complete the nomination form

All nominations must be submitted by March 25, 2026.

- Complete this [Asana form](#) to submit your nomination.
- Fill out all the form fields, providing a detailed narrative and supporting data.
- Please do not submit any confidential or sensitive information with your nomination.
- Acknowledge the submission, promotion, and WIS participation confirmation terms. To submit a nomination you must confirm agreement to the Work Innovation Awards [official rules](#).
- Review and submit your nomination. You will receive a confirmation email upon submission.

## 5 Good luck!

- The finalist list will be announced early April 2026 on Asana's channels.
- If you've been selected as an award winner, the primary contact and executive sponsor listed on the nomination form will be notified via email the week of April 16, 2026.
- Winners will be announced (and promotion of the winners will begin) on April 16, 2026.

# Award Categories

We have refreshed our categories. Please review carefully, as definitions have shifted from previous years.

## Regional Winners (AMER & EMEA):

Due to the exceptionally high volume of quality submissions we receive regionally, we are expanding the awards program this year. For every category listed below, we will select distinct winners for the Americas (AMER) and Europe, Middle East, & Africa (EMEA) regions. If you are a global company, select the region your company's headquarters is located.



Work Innovation  
Leader Award



Industry Transformation  
Award



AI Breakthrough  
Award



Impact Catalyst  
Award



AI Innovation  
Partner Award

# Work Innovation Leader Award

AMER/EMEA

FORMERLY "BEST IN CLASS"

Represents the highest honor of the Work Innovation Awards. For the organization that set the global standard for how work gets done, orchestrating people and tech into a seamless system.

## Who should apply?

Organizations that have successfully scaled Asana across multiple departments, teams, or regions to create a connected enterprise.

## What judges look for:

- **System orchestration:** Proof of a seamless system connecting people and tech.
- **Scale:** Adoption and consistency across regions.
- **Cohesion:** Creation of a single source of truth that bridges silos.
- **Capacity:** Maximized bandwidth through reducing duplicative work, aligning priorities, and tracking workload.

# Industry Transformation Award

AMER/EMEA

## FORMERLY "GROUNDBREAKER"

Represents bold innovation in legacy industries. For the organization challenging industry norms and leading digital acceleration in a traditional sector, proving that agility isn't just for tech companies.

### Who should apply?

Organizations/teams in non-tech, legacy industries who have modernized the old way of working and reimagined traditional business models, processes, and cultures (e.g., Healthcare, Education, Finance, Manufacturing, Retail etc.).

### What judges look for:

- **Legacy shift:** A clear before & after story (e.g., moving from paper/spreadsheets to automated workflows).
- **Use case innovation:** Creative and pioneering Asana workflows that redefine industry use cases.
- **Cultural shift:** Shifting organizational culture, changing mindsets, and empowering employees to embrace new ways of working.

# AI Breakthrough Award

AMER/EMEA

## FORMERLY "AI VISIONARY"

Represents innovation in AI-led operations. For the organization using AI not just for ideas, but for tangible outcomes, such as automating workflows and scaling output.

### Who should apply?

Organizations/teams who have launched AI-led workflows to automate and streamline manual and/or complex work.

### What judges look for:

- **AI-led innovation:** Creation of impactful, AI-powered workflows.
- **Operating leverage:** Evidence that AI is handling the "busy work," freeing humans for strategic tasks.
- **Cross-functional collaboration:** Scaling knowledge-share and adoption of Asana AI across teams.
- **Adoption:** Moving from early testing to scalable usage.

# Impact Catalyst Award

AMER/EMEA

## FORMERLY "SOCIAL IMPACT"

Represents the power of purpose-driven work. For the organization using efficient workflows to drive measurable positive change for the planet or community.

### Who should apply?

Nonprofits or mission-driven organizations that are using Asana to scale mission-critical initiatives and programs.

### What judges look for:

- **Measurable good:** Clear metrics on real-world impact (e.g., lives impacted, carbon reduced, donations processed).
- **Efficiency:** Using workflows to maximize limited resources.
- **Mission-driven use of technology:** Reimagining processes to challenge industry norms and increase efficiency, scale impact, and drive positive change.

# AI Innovation Partner Award

AMER/EMEA

NEW CATEGORY

Represents innovation through experimentation. For customers who are early-adopters of AI Studio or AI Teammates, testing the bleeding edge to architect the future of AI-led work with Asana.

## Who should apply?

Beta testers and early adopters of Asana AI Studio and/or AI Teammates who are actively testing and experimenting with the product. Those with examples of experimentation and learnings before scaled integration.

## What judges look for:

- **Early adoption:** Early adoption of the Asana AI roadmap through active testing, experimentation or beta participation.
- **Experimentation:** Builders testing use cases and AI-led features. Examples of learnings and insights that are shaping your approach to AI-led workflows.
- **Thought leadership:** Insights and learnings derived from AI-led workflow innovation, deployment, or optimization.

# Best practices for a winning submission

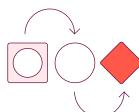
In 2026, a winning story isn't just about better collaboration. It's about the high-impact workflows you've built. Show us your award-winning workflow blueprint(s) using the framework below.

Use this submission draft template to help you get started:

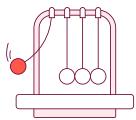
 Draft submission template



**Focus your nomination on the 1 - 2 most transformative workflows**



**Follow the workflow blueprint framework for clarity**



**Define impact quantitatively and qualitatively**



**Provide supporting evidence**



**Strengthen your nomination with leadership validation and supporting materials**

# Focus your nomination on the 1 - 2 most transformative workflows

Do not try to describe everything your company does in Asana. We want depth, not breadth. Choose the workflow where you have the most complexity (rules/automation) and the clearest metrics (volume/speed).

How to determine scope:

Workflow scope	High-impact scope examples
<b>Cross-functional</b> A comprehensive ecosystem or workflow connecting multiple departments' work.	<ul style="list-style-type: none"><li>• Strategic Planning: Cascading OKRs from C-Suite to execution teams.</li><li>• New Product Introduction (NPI): Connecting Product, Eng, Marketing, &amp; Legal</li><li>• Client Onboarding: Handoffs from Sales (CRM) to CS (Asana) to Finance</li><li>• Event Management: Logistics (Ops) + Content (Marketing) + Registration (Sales)</li></ul>
<b>Single department</b> A comprehensive workflow or set of connected work within one functional area.	<ul style="list-style-type: none"><li>• Marketing: Campaign Management (Intake → Resourcing → Asset Production → Review Cycles → Reporting)</li><li>• IT: Service Desk &amp; Incident Triage (Ticket → Resolution)</li><li>• Sales: Deal Desk &amp; RFP Management</li><li>• Product: Sprint Planning &amp; Management; Bug Tracking</li></ul>

## Follow the workflow blueprint framework for clarity

When drafting your workflow transformation in section 4 of the nomination form, use this mental model:

- **The challenges (Friction):** Be specific about the pain points. Don't say "It was chaotic." Say "Our intake process relied on email, creating a black box where 30% of requests had no owner."
- **The build (Mechanics):** Detail the "how." Which triggers did you use? How does data flow from Department A to Department B?
- **The impact (Macro vs. Workflow ROI):** Quantify your success. A winning entry combines micro-ROI (efficiency) with macro-ROI (business value). See next section for further details.

# Define impact quantitatively and qualitatively

A winning entry combines workflow-ROI (efficiency) with macro-ROI (business value).

## Workflow ROI

This is the efficiency metric. We know calculating ROI can be intimidating. Use this ROI calculator template as a starting point.

### 🔗 ROI calculator

To keep this simple, we ask for just a few inputs to generate a directional ROI estimate to support your nomination. You can apply this formula to any high-volume work unit—whether you are processing requests, producing creative assets, managing sprints, or closing tickets. Provide these four inputs:

#### Estimate your weekly volume

About how many "units of work" does this workflow handle in a week (e.g., number of creative assets produced, help desk tickets, sprints managed, or onboarding)?

#### Estimate time spent per unit before Asana

On average, how many minutes did it take to manage, coordinate, or execute one unit of work before you optimized this workflow?

#### Estimate time spent per unit after Asana

On average, how many minutes does one unit take now that you have transformed the process with Asana features (rules, Workflow Builder, or AI)?

#### Estimate time spent per unit after Asana

On average, how many minutes does one unit take now that you have transformed the process with Asana features (rules, Workflow Builder, or AI)?

- Default assumption: \$50/hour

#### Your resulting calculation

Using the inputs above, your calculation will look like this:

- Weekly volume: 70 units (e.g., creative assets)
- Time before: 60 mins/unit (manual coordination)
- Time after: 13 mins/unit (optimized with rules & templates)
- Hours saved: 2,512 hours
- Annual costs saved: \$125,580

**Macro-ROI (business value):** This is the outcome. What did that efficiency allow the business to do? Examples:

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#### Efficiency/productivity gains

Faster project delivery timelines, reduced time-to-market, improved response times, increased output volume.

- "We cut our approval time in half, allowing us to launch marketing campaigns in 2 weeks instead of 4."

#### Resource utilization

Improved workload management, capacity improvements, or reduction in team burnout.

- "We used workload tracking to balance assignments, reducing the need for overtime hours by 15%."

#### Cost savings

Reduction in tech spend through app consolidation, streamlined processes that save resources, or improved budget management.

- "The AI-powered content pipeline saves approximately 14,976 hours annually, translating to an additional \$600,000 in savings."

#### Collaboration impact

Increase in cross-functional projects, higher engagement in collaborative workspaces, or improved information sharing.

- "We replaced our daily status updates with automated reports, giving the team back 5 hours of focus time every week."

#### Revenue impact

Demonstrated growth, faster delivery of client-facing work, improved sales velocity, or faster deal closure.

- "We respond to client requests 2x faster, reducing RFP timelines by 2 weeks on average."

## Provide supporting evidence

The judges are technical. Provide clear step-by-step descriptions. We encourage you to show, don't just tell with supporting visuals (screenshots, video recording, diagram). Include testimonials, insights, and internal feedback from executives, managers, or team members.

## Strengthen your nomination with executive buy-in and supporting materials

sure a senior leader with the widest purview of organizational impact endorses your nomination. Include quote testimonials, insights, and internal feedback from executives, managers, or team members. Consider adding visual evidence like screenshots or videos of workflows, dashboards, or reports that convey the business impact of your achievements.

- Upload a screenshot of your Workflow Builder view showing the rule logic.
- Record yourself walking through an overview of the workflow in action. This is the single best way to validate your entry.

# FAQ

## How do I submit my nomination?

### 🔗 Submission template

You will be redirected to an Asana form to submit your nomination for evaluation. See the "How to Nominate" section of this guide for instructions.

## Who can apply?

See the "Who is qualified to apply?" section for detailed eligibility criteria.

## Which regions or countries can participate in the Work Innovation Awards?

The Work Innovation Awards are open to organizations and individuals in AMER and EMEA regions, except for governmental entities.

## Who should be listed as the primary contact?

The primary contact should be the individual directly responsible for submitting the nomination and who owns communication with Asana, if needed.

## Who should be listed as the executive sponsor?

The executive sponsor should be the most senior-level leader accountable for the nominated team or organization, who approves this awards submission.

## What category should I nominate for?

Carefully review the category descriptions in the "Award categories" section to identify the most suitable category for your nomination.

## Can we apply for multiple categories?

Yes. You may submit a nomination for multiple categories (e.g., AI Breakthrough and Industry Transformation), but you must provide details aligned to each category's specific criteria.

## What specifically do I need to submit?

You will need to complete the online nomination form, which includes contact details, a company overview, and a detailed "Workflow Blueprint" (Section 4). You must also upload a logo, branded imagery, and supporting evidence like screenshots or video walkthroughs.

## Do we need exact data for the ROI sections?

No. We ask for a "high-level estimate." You can use the benchmarking tools provided in the "Best Practices" section above to calculate a directional ROI.

## How are winners selected?

### How are the Top 30 and winners selected?

The Work Innovation Awards utilize a multi-phased methodology that combines technical data analysis with executive strategic review, designed to ensure fairness and credibility.

- **AI-led pre-screening:** Every submission is analyzed by an AI Teammate to evaluate qualifications, technical complexity, and feature adoption.
- **Three-pillar scoring:** Entries are ranked on a numerical scale across AI sophistication, operational innovation, and measurable impact (ROI).
- **Dynamic shortlisting:** High-scoring entries are automatically moved into specialized category shortlists by an AI Teammate. The shortlists are reviewed and validated through ongoing human review.
- **Expert panel review:** Entries are evaluated by a diverse committee of experts from Asana's Product, Marketing, Revenue, Work Innovation Lab, and Executive teams.

## When will finalists and winners be notified?

- The Top 30 finalists will be announced in early April 2026 on Asana's channels.
- If you've won an award, the primary contact and executive sponsor listed on the nomination will be notified via email the week of April 16, 2026.
- Winners will be announced (and promotion of the winners will begin) on April 16, 2026.

## What happens if you are a Top 30 finalist or winner?

**Top 30 finalists:** Receive public recognition across Asana's marketing channels, including email, blog features, and social media. Exclusive access to thought leadership and speaking opportunities at Asana's executive leadership events. Exclusive opportunities to participate in Asana tier 1 beta programs.

**Winners:** Receive all the Top 30 finalist benefits, plus: A professionally produced customer story, a trophy, and special recognition at the Work Innovation Summit. Note: A representative must agree to attend the Summit in person and participate in content.

See [official rules](#).

## What do promotions of the finalists and winners include?

Finalists and winners will be highlighted across Asana's marketing channels and included in related press releases. Asana will promote the company name and logo in association with award finalists and winners. Finalists' and winners' customer stories will also be promoted across Asana's channels based on the information submitted in their nomination, unless marked as not publicly shareable.

There is no participation fee or additional marketing costs to participate in the Work Innovation Awards. However, failure to accept the award promotions through Asana's marketing channels and events platforms, or failure of a representative to attend the Work Innovation Summit in NYC or London, will result in forfeiture of the recognition.

Asana may also invite finalists and winners to participate in Asana's thought leadership platforms (including but not limited to webinars, videos, panel discussions, round tables, etc.) throughout 2026–2027.



asana  
Work Innovation  
Awards

**Submit a  
nomination today!**

Don't miss the opportunity to gain industry recognition  
and showcase your team's achievements.

[Learn more](#)

Still have questions?  
Contact [awards@asana.com](mailto:awards@asana.com).