Saluting Innovation @ Asana

by Jamie Lahiere

According to a report from McKinsey Global Institute, the average worker spends 28% of their workweek reading, deleting, sorting, and sending emails. That’s 13 hours we spend each week dealing with email. And quite frankly, the way we’re working is not working. I often find myself digging through old email threads to find the right information and sending middleman clarity messages to make sure everyone is on the same page. Today, I’m saluting innovation at Asana for reimagining team communication. Asana is a project management tool, which groups conversations and tasks together. Its tagline is: “Teamwork without email”.

How it works is simple: you have designated tasks assigned to team members within specific projects, and anyone on the team can leave comments to keep conversations and actionable items with the task. Asana’s functionalities provide teams with complete picture roadmaps of projects, go-live plans for implementations, and pipeline visibility for business development. Against the speed, complexity, and scope of modern day work, email is no longer up to the task. We salute Asana for transforming project workflows and giving us 13 hours of productivity back.

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