



Asana Anatomy of Work Global Index 2023: Smart Collaboration and Clear Goals integral to creating positive business opportunities

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- 79% of workers at collaborative organizations feel well-prepared to respond to challenges — four times higher than those at less collaborative organizations.
- 92% of workers at collaborative organizations say their work has value — versus just 50% at those organizations with weak collaboration.
- As companies continue to waste time on 'work about work,' knowledge workers estimate they could save 4.9 hours per week with improved processes.

SAN FRANCISCO--(BUSINESS WIRE)-- [Asana, Inc.](#) (NYSE: ASAN)(LTSE: ASAN), a leading work management platform for organizations, today released its fourth-annual [Anatomy of Work Global Index](#), an in-depth analysis into how work has evolved during this time of rapid volatility.

While hybrid working has been the reality for more than three years, it is clear that businesses and workers are still grappling with barriers to productivity. "Work about work" — time spent on work coordination rather than the skilled, strategic jobs they want to do — remains how workers spend the majority — 58% — of their day. Today, organizations cannot afford to allow such barriers to stand in the way of effective collaboration.

Conducted by GlobalWebIndex (GWI) on behalf of Asana, the 2023 Anatomy of Work Global Index surveyed the behaviors and attitudes of more than 9,615 knowledge workers across the United States, U.K., Australia, France, Germany, and Japan to understand the impact of cross-functional collaboration, including what's working — and what's not.

Workplaces at a new tipping point

The statistics around how workers spend their days are worrying signs for the workplace, given the pressures and expectations ushered in by the current macroeconomic climate. Improved processes are needed, with knowledge workers estimating this could save them 4.9 hours per week — more than six working weeks across a year¹.

Unnecessary meetings are also a time drain, sapping 3.6 hours per week from those in senior leadership roles and 2.8 hours per week for knowledge workers — a figure that has grown since last year². Executives were also 30% more likely to miss deadlines than the average worker because of too many video calls or meetings.

Without intervention, these challenges will only get worse. Across the board, more time is spent on audio, video, and in-person meetings than a year ago — with 32% of knowledge workers saying video calls are taking up more time and 22% saying the same for audio calls. This is unsurprising given the number of apps organizations use — 8.8 for knowledge workers on average and 10 for director-level and above. This figure has barely shifted from last year's average — 9 apps — and is concerning as more apps equals more missed work — with 15% of knowledge workers using 6-15 app: missing messages and actions, rising to 25% for those using 16 apps or more.

"Current economic uncertainty requires enterprises to re-imagine how teams collaborate to drive greater efficiency and growth," says Anne Raimondi, Chief Operating Officer at Asana. "Leaders have an out-sized impact on creating smarter, more productive, ways for their teams to collaborate. Instead of adding meetings and apps to already overloaded employees, they can choose to innovate and create intentional, asynchronous modes of collaboration and innovation — making the most of their employees time and talent and delivering better results for their customers."

Effective cross-functional collaboration isn't optional

The year will present a renewed challenge for organizations to avoid company churn, yet cross-collaboration presents a unique retention opportunity. 92% of workers at collaborative organizations say their work has value — versus just 50% at those organizations with weak collaboration. In an era of work where meaning and purpose are key employee motivators, collaboration has a critical role to play in worker achievement.

Further, cross-functional collaboration benefits the business itself, with 79% of workers at collaborative organizations saying they feel well-prepared to respond to challenges — a figure four times higher than those organizations with weak collaboration. Given the current macroeconomic climate, building a resilient workforce should be a critical priority for businesses as they look to remain increasingly agile and effective.

Growth is another major item on the agenda for businesses in this year and something that also benefits from effective cross-collaboration, with 55% of workers reporting revenue growth at collaborative organizations over the past three years — a hit rate almost double that of organizations with weak collaboration.

Workers are still looking for clarity in the chaos

For effective cross-collaboration, organizational leaders must give clear, connected goals to their workers — ones tied to overarching company goals — or risk finding themselves in an endless churn of demand and delivery. It can prove a significant boost to employee retention, with 87% of workers with clear, connected goals saying they could see themselves working at their current company for the next year — more than double those who said their company had no clear, connected goals.

This doesn't just come down to how workers conceive of their own role, though, but the business as a whole, with 70% of workers with clear, connected goals describing their organization as "innovative" — with only 12% of those without these goals saying the same.

"How are your people spending their time?" Carson Tate founder and managing partner at Working Simply asks. "Leaders should ensure collaboration is connected to a very specific goal. Goals make collaboration strategic in that they advance the objective of the team or the company. Strategic collaboration is intentional. When teams collaborate effectively, they are thoughtful about who is on the team, know what must be completed to achieve the goal, and understand why it matters to the team and the company."

Given the forecasted economic challenges, this is an increasingly valuable perception for business leaders to cultivate, with 87% of workers who have clear, connected goals saying their business is well-prepared to meet customer expectations — a figure double that of those without such clarity. And 73% of workers with clear, connected goals saying their company is ready to achieve a competitive advantage — with just 23% of workers with no clear, connected goals saying the same.

Asana's 2023 Anatomy of Work Global Index and more information about the findings are available for download: asana.com/anatomyofwork.

About Asana

Asana helps teams orchestrate their work, from small projects to strategic initiatives. Headquartered in San Francisco, CA, Asana has more than 135,000 paying customers and millions of free organizations in over 200 countries and territories. Global customers such as Amazon, Affirm, Japan Airlines, and Sky rely on Asana to manage everything from company objectives to digital transformation to product launches and marketing campaigns. For more information, visit www.asana.com.

Research Methodology

In November 2022, quantitative research was conducted by GlobalWebIndex (GWI) on behalf of Asana to understand the impact of cross-functional collaboration. Asana and GWI co-designed the questionnaire and surveyed the behaviors and attitudes of 9,615 knowledge workers across Australia, France, Germany, Japan, the U.K. and the U.S. Asana's Anatomy of Work Index 2023 and more information about the findings are available for download visit <https://go.asana.com/anatomyofwork-presskit>.

¹ This figure was calculated by multiplying the average hours saved per week (4.9) by average weeks in a year (52) which was then divided by the hours in an average working week (40), resulting in 6.37.

² According to Asana's 2022 Anatomy of Work Global Index, knowledge workers spent 2.7 hours per week in unnecessary meetings.



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