

Asana Professional Services

Get customized onboarding, training, and technical support to accelerate your team's success with Asana—so you can reach your goals faster.

Teams who use Asana report being 45% more effective. With Professional Services, you get access to work management experts who are ready to customize a deployment plan for your team. Whether you're looking to roll out Asana to your entire team, drive team adoption through change management, or get customized technical support, we're ready to partner with you at every step of the way.



Onboard

Get your team started with the help of an Asana expert.

- Get hands-on support to design and transition one key workflow to Asana.

Cost: \$1,500



Accelerate

Move your team's key workflows into Asana with our expert guidance.

- Get hands-on support to design and transition three key workflows to Asana.

Cost: \$4,000



Transform

Transition your company to Asana with onsite professional guidance and support.

- Get custom recommendations, templates, and multiple workflows transitioned into Asana for your organization.

Cost: \$10,000*

*Additional fees for travel and expenses



Customize

Tailor your services and support experience to meet your organization's unique needs.

- Consult with our experts on change management and digital transformation initiatives.
- Work with a technical solutions engineer for custom integrations and automation.
- Receive custom onsite trainings.

Cost: Based on requirements

[Get in Touch](#)

Comparison of services

		Onboard	Accelerate	Transform	
Planning	Suitable for...	Teams of 5 – 40 looking to move their work into Asana	Multiple, cross-functional teams of 5 – 40 looking to move their work into Asana	Organizations of up to 150 looking to move their work into Asana	
Workflows	Number of workflows supported	1	3	5	
	Types of workflows supported	<ul style="list-style-type: none"> Agendas (1:1 or team meeting) Single-team standard project timelines (events, waterfall) Calendars (product launches, editorial, campaigns) 	Everything in Onboard, plus... <ul style="list-style-type: none"> Agile and Scrum workflows Multi-team project timelines Approvals projects Intake request projects 	Everything in Accelerate, plus... <ul style="list-style-type: none"> Company goals, objectives, and OKRs Custom workflows 	
Change Management	Engagement project timeline with Asana Way of Change principles	Yes	Yes	Yes	
	Maximum number of members of Asana Adoption Alliance	3	9	15	
Deployment	Virtual sessions included	3 virtual sessions <ul style="list-style-type: none"> Discover (60mins) Design (60mins) Train (60 mins) 	10 virtual sessions <ul style="list-style-type: none"> Kickoff (30mins) Discover (3, 60 mins) Design (3, 60 mins) Train (3, 60 mins) Sessions may be reallocated based on choice of workflows and teams involved	11 virtual and onsite sessions <ul style="list-style-type: none"> Kickoff (60mins) Discover (5, 60 mins) Design (5, 60 mins) Train (onsite, 1 day*) Sessions may be reallocated based on choice of workflows and teams involved	
	Total service hours included	6	20	40	
	Advisement on governance (Asana conventions & etiquette)			Yes	Yes
	Portfolio setup				Yes**
	Advisement on integrations				Yes***
	Duration of Engagement	45 days	75 days	90 days	
Price		\$1,500	\$4,000	\$10,000	

* Travel and expenses not included in price; charged additionally

** Requires Business or Enterprise

*** Integrations may come at additional cost

Asana Way of Change

Using Asana should be easy, but getting your team up and running takes careful planning, patience, and persistence. To help your team adopt Asana, we developed The Asana Way of Change, a change management framework created by analyzing what the most successful teams in Asana have in common—and pairing that information with the expertise of our Customer Success team—to give you the best game plan for managing your transition to Asana.



1) Define your why: We begin by identifying and forming your Asana Adoption Alliance, the core group of change ambassadors who will help drive your team's adoption of Asana. Together, you'll reflect on current team pain points and develop a compelling answer to "Why Asana?" and "Why now?" After all, it takes a village to change the way you work, and we'll help you define the roles and requirements of the alliance that will bring this change forward.

2) Discover your now: You can't decide where you're going without understanding where you are now. What tools are you using now? What processes do you have in place? Reflecting back on your "why" and core pain points, you'll identify one workflow to move to Asana and begin to gather the artifacts that will drive your Asana usage and implementation.

3) Design your first workflow: We'll build your first workflow together in Asana. This will bring more users into the tool, and you'll see an immediate impact on your team's efficiency and effectiveness. As you build your first workflow, start to ideate on what the rules of engagement in Asana could look like for your team.

4) Enable your team & celebrate wins: Asana works best when all team members are using Asana to manage and orchestrate their work. We'll help train your team on Asana basics, as well as your team's specific workflows, so that everyone is on the same page. Don't forget to celebrate your team at every step of the way!

5) Get set up for future success: With your first workflows live in Asana, you can start establishing Asana conventions (e.g., What happens when a task becomes overdue?) Having Asana conventions in place ensures that everyone feels confident they're "doing it right," and agrees on the "right way" to do things in Asana.

6) Measure and expand your use: By this time, you and your team will be well on your way to adopting Asana. You'll reflect back on what you wrote in Step 1 and see how you're tracking. Did you accomplish your goals? Are new workflows running smoothly? Communicate your wins to your stakeholders, and start adding more workflows, projects, and processes to Asana!

Asana Adoption Alliance

It's essential that you bring together an Asana Adoption Alliance to shepherd usage of the tool within your team. Your task is to nominate and get buy-in from the people who will comprise the Asana Adoption Alliance for your team. There are 3 roles:



Convention Setter

Workplace influencers who think critically about the when, what, and how of your team's Asana usage

Team and Org leads, Program and Project managers



Awareness Builder

Your team's success adopting Asana will be linked to users wanting to use the tool, not just having to – that's where Awareness Builders help

Executives and Directors



Success Celebrator

Appoint Success Celebrators to celebrate along the way, and continue the momentum!

Individual Contributors (cross-functional)

When deciding who should be in your Asana Adoption Alliance, you should consider the following:

Diversity is key. The best alliances are comprised of employees of various levels who will be interfacing with Asana in various ways. Having this cross-section of perspectives from day 1 is integral in your success.

Consistency rules. Becoming a member of the alliance will come with responsibility. Find team members who can set aside time throughout

the adoption process to be present at important meetings, think critically about setting conventions, and help with awareness and celebration efforts.

No two personalities should be the same. All extroverts or all introverts in this group? It's easy to think that one personality type may be the best to get your Asana usage off the ground. In reality, a mixture of personality types and people who can communicate in different styles and formats will allow your efforts to be influential on multiple levels.