

Asana has to stay simple, while becoming more powerful

This is a difficult balance Asana has to constantly find: add more and more features, asked by clients and leads, while staying simple and true to its core. The Asana forum is the main place where this debate is the most heated: everyone wants Asana to add the feature they are missing, while often not taking into account it would impact the simplicity we all like. A difficult balance they have been good at keeping over the years!

5 Asana tips & news

 Before releasing a new Asana form, [make sure to check those 12 things!](#)

 Wanna watch 2 Asana experts fight each other over who's the best at Asana? This is [Battle of the Yetis, episode #1!](#)

 Baby steps, also called "kaizen", is a method you can apply to almost anything to make great progress overtime. [Look at how I improved my desk setup using this method!](#)

 Don't see Asana as simply a project management solution. The best teams we've met also manage the team's daily life with Asana: team goals, team meetings, 1:1, internal processes... they all belong in Asana!

↔ The most powerful sync tool we've found so far is unito.io. We are currently using them to send all our Asana data on invoices and expenses into a Google Sheet to do powerful analysis!

If Wishes Were Unicorns: Why Asana Might Not Have Implemented that Feature Request

We all love Asana but at times we feel frustrated about some limitations or features not being released, or we wish there was more information forthcoming.

We are three seasoned Asana consultants and software developers; together, we have over 90 (that's not a typo!) years of software development experience

and over 30 combined years working with Asana.

Here are a few things we hear repeatedly on the forum and we thought it might be useful to share some of our knowledge and experience on these topics.

[Read the full piece on the forum by Phil-Larry-Bastien](#), where we cover a few typical remarks:

- “We have been asking for this feature for years; why isn’t it available?” or “How many votes does it take for a feature to be implemented?”
- “Why isn’t Asana answering on the forum regarding this request?”
- “This is easy; you can literally release this feature in an hour”
- “Simply add an option to choose if we want this feature or not, and let users decide”
- “Why is Asana adding emojis when there are missing triggers in rules?”
- “Monday has it!”
- “Why did they release a half-baked broken feature?”

Join the discussion on the forum!



Asana geek riddle

You want to be in the shoes of an Asana consultant for a minute? Here's a real example from a session:



“How can I pick my Asana Champions and what are they supposed to do?”



🎓 An Asana Champion is a special breed, a necessary ingredient to a successful deployment. But what are Asana Champions exactly, why do we need them and how many do you need?

An Asana Champion is a key role to make sure Asana is adopted within your organization. They help team members use the tool, follow the roadmap, test new features, deliver trainings... When the deployment is initiated by a partner (like us at iDO) they become our main points of contact.

After the deployment is "finished", they make sure the best practices are followed, the account is cleaned and maintained...

What makes a good Champion? Empathy, patience, tech-savviness, curiosity, willingness to help and learn, ability to try-fail-persevere, natural leadership skills... They need to have the latitude to decide, but they don't necessarily have to be managers. The organization has to put its trust in them, make their role official and ensure they have time set aside to complete their mission.

How many champions do you need? We usually consider any user should have a champion close by. It means having roughly one champion for 10-15 users, and make sure you have at least one champion per physical location / department / service.

In a typical Asana deployment by our team, the first steps are carried out with the champions, and only them: the Framing is used to discuss your needs and/or the existing use of Asana internally, and the workshops are there to design new workflows or improve existing ones. Only then, we carry out a team

wide training with all the users, and champions help us introduce the change and answer internal questions.

A champion will usually need a few hours a week when deploying Asana, and then a few hours per month for their ongoing role. In large organizations, you might even have full-time or part-time champions. We sometimes call them "Super Champion".



My opinion on...

...Slack and Asana used together.

When we initially started iDO, we did everything in Asana. But we were keeping Whatsapp on the side for urgent communication. When one of our first employee joined, he was like "this is weird, Whatsapp is a personal tool 🙄". So we decided to switch to Slack (the free version).

Overtime, we did exactly what our own clients do: they start doing more and more in Slack. And even though we trained people on how to use Slack, some of them were confused. Information got lost.

So we recently decided to give Asana a new chance when it comes to communication. Here's what we did.

- 👉 We completely removed some Slack channels. Any channel without a message in the last 3 months is basically useless.

- 👉 We replaced some channels with Direct Messages in Slack.

- 👉 We replaced some channels with projects in Asana.

For now, it is working pretty well! 😊

It doesn't look like Asana will be able to replace Slack soon, but I feel like we are on the right track to finding a healthy balance ⚖️

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