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Asana: The Calendar That Does It All



What is Asana?

Asana is the calendar management app that helps teams to track and manage their workload. Basically, It does all the planning so all you have to do is get on with it! It's pretty great, really, (especially when you're constantly forgetting your Monday conference calls!)

Whilst it is primarily used for workplaces and teams in a work setting, Asana is also great for personal use. You know, for when you need to pop out and grab some bread for your mid-afternoon toast break.

We all know it's essential to remember important meetings, appointments and reviews. Asana knows that better than anyone.

How Does Asana Work Exactly?

Asana couldn't be simpler. Head to the [official website](#), enter your chosen email and click 'try for free' to continue with the basic version. Honestly, there are professional versions available, but for the starter Asana user, the basic version will cover more than enough for you to use it effectively!

Once you're in, set up your team by following the introductory tutorial steps and invite your workmates directly to your platform to get started on being an organised, well oiled machine!

Why Choose Asana?

Now, unlike many other calendar scheduling tools, Asana is no one trick pony. She can juggle your calendar, your projects and look sleek whilst she's doing it. Really the question should be: who wouldn't choose Asana? Here's just a few reasons why Asana is the one to go for:

- Save precious time each week on emails and meetings

Asana can make Mondays less painful by wiping away those early morning meetings (and therefore save you money on coffee no doubt!) Instead of sitting in a cramped room with twenty other people, Asana simply sorts all of the projects and information into one easy read colour-labelled screen. See? I told you she's the best.

- Modernise your workspace

Asana isn't just great on the inside. Oh no, she's stunning too. The app is built in a simple and sleek layout, with the left hand column showing all of your Projects, Workspaces and Reports and your main space available right in front of you at all times. What's more, you can collapse and extend the layout as much as you please. Even just if you fancy a change.

- Attract younger clients to your projects

It's no secret that us youngsters are excelling in technology. They're constantly on it, and for good reason, it's useful and exciting! Using Asana can organise your workspace in a way that makes your company so much more appealing to the generation of Instagram and Snapchat. They'll be all over those projects before you know it looking for somewhere to post their latest selfie. *Fast paced* is what they thrive on.

- Increase your brand awareness by moving marketing processes to Asana

Having all your stuff in one place isn't just useful because it's convenient. You actually get more done! Gone are the days of multiple spreadsheets in hard to find folders scattered across your desktop, instead - everything you need is held in the trustworthy arms of Asana. She's got you. She knows how to make your brand look polished and clean, by organising everything you have into easy to find spaces.

Read all about how to increase your brand awareness by 4X when you switch to Asana [here](#).

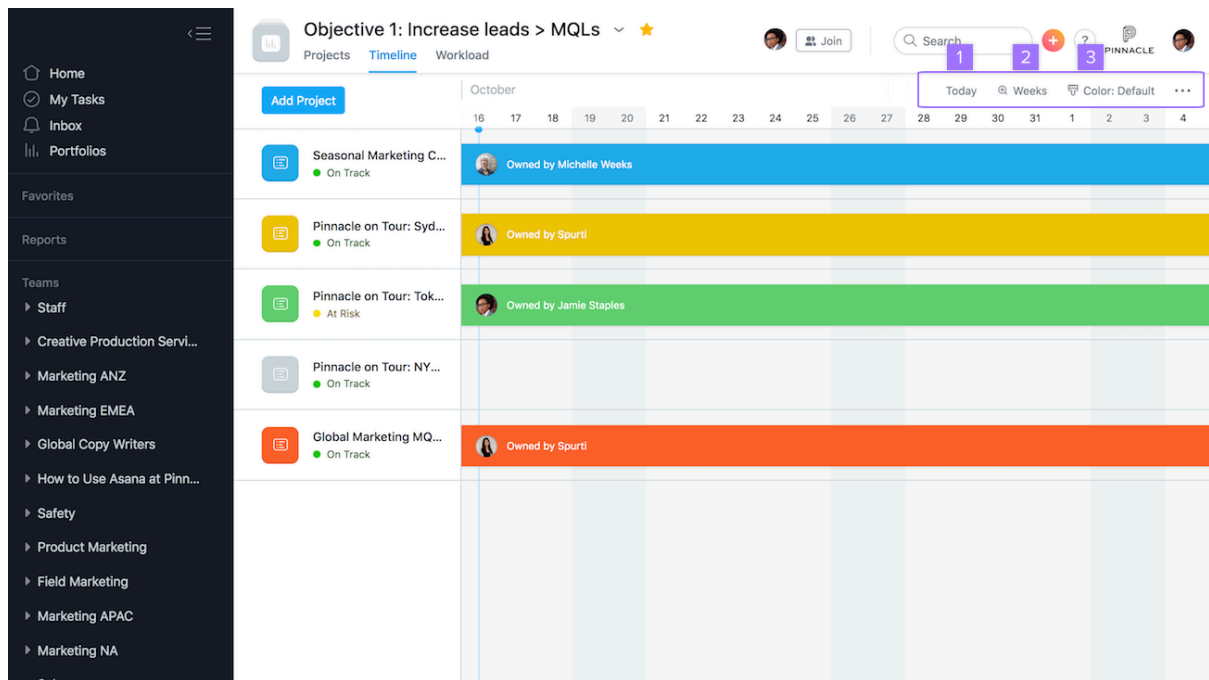
What Features Does Asana Offer?

Asana is full of surprises. She's a little minx. Here's just a few of the outstanding features that she comes with:

- A Calendar Scheduling Tool

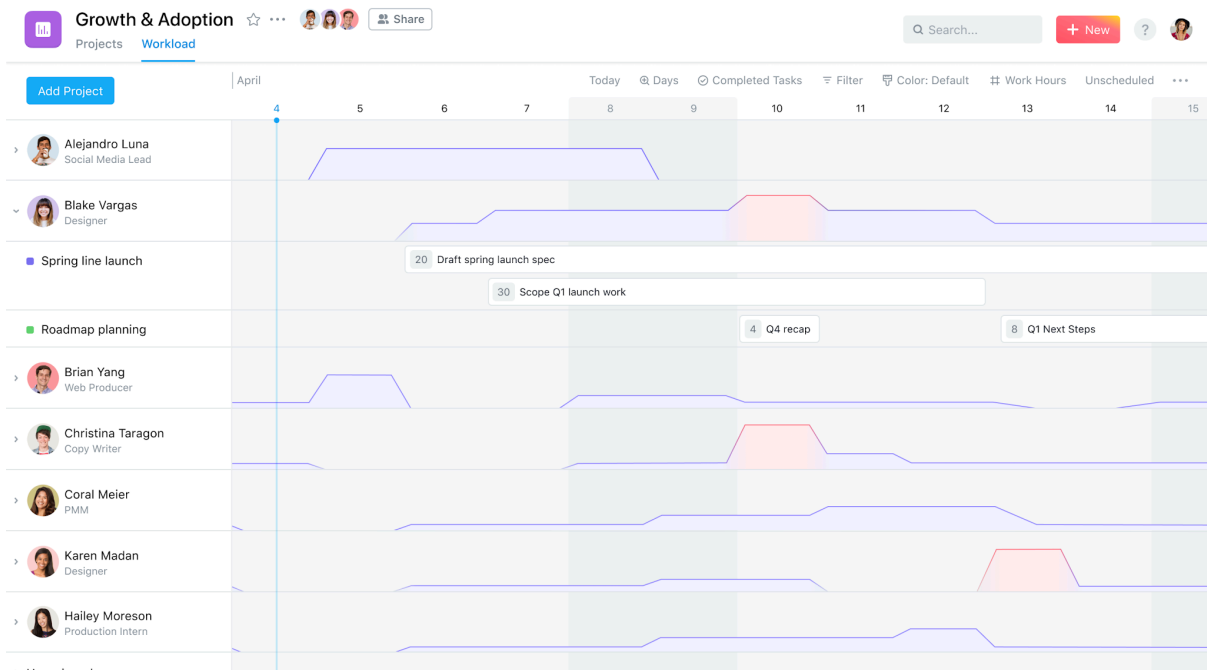
The one, the only, Asana Calendar. It's what made Asana famous and for good reason! With the calendar tool you can create tasks, set colours, change due dates and assign sub tasks! Now that's one way to meet deadlines in a big busy team, just let Asana do all the work for you.

- Portfolio Tool



Just when you thought Asana couldn't get more organised, she introduces the Portfolio tool. This is essentially the mission control centre of Asana. Here, you can upload, develop and build projects from scratch with multiple hands in editing from teammates. Not only that, but you can link it with the calendar tool to make it easier to track deadlines. (Doesn't she just keep getting better?!)

- Workload Tool



For teams working in big groups, keeping track of workload can be hard. Not to mention, you don't want people getting burnt out and collapsing in their chairs (no amount of coffee can fix that). With Asana, the workload tool allows you to monitor the workload spent on each individual task from each team member so you can send that heads up to your overworking team leader: *"hey, maybe you should go make yourself a cuppa love."*

- The Custom Fields Tracker

The screenshot shows the Asana List view for a project named "Annual industry conference". The interface includes a top navigation bar with the project name, a search bar, and a "Share" button. Below the navigation bar, there's a "Add Task" button and a table of tasks. The table has columns for "Task name", "Assignee", "Due date", "Task progress", and "Priority". Tasks are grouped into sections: "Foundational:", "Travel + lodging:", "Vendors:", and "Promotion:". Each task row includes a checkbox, a task name, an assignee, a due date, a progress status (e.g., "On Hold", "Waiting o...", "Not Start..."), and a priority level (e.g., "High", "Med", "Low"). A "Add field" button is visible in the top right corner of the table.

Task name	Assignee	Due date	Task progress	Priority
Foundational:				
<input type="checkbox"/> Finalize event budget	Alejandro L...	7 Oct	On Hold	High
<input type="checkbox"/> Finalize event agenda	Kat Mooney	10 Oct	Waiting o...	Med
<input type="checkbox"/> Determine event location	Kat Mooney	4 Oct	Waiting o...	High
Travel + lodging:				
<input type="checkbox"/> Finalize hotel block for guests	Daniela Var...	14 Oct	On Hold	High
<input type="checkbox"/> Finalize conference travel plans	Nikki Hend...	21 – 23 Oct	Not Start...	Med
<input type="checkbox"/> Book team travel	Alejandro L...	16 – 18 Oct	Not Start...	Med
Vendors:				
<input type="checkbox"/> Hire DJ	Alejandro L...	17 – 18 Oct	On Hold	Low
<input type="checkbox"/> Hire caterer	Alejandro L...	17 – 18 Oct	Not Start...	Med
Promotion:				
<input type="checkbox"/> Design landing page	Nikki Hend...	7 – 11 Oct	Not Start...	High
<input type="checkbox"/> Design ads	Jennifer Lu	7 – 11 Oct	Not Start...	Low
<input type="checkbox"/> Reach out to influencers to help promote event	Nicole Kap...	7 – 11 Oct	Not Start...	Low

Ever felt like you needed more clarity on a project in your workspace? Have you ever sat there wondering '*which one should I start first?*' Asana already thought of that for you. With the Custom Fields Tracker you can create custom fields that prioritise projects above others with colour coordinated labels and badges to identify them all (satisfying, right?)

Not only does this allow for faster workflow on important projects, but gives individuals the ability to know which ones need attention first.

What Are the Pros of Using Asana?

As well as all the benefits I have already mentioned (which is a lot) many companies have reported cutting their campaign and marketing planning time by 50% when switching to Asana, saving their team a lot of time (more time for donut breaks, yay!)

Yes, on the outside Asana looks like a calendar tool that will organise your meetings for you, but it is way more than that. Asana is so powerful and collaborative that you and your whole team will feel a sense of control and accomplishment that allows you to get more work done as a company!

So Asana is Just For Businesses Then?

Absolutely not. Asana is for everyone, whether you have a busy seven-day-a-week business or you just need to remember your GP appointments. Asana is used by many people to organise their shopping list, make a weekly meal plan, schedule doctor's appointments, track your habits, make a fitness plan and much more as demonstrated [here](#).

Closing Off

In short, Asana is much more than just a calendar scheduling tool. She is everything you've ever dreamed of in your workspace and more.

With a basic plan (free) that includes everything you could need and the option to upgrade to a premium plan (£9.49 per month) and a Business Plan (£20.99 per month) she really is your perfect, pocket work organiser.

Plus, who doesn't want to save some time?