ANATOMY OF WORK GLOBAL INDEX 2022

Embracing the new age of agility

Table of contents

A clash of work cultures

Two years ago, the onset of COVID-19 changed the world—and the way we work along with it. Work-life balance, once defined by time spent in the office versus time spent at home, was given an entirely new meaning. The only certainty is that more change is inevitable—and now is the time for leaders to not only adapt to this reality, but learn how to thrive within it.
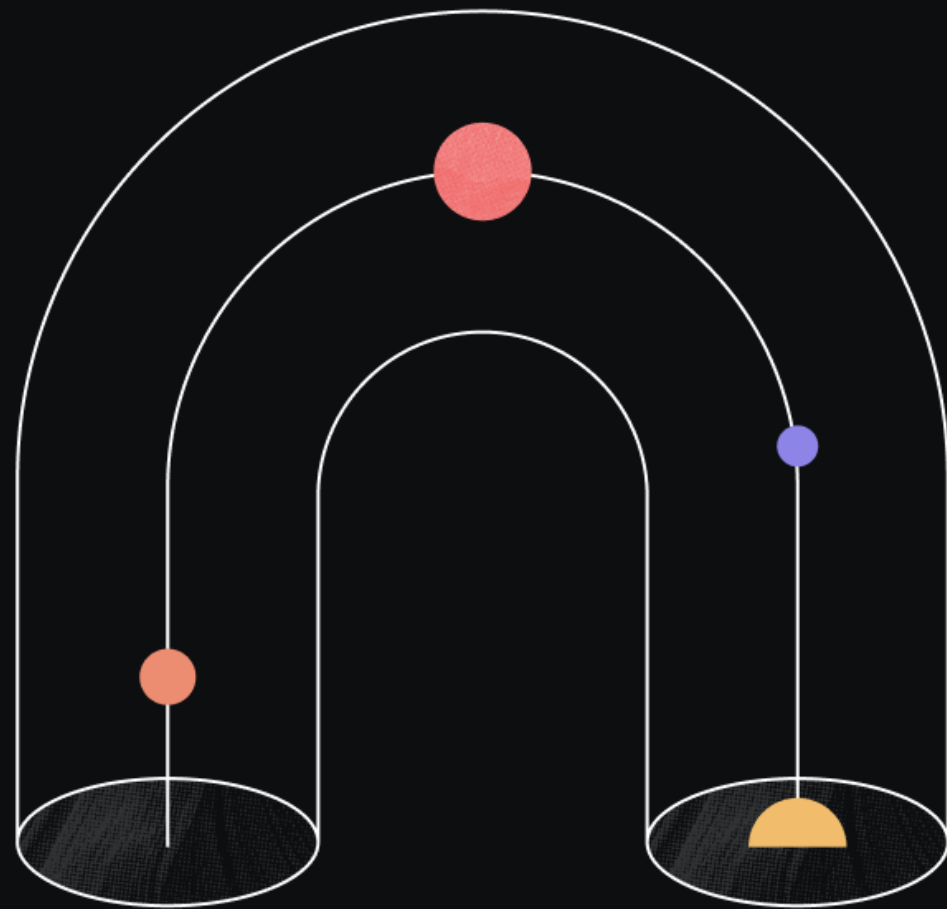
The lines between work and life are blurrier than ever as they've shifted from one extreme to another. For some knowledge workers, home is the forever office. For others, hybrid working arrangements mean occasional commutes for in-person meetings or even a full return of the five-day office workweek.

Many organizations are in flux, uncertain of where their employees will be working six months from now, much less what the long-term future holds. While some may see this uncertainty as a problem, it isn't—it is a profound opportunity.

If 2021 represented a resilient reset for both people and organizations, then this is the moment to embrace the era of the agile workplace. The most successful organizations will flourish by celebrating a culture of change and implementing flexible processes that ebb and flow with the world around them. Organizational agility doesn't come from reactionary stops and starts. It requires leadership to forge lasting connections with employees, listen to their voices, and confidently chart a course that can weather any storm. And with better work management, it's within every organization's reach.

We surveyed 10,624 global knowledge workers to learn what's working—and what's not—in their organizations.

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Work about work remains a persistent threat, with roughly 23 hours of the 40-hour workweek lost to menial, repetitive tasks.

Workers are spending 27% more time on skilled work—but nearly 36% less time on strategy year over year.

Skilled work is important, but if an organization isn't planning ahead, the skilled work can't lead anywhere.

Work about work
Activities such as communicating about work, searching for information, switching between apps, managing shifting priorities, and chasing status updates.
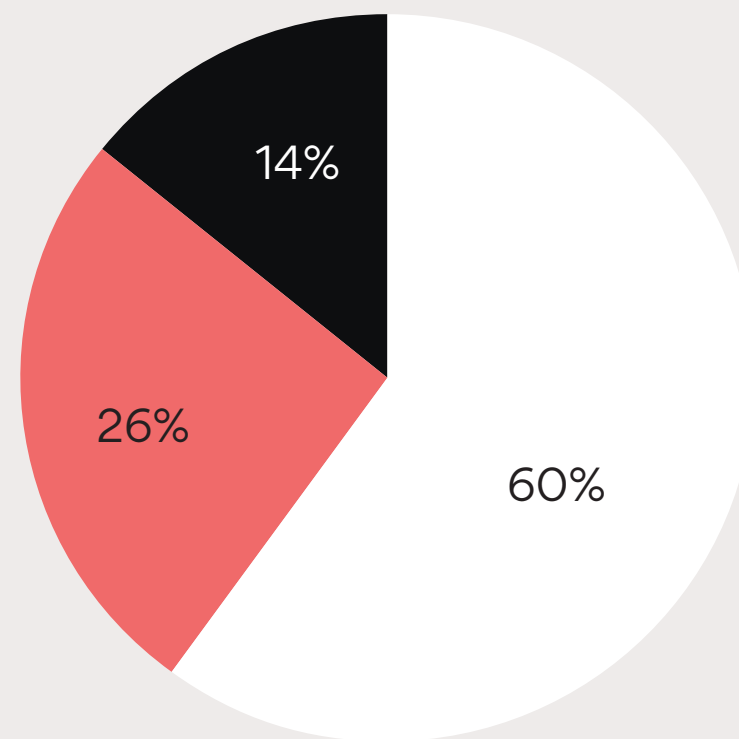
Skilled work
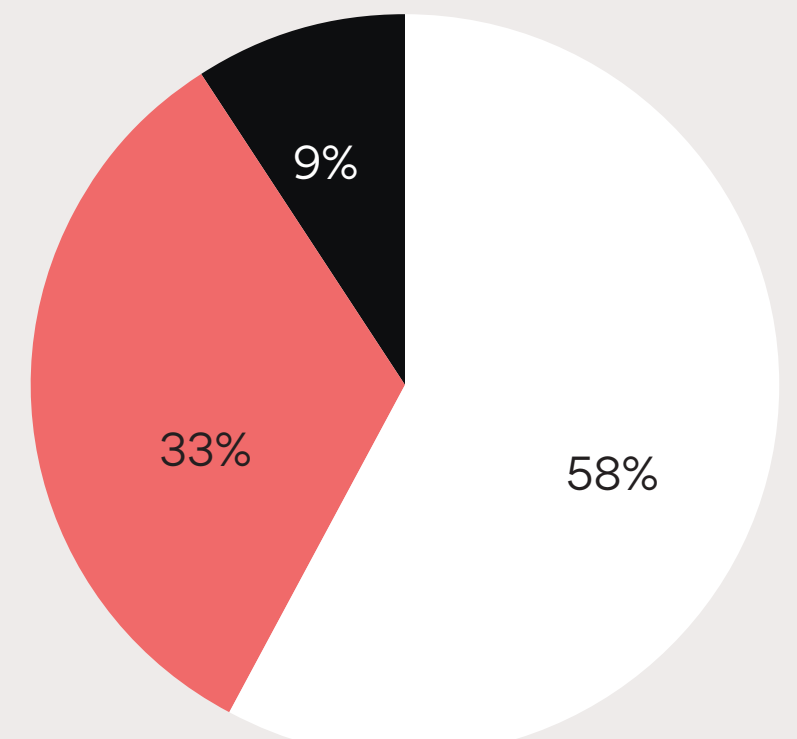Labor that requires specific knowledge or expertise.

Strategic work
A plan of action designed to achieve a major goal.

2021 Anatomy of Work

14%

26%

60%

60% Work about work
26% Skilled work
14% Strategic work

2022 Anatomy of Work

9%

33%

58%

58% Work about work
33% Skilled work
9% Strategic work

Percentage of a knowledge worker's day divided by type of work

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It's not enough for us to execute more in isolation—companies need a playbook to bring back debate, open dialogue, and proper brainstorming in an increasingly remote world.
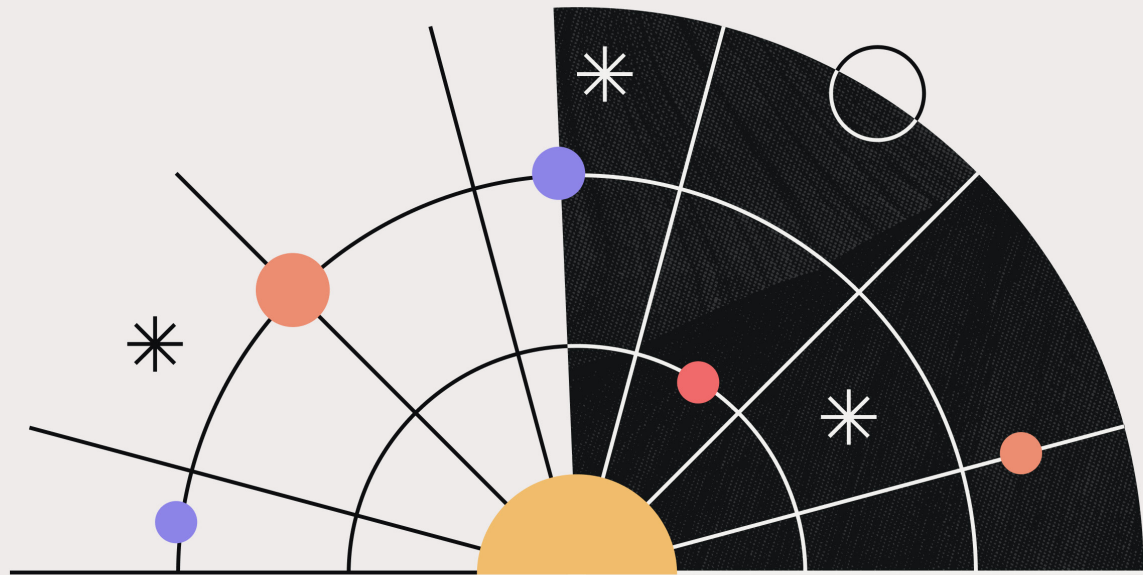
Dr. Sahar Yousef
COGNITIVE NEUROSCIENTIST AND LECTURER AT HAAS SCHOOL OF BUSINESS, UC BERKELEY

Change is essential

1

Change is essential

EACH WORKDAY IS ITS OWN DESTINATION

Over the past two years, office workers' relationship with remote work has completely shifted. As companies and employees have reacted to the pandemic, they've also adapted to hybrid work, the contours of the week formed by a combination of time at home, in the office, and traveling in between. Most workers agree: the divide between home and office isn't an either/or—it's a both/and.

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A global breakdown of work about work

INSIDE A WORKER'S EVERYDAY

Despite increasing comfort and familiarity with hybrid work, workers across markets, demographics, company sizes, and rungs of the corporate ladder still spend too much time on work about work. This is clear when comparing the year over year change—or lack there of—in work about work. Our 2021 report found that workers globally spent 60% of their time on work about work and the number is virtually the same this year at 58%.

|	Australia	France	Germany	Japan	Singapore	U.K.	U.S.
Skilled work	33%	36%	40%	29%	21%	32%	33%
Strategic work	8%	6%	7%	10%	10%	7%	9%
Work about work	59%	58%	53%	61%	69%	61%	58%

WORK ABOUT WORK & PRODUCTIVITY

While a slight improvement from last year, every week workers are losing an average of nearly three hours on unnecessary meetings. Every day, they are bombarded with 32 emails. Every hour, their attention is fractured between disconnected tools and having to constantly switch between them.

Work about work is an entrenched part of modern organizations and is still the biggest barrier to productivity—one that organizations shouldn't take lightly. Too many workers are stuck in this black hole, sucked into a world of small tasks that add up to an enormous burden.

With so many tools and notifications to sort through—like emails, meeting reminders, messaging apps—it's difficult to stay focused on the meeting at hand while being cognizant of upcoming obligations. In this way, technology has enabled the future to infringe upon the present. Gen Z and millennials are especially likely to tune out during virtual meetings, missing actions by multitasking.

Specifically, workers are missing 15% of their deadlines, compared to 26% last year. Why are deadlines so hard to make? 24% of workers believe too many meetings directly lead to missed deadlines.
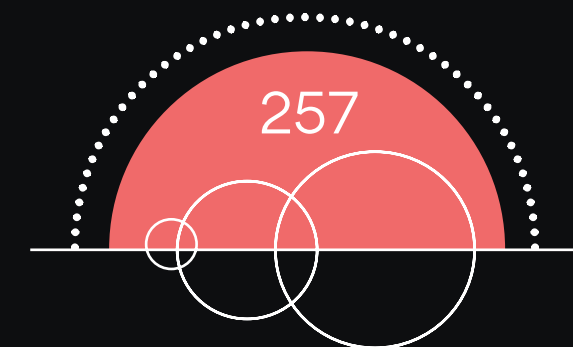
Over one year
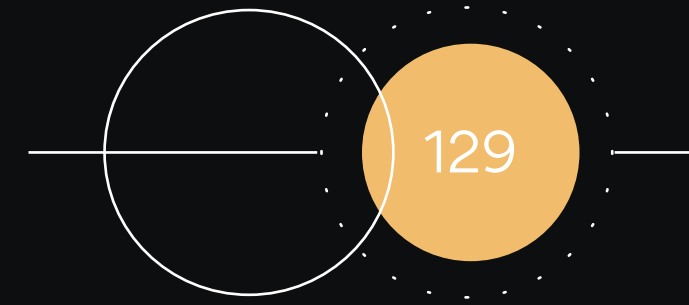
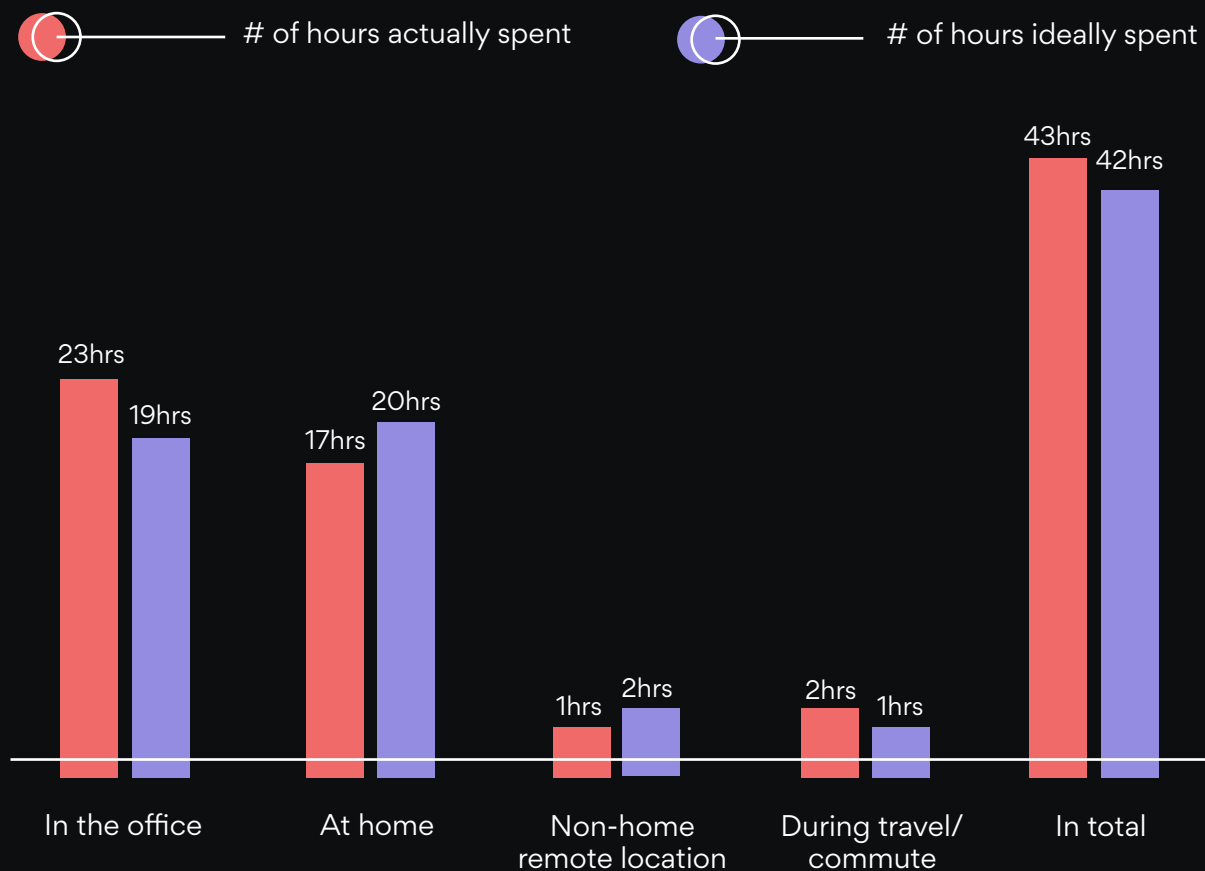129 hours are spent on duplicated work
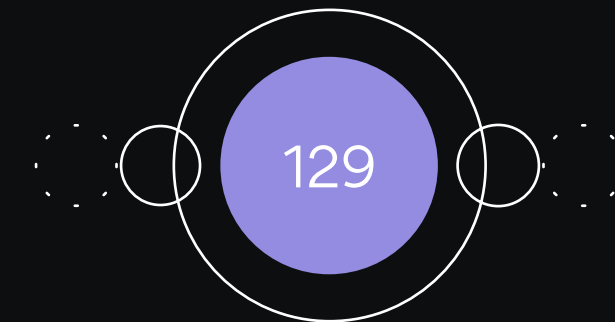
129 hours are spent in unnecessary meetings

257 hours could be saved with improved processes

Workers are splitting their time between the office and home, but there's an appetite to spend more time at home

● # of hours actually spent   ● # of hours ideally spent

	In the office	At home	Non-home remote location	During travel/ commute	In total
# of hours actually spent	23hrs	17hrs	1hrs	2hrs	43hrs
# of hours ideally spent	19hrs	20hrs	2hrs	1hrs	42hrs

HOW CORPORATE COMPLEXITY COMPLICATES WORK

Processes at larger companies often seem more complex than those at smaller companies, with well-established workflows requiring many stakeholders and many steps. When different teams have their own tools and ways of working, cross-team collaboration creates friction—instead of clarity. Is it any wonder, then, that work about work is more common at larger companies?

The 2022 Anatomy of Work Index found that larger companies do, in fact, have more work about work. Employees at medium and large companies spend 5% more of their workweek on work about work than those at smaller companies. They're also more likely to miss actions or updates than before. Our survey found that 32% of medium sized businesses and 27% of larger businesses are more likely to miss actions or updates than before, compared to 20% of smaller businesses.

Work about work also increases as workers become managers and their responsibilities change. Individual contributors generally have their own work to focus on, while managers must delegate tasks, coordinate between teams, and

oversee direct reports. As such, they spend 6% more time on work about work than individual contributors, for a total of 62% of the workday.

Spending over half your time on work about work, regardless of your job title, is neither cost effective nor a good use of your time and skillset.

What causes missed deadlines?

24% too many meetings

22% uncertainty over priorities

23% unclear processes

" In complex organizations, you need some way to keep everybody on the same page. When you let silos develop because there's no organization-wide view into what's going on, that's the worst possible way of working.

Bill Crim
CEO, UNITED WAY OF SALT LAKE

What does the future of work look like?

Professor Nicholas Bloom, the "prophet of remote work" according to Fortune Magazine, has researched this topic for nearly 20 years—and this is what he says comes next.

ACCORDING TO YOUR RESEARCH, DO YOU SEE REMOTE WORK AS A LASTING TREND?

Remote work is clearly here to stay. To put numbers on it, just 5% of full-time workdays were from home pre-pandemic, and now my research suggests this will be 25% once pandemic restrictions are lifted. That is a five-fold increase, which would have taken 30 years according to pre-pandemic trends.

In addition, the huge increase in remote work is leading to a surge of innovation in hardware and software to support this style of work.

As the equipment gets better, like improved video and audio systems, virtual reality, and connectivity, remote work will continue to spread.

DOES THAT MEAN THE HIGH LEVEL OF BURNOUT AMONG PANDEMIC-ERA EMPLOYEES IS ALSO HERE TO STAY?

The high burnout the report identified during the pandemic was driven by the challenging circumstances of fully remote work combined with social distancing.

Post-pandemic life will be much better for two reasons: first, work will mostly be hybrid so employees will get to socialize with colleagues two or three days a week, helping to build connectivity. Second, we will be able to easily see friends and family again in the evenings and weekends.

WHAT OTHER BIG CHANGES DO YOU SEE IN THE WORKPLACE?

There has long been a close link between flexi-place, the ability to choose where you work, and flexi-time, the ability to choose your hours. I have seen this over the last two decades as I've researched remote work, so the explosion of hybrid work will drive a surge in more flexible working.

For example, if you are working from home on Wednesday and Friday, why not use that flexibility to go to the dentist, go to the gym, run errands, or pick your kids up from school? You can make the work up later that day or on the weekend. Indeed, in my research, we find hybrid workers typically do about 1.5 hour less work on their work-from-home days, but more than make up for it on other days.

So hybrid employees tend to outperform office-only employees, and are far happier. The reason is this flexibility is a huge benefit for them—they get to do activities they really value while outperforming at work.

Managers and those in medium-sized companies are most likely to see the time-saving benefit from processes being improved

5.4 hours
All workers

4.8 hours
Individual contributors

6.3 hours
Managers

4.0 hours
workers at smaller companies

6.2 hours
workers at medium companies

5.5 hours
workers at larger companies

*Average number of hours that knowledge workers say would be saved if processes were improved

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The standard of our creative team, for a while, was just to react to work. But we'll never do the best work we possibly can without a clear process.

Joe Tornatzky
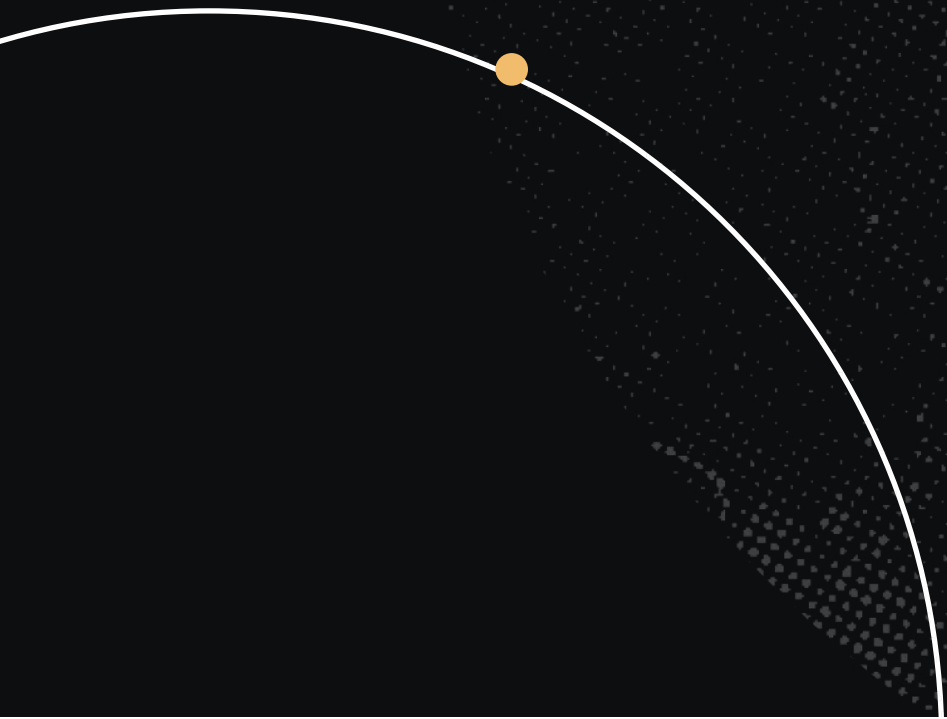**CREATIVE DIRECTOR, GEAR PATROL**

Location, location, location

2

Location, location, location

**WHAT WORKERS DO AND WHERE THEY DO IT BEST**

Our survey found that workers do their best skilled work at home, where they can concentrate better. However, they prefer the office for the majority of their interpersonal work, as 49% see the office as more of a social space than they used to, especially when it comes to collaborative tasks like strategy and planning, onboarding, 1:1 meetings, and training and development.

A workplace in which location is determined by workers' activities, not their job title, is the best way to prioritize both well-being and productivity. The home and the office are different universes, with unique upsides and downsides, and should be viewed accordingly. The most progressive and, ultimately, successful companies will be those that structure their hybrid approach for which environment best suits the activities and goals at hand.

For instance, if an employee has scheduled 1:1s and group meetings on Mondays, Tuesdays, and Thursdays, they're best off working from the office. On Wednesdays and Fridays, with no collaborative tasks on the docket, they might have the flexibility to work from home.

Still, it's important to make sure that teams have synchronized days in the office. Rather than letting each individual choose in-office versus at-home workdays, teams need to be on the same schedule in order to get the full benefit of both environments.
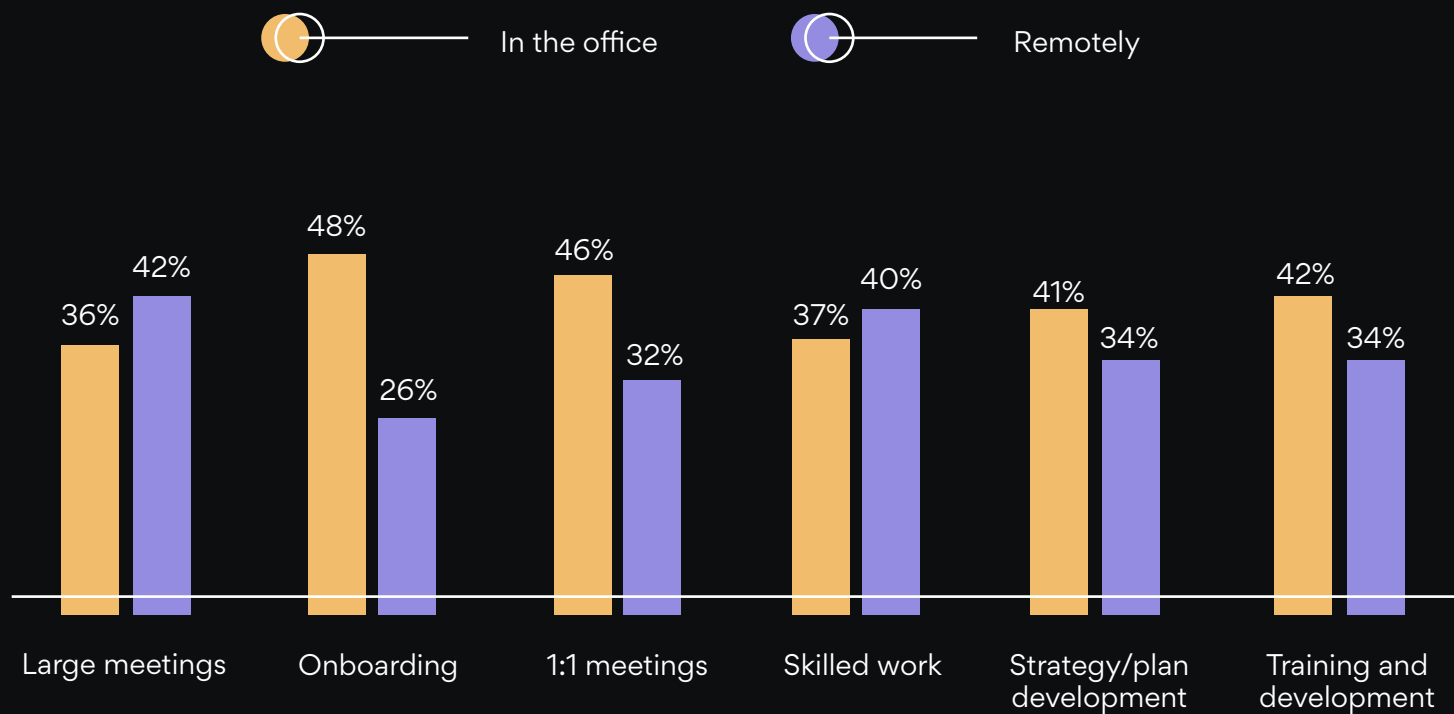
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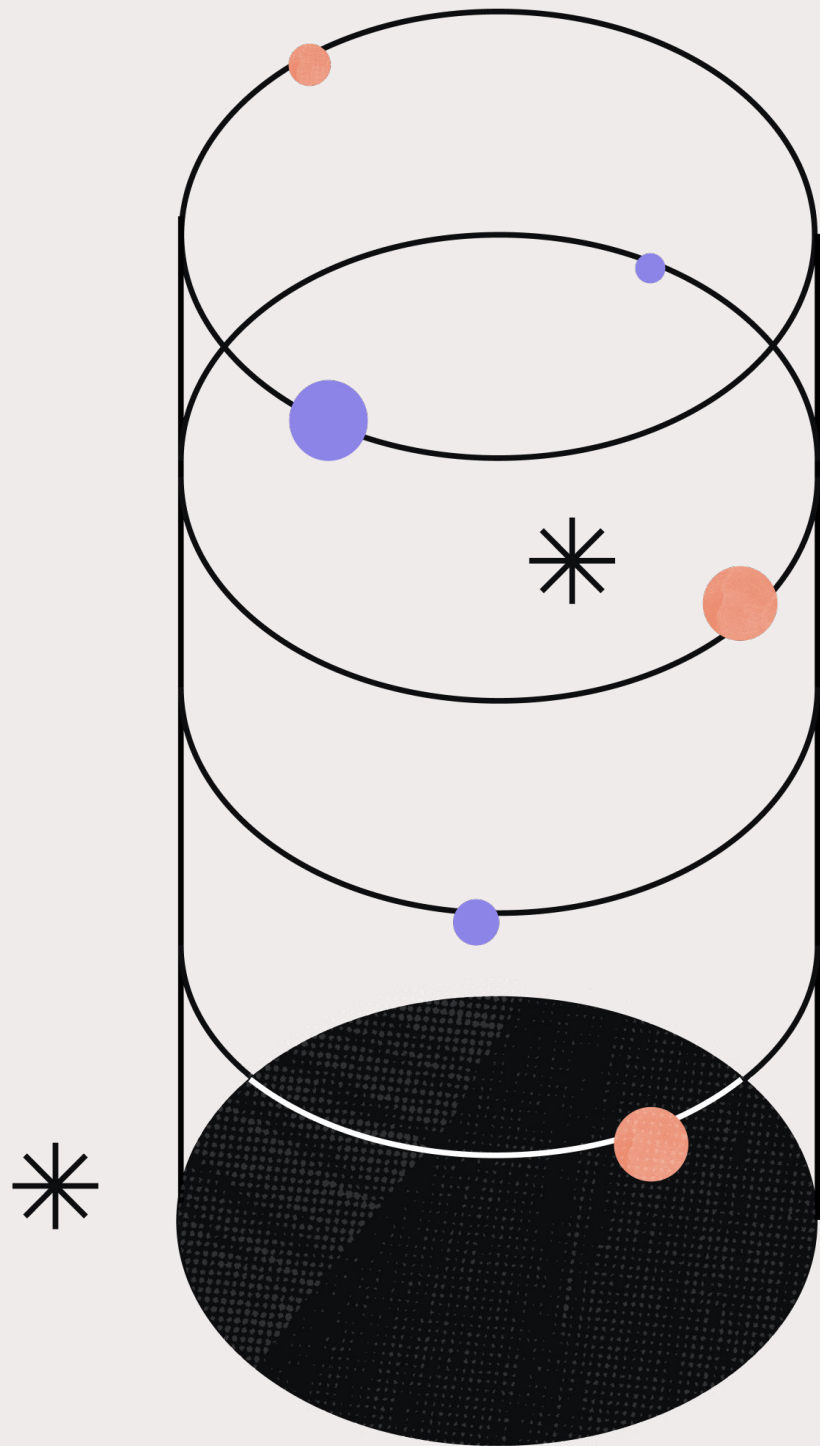
The unprecedented disruption of the pandemic has fundamentally shifted the way we live, including re-thinking work and our relationship with it.

As we transition into the new era of agile work, it's crucial for organizations to connect their teams around clarity of purpose and a shared sense of accomplishment to ensure employees feel seen, heard, and valued. In doing so, we can emerge from the burnout and bottlenecks of the past two years to chart a new path forward in the future of work.

Anne Raimondi
COO, ASANA

Employees prefer doing skilled work and attending large meetings from home. For everything else, they prefer the office.

⬤ In the office ⬤ Remotely

	Large meetings	Onboarding	1:1 meetings	Skilled work	Strategy/plan development	Training and development
In the office	36%	48%	46%	37%	41%	42%
Remotely	42%	26%	32%	40%	34%	34%

% of knowledge workers who prefer to do tasks in the office vs. remotely

Two blueprints for hybrid work

Dr. Sahar Yousef, Cognitive Neuroscientist

One popular model we see companies adopting is a "three-two model," meaning three days in the office and two days at home. In this scenario, people might go into the office Monday, Tuesday, and Wednesday and then work from home Thursday and Friday. While easy to understand and easy to coordinate, one big drawback, though, is that the "three-two" model doesn't allow for the company to downsize or get rid of their office space, so it can be an expensive form of hybrid work.

The second model is what I call the "bottom-up hybrid model." As the name would imply, this isn't a top-down model, meaning the organization or C-suite isn't telling employees when to go into work. "Bottom-up" means the organization sets a goal, such as an average of two days in the office a week, and then lets teams and individuals decide what works best for them. This allows teams to have conversations about what ideal collaboration looks like for them so they can work together to determine what is optimal for everyone's work and personal life. The downside to this method is that if there are cross-functional teams that need to be in the office on the same day, there needs to be more explicit coordination to make that happen.

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STILL, FLEXIBLE WORK HAS ITS SNAGS

Although most workers enjoy hybrid work and derive many benefits from flexible schedules, there are some drawbacks to remote life. In particular, 53% of Gen Z workers said their days don't have a clear start or finish time—compared to 37% of all workers.

Additionally, 41% of workers feel more isolated when working remotely, suggesting that companies who lean heavily into remote work should consider hosting engaging virtual social events or encouraging offsites so workers can bond with their colleagues in person several times a year.

Remote work isn't perfect. However, hybrid work has presented the workforce with a different kind of flexibility that the office alone can't offer.

ACROSS GENERATIONS, TRENDS EMERGE

Gen Z and millennials prefer hybrid working because it balances the inherently social aspect of the office with the focus time they feel at home. Nearly 60% of Gen Z and millennials see the office as more of a collaborative space than they used to, while just 42% of Gen X and 36% of baby boomers say the same.

The benefits of working from home, like easier concentration and easier management of non-work activities, are balanced out by its downsides; workers feel there's no clear start or finish time of each workday and they think about work more, even after they've closed their laptop for the day.
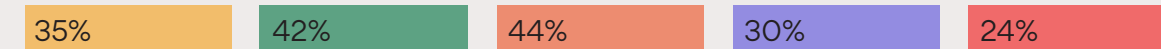
Hybrid work needs clearer boundaries

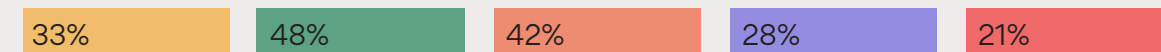| All workers	Gen Z	Millennials	Gen X	Baby boomers
37%	53%	41%	33%	34%
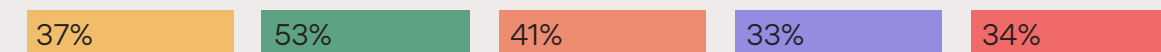
● There's no clear start/finish time each day.

38%	35%	48%	33%	28%
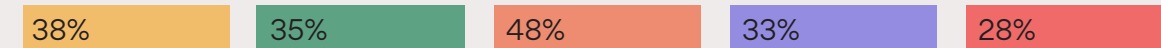
● More time is spent checking emails outside of working hours.

35%	42%	44%	30%	24%

● More time is spent thinking about work outside of working hours.

33%	48%	42%	28%	21%

● Attention span for work is shorter.

46%	44%	55%	40%	33%
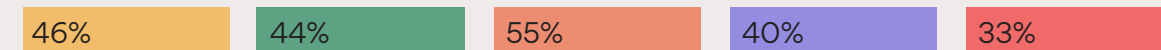
● Non-work activities are easier to manage.

47%	51%	54%	43%	40%
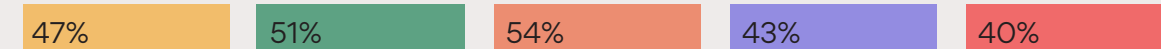
● It's easier to concentrate at home.

% of workers who agree with the above statements about how work has changed in the last year

A WINDOW INTO A WELL-BALANCED WORKPLACE

Well-being and productivity aren't at opposing ends of the spectrum. In fact, they work in tandem: workers are more productive and focused when they're happier and their emotional needs are met. Still, there's always room for improvement when it comes to remote and in-person collaboration.

Some of these improvements might include:

- Set guidelines on how to run meetings. Define what should constitute a meeting instead of an email or another form of asynchronous communication.

- Give clear start and finish times so workers know that they aren't expected to be working when they're off the clock. Ensure managers lead by example and adhere to these boundaries.

- Host engaging virtual social events so remote workers feel less isolated, in addition to several in-person get-togethers' a year.

- Institute meeting-free days to give people time to find a state of flow in their work.

> "When work is decentralized and dependencies are unclear, everything feels like a top priority. It creates stress and anxiety.

Joe Moran
VICE PRESIDENT, STRATEGY & PLANNING, THE MICHAEL J. FOX FOUNDATION FOR PARKINSON'S RESEARCH
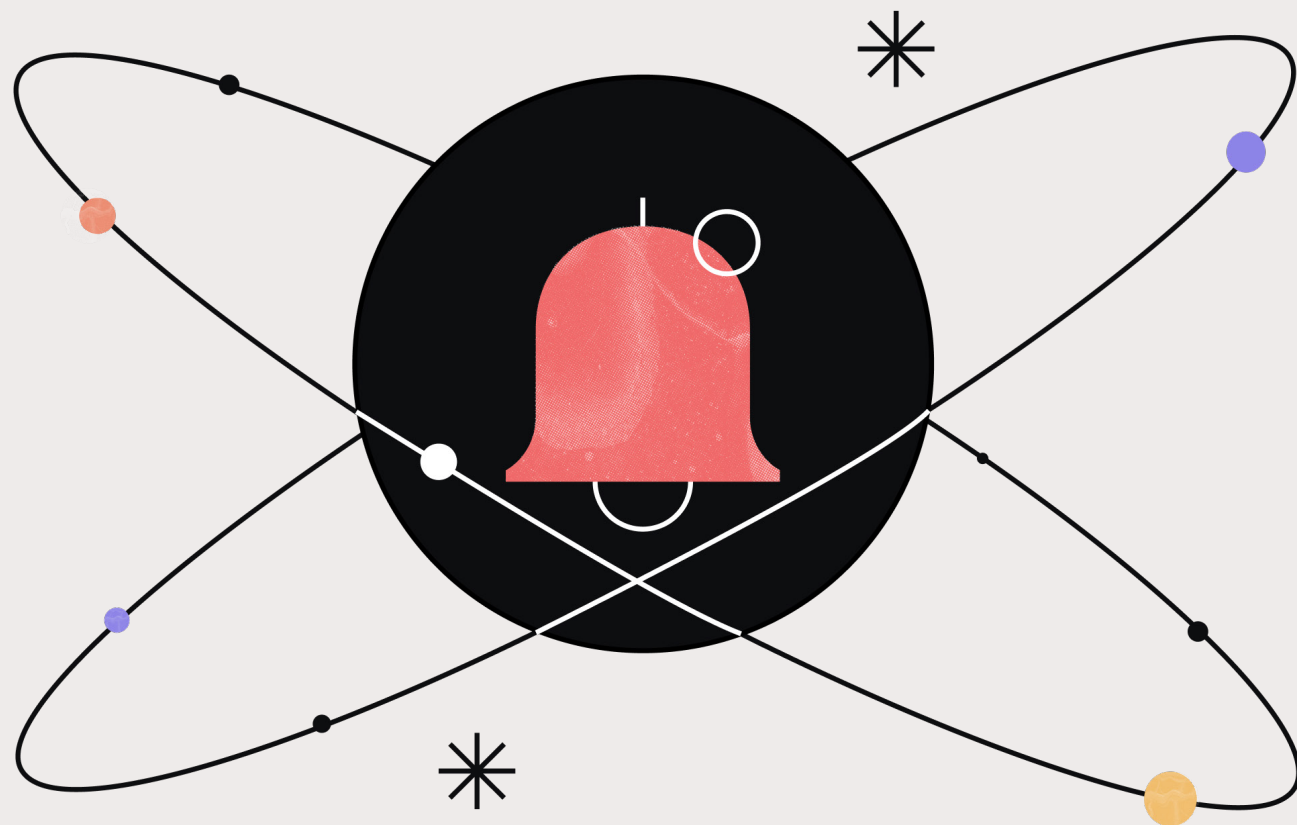
The distraction tax

3

The distraction tax

APP-OCALPYSE NOW

Overall, workers are using slightly fewer apps per day this year (9) than last year (10), but they still feel overwhelmed by them. An overreliance on too many apps—and constantly switching between them—means less efficiency, more missed messages and actions, and longer hours worked. Although tool fatigue is a bigger challenge at medium and large companies, workers at all sized companies can experience these drawbacks.

Immediate fixes include streamlining the tech and tools being used by leveraging app integrations, codifying processes with workflows, and reducing silos with structured forms of communication. Allowing employees to work from home some of the time might also help, as 21% of workers say that doing so would boost their focus.

Although reducing tools and implementing more structured processes may seem antithetical to agility, these steps can actually free up the precious time workers spend wondering what to do next or where to find a specific document. And by freeing up that time, organizations have more room to be experimental, push boundaries, and be proactive rather than reactive. This shift increases organizations' readiness for whatever the future holds.

DING! DING! DING!

Constant notifications are the ultimate distraction, complicating work and obscuring processes. Over half of workers feel they have to respond to notifications immediately and over a third feel overwhelmed by persistent pings.

Notifications are particularly disorienting because workers crave clarity and direction in their jobs, yet are constantly being disturbed by alerts. 48% think more efficient meetings could limit notifications, while 45% think clearer responsibilities would do the same. When each task has a clear who, what, and when, the work gets done more quickly and with less back and forth.

App Overload

42%
are spending more time on email than one year ago

40%
are spending more time on video calls than one year ago

52%
are multitasking during virtual meetings more than one year ago

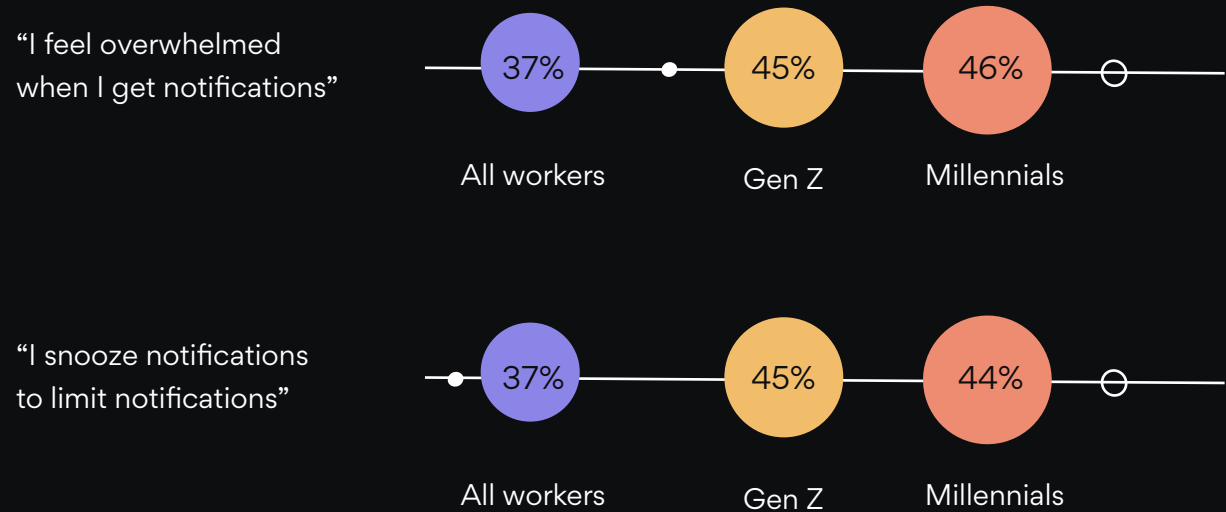56%
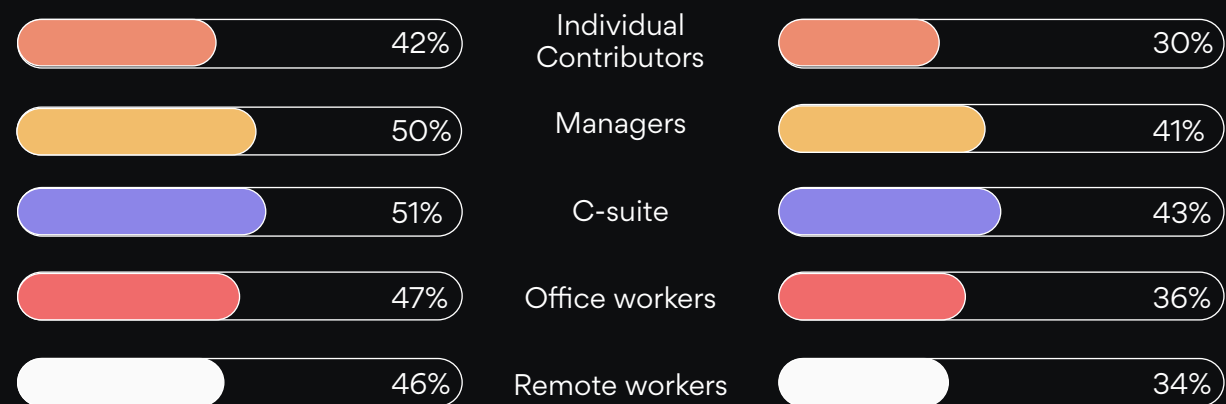feel they need to respond immediately to notifications

" As an organization grows, communication starts to bottleneck. At Hope for Haiti, we've seen those inefficiencies hurt us: when we can't run like a well-oiled machine, we're not serving as many people as we could be—and it's our responsibility to improve upon that.

Skyler Badenoch
CEO, HOPE FOR HAITI

Millennials and Gen Z are more likely to feel the negative effects of notifications

"I feel overwhelmed when I get notifications"

37% All workers
45% Gen Z
46% Millennials

"I snooze notifications to limit notifications"

37% All workers
45% Gen Z
44% Millennials

People in higher positions tend to respond right away, but also struggle to respond to important messages

"I need to respond right now"		"I struggle to respond to important messages."
42%	Individual Contributors	30%
50%	Managers	41%
51%	C-suite	43%
47%	Office workers	36%
46%	Remote workers	34%

THE TOOL PROLIFERATION PARADOX

When a project is kicked off using one tool and completed in another, how do teams know where to track their progress? What sort of mental gymnastics are required to alleviate the constant brain strain of switching from app to app and back again?

Workers have a plethora of tools and technologies at their disposal designed to make work easier, faster, and smarter. Instead of moving at lightspeed, though, too many disconnected apps have the opposite of the intended effect—they slow things down and make work too complicated.

The results become especially apparent in meetings. During in-person meetings, attempts at multitasking, whether work-related or personal, are conspicuous. Now, however, with the privacy afforded by remote work, meetings often contribute to lost time and productivity.

More than half of workers multitask during meetings, just 43% contribute to smaller virtual meetings, and more than a quarter are more likely this year than the last to miss actions and updates.

TIPS TO COMBAT CONTEXT SWITCHING

1

Give employees permission to use do not disturb modes or calendar blocks for focused work

2

Lean into integrations to ensure that an organization's technical ecosystem works seamlessly

3

Create more cross-functional teams that can work together without being slowed down by work about work

4

Consolidate apps and tools into a work management platform to reduce context switching

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To build an inclusive and digitally-accessible community, you need full transparency. With people in different time-zones and daily lives, we needed a tool to easily see what tasks require action and how projects were progressing.

Kilian Dreher
CO-FOUNDER, HUMANAID

# Well-being vs. work

4

Well-being vs. work

BURNING THE CANDLE AT BOTH ENDS

Burnout and imposter syndrome are key challenges that workers face, with 42% suffering both at the same time. Lack of clarity, too many notifications, and hours of meetings all have real consequences beyond annoyance—they directly contribute to these occupational hazards.

In particular, burnout and imposter syndrome disproportionately affect younger workers, causing low morale, miscommunication, a lack of engagement at work, more mistakes, and even attrition. Almost one in four of workers experience burnout four or more times per year, while 40% think it's an inevitable part of success.

The Great Reshuffle has made clear that workers are rethinking how they spend their time and the relationship they have with their organization. With work about work taking up a majority of the workday, companies have room for improvement in empowering workers to do the skilled work that makes them feel valued—especially for younger employees, managers, and workers at medium and large companies, who suffer disproportionately from work about work.

However, companies can't just instruct their employees to shirk busywork and focus on what matters. Change needs to be structural and teams need to work together to think holistically about their workflows.
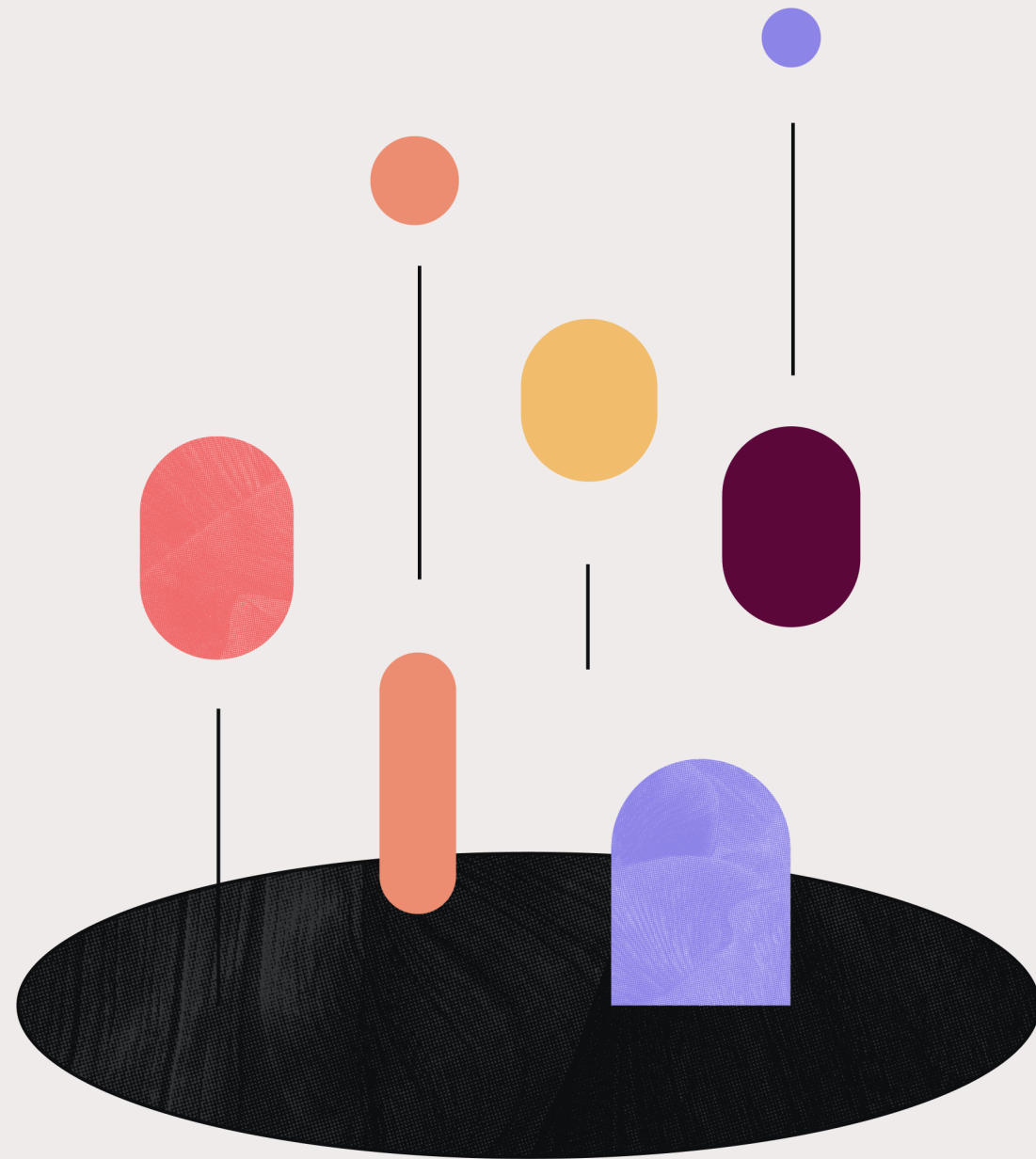
Workers believe the cost of success is regular burnout. Almost one quarter experienced burnout four or more times in the last year. 40% of all workers think it's an inevitable part of success.

The demographic spectrum of imposter syndrome

49%

Knowledge workers

52%

Female

46%

Male

50%

Parents

48%

Non Parents
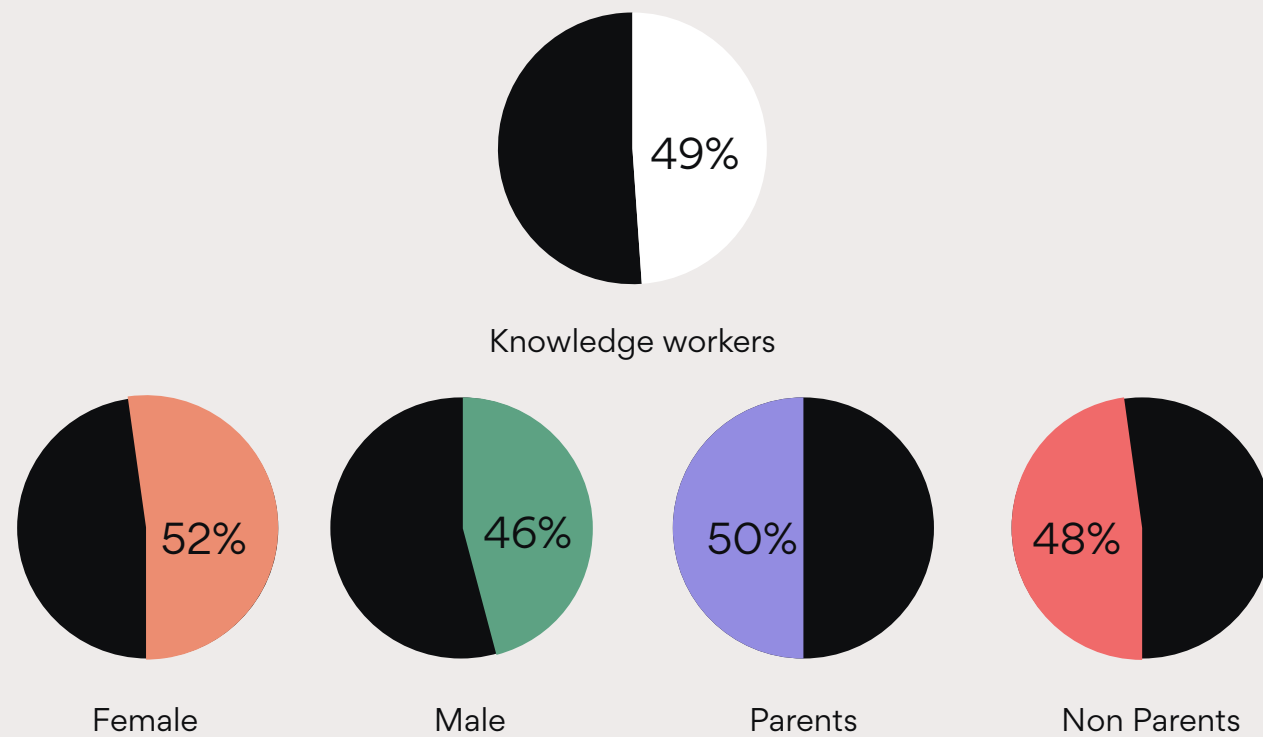
% of workers who have suffered from imposter syndrome
on some level

" I don't want people to burn out. I want them to be good to each other and enjoy their time at work.

Brett Gurewitz
CEO, EPITAPH RECORDS

The 3M Framework For Breaks

Dr. Sahar Yousef, Cognitive Neuroscientist

As revealed in the Anatomy of Work Global Index 2022, burnout is still a pervasive issue for knowledge workers of all types. Yes, there are structural changes that many organizations can make in order to remedy this situation, but in the meantime, there are also a few things individuals can do. One of my biggest recommendations? Intentional, strategic breaks.

A system for avoiding burnout is called the 3M Framework. It involves taking three types of breaks—macro, meso, and micro—in order to fully disengage from work stress and restore your energy.

Even with an extremely stressful job you can prevent burnout if you follow the 3M Framework properly. For each type of break to be effective we must achieve complete psychological detachment from work, personal responsibilities, and stresses.

Checking social media doesn't count. Disconnecting means sending the message to your brain that no matter what chaos is going on, you're doing fine, work isn't everything, and you can choose to concentrate on something else completely. How can teams operationalize these types of breaks?

First, each member of a team should do an audit and see what types of breaks they're good at taking and what types they need to prioritize more. Then, have each team member start scheduling micro, meso, and macro breaks into their calendars.

As a leader, it is critical that you also schedule this time into your calendar and discuss what kinds of breaks you're taking to prevent your own burnout to set an example for your team. For example, talk about the few hours you spent playing tennis over the weekend or the drive you went on with your kids Wednesday evening.

Macro breaks
Frequency: Monthly
Duration: Half to a full day
Examples: Hike in nature, day trip, visit friends or family

Meso breaks
Frequency: Weekly
Duration: 1-2 hours
Examples: Music lesson, practice a hobby or sport, cook a special meal

Micro breaks
Frequency: Daily (multiple times)
Duration: Minutes
Examples: Close eyes in between meetings, shower, short walk, stretch, meditate

LEADERS MUST LEAN INTO LISTENING

These issues may be widespread, but they don't have to be. One in five workers say mental health resources and clarity on organizational goals would alleviate the impact of burnout and imposter syndrome. Nearly one in four say mentoring and training, along with clearer processes, would also help.

Leaders can and should champion these changes, which are key to attracting top talent, retaining employees, and emphasizing psychological safety at work. Having a plan for addressing and reducing both burnout and imposter syndrome is critical. This will not only improve employee well-being—but also the well-being of your business as a whole.

This doesn't mean that managers need to become therapists. Rather, managers need to model taking time off, setting clear boundaries (like not replying to emails late at night), and being honest about their own burnout at work. Doing so will show employees that they, too, can set boundaries, take time off, and voice concerns about burnout before they reach the point of no return—and quit.

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Companies need to make things explicit and transparent because people crave clarity. But leaders can't just prepare to adjust, they have to plan to adjust. You can't say, 'Well, it's a free-for-all until we get to the perfect solution.' You have to pick a direction, knowing full well that listening to feedback is an essential part of the path forward.

Lucas Miller
PEAK PERFORMANCE RESEARCHER AND MBA FACULTY AT HAAS SCHOOL OF BUSINESS, UC BERKELEY

A — strategy for agility

![asana](asana logo)

A strategy for agility

WHERE WE ARE

More than two years after the onset of the pandemic, work is full of contradictions. Some things are worse than they were before COVID-19, others better than they were in 2019.

More focus time at home has meant more time spent on skilled work, even as working remotely has made workers feel less engaged in some aspects of work. They're multitasking more while missing fewer deadlines and using slightly fewer apps but getting overwhelmed by more notifications.

Millennials are most likely to believe burnout is inevitable for success and Gen Z is most comfortable discussing it with managers, while both cohorts continue to struggle with them all the same.

WHERE WE'RE HEADED

Organizations shouldn't dwell in these contradictions, but rather look at them as indicators of progress. Carving out time to collectively reflect on both the positive and negative changes made in the past few years will bring all levels of a company together.

In the end, every organization—and every individual—has the ability to decide if or how they adapt. The Anatomy of Work Global Index 2022 survey results make it clear that the successful workplaces of the future will need to embrace hybrid work and set up processes that are specific to both remote and in-office work.

Strategically synchronizing a team's time in the office with their time at home is an especially critical element in the hybrid work environment. There's freedom in structure, especially when that structure is informed by data and the people—workers—who stand to benefit from it.
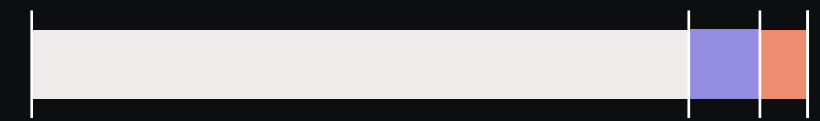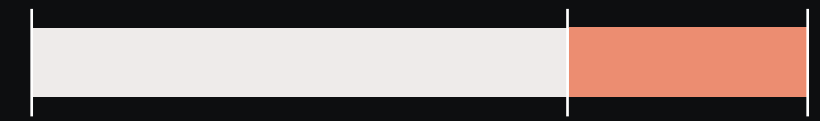
Contrasts and contradictions year over year

Skilled work—driven by focus time—is up → 33% vs. 26%
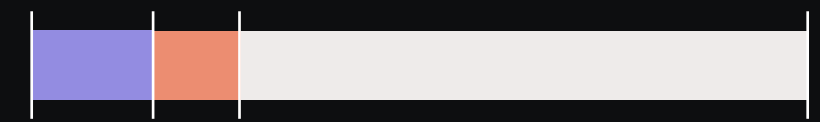
Fewer deadlines are being missed → 15% vs. 26%

Time spent on strategy is down → 9% vs. 14%

Attention span is falling → 33% say it's diminished

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In 2022 and beyond, leaders must constantly assess what their employee needs are and what sentiment on their team is like.

The companies who will thrive in the new era of agility will be the ones who continue to evolve and, as a result, attract and retain better talent because they listen and adjust accordingly. Organizations that don't will be left in the dust.

Dr. Sahar Yousef
COGNITIVE NEUROSCIENTIST

HOW WE'LL GET THERE

To be an agile organization that rises to meet the future, leaders need to plan now. As the Anatomy of Work Global Index 2022 data showed, for most organizations, the status quo won't be enough.

To empower workers to do less work about work and more capital-W work, organizations need to reduce employees' digital distractions with fewer notifications from fewer apps. They need to build clear processes that mitigate context switching and they need to consolidate tools through software like a work management platform.

To build a more caring workplace, they need to acknowledge the prevalence of burnout and imposter syndrome, then confront them head on. To help every worker feel happy and engaged at work, organizations need to help employees see the bigger picture—how their work forms a valuable part of the whole.

The world is in motion. Organizations need to embrace the reality that change is the only constant—and find creative ways to stay agile.
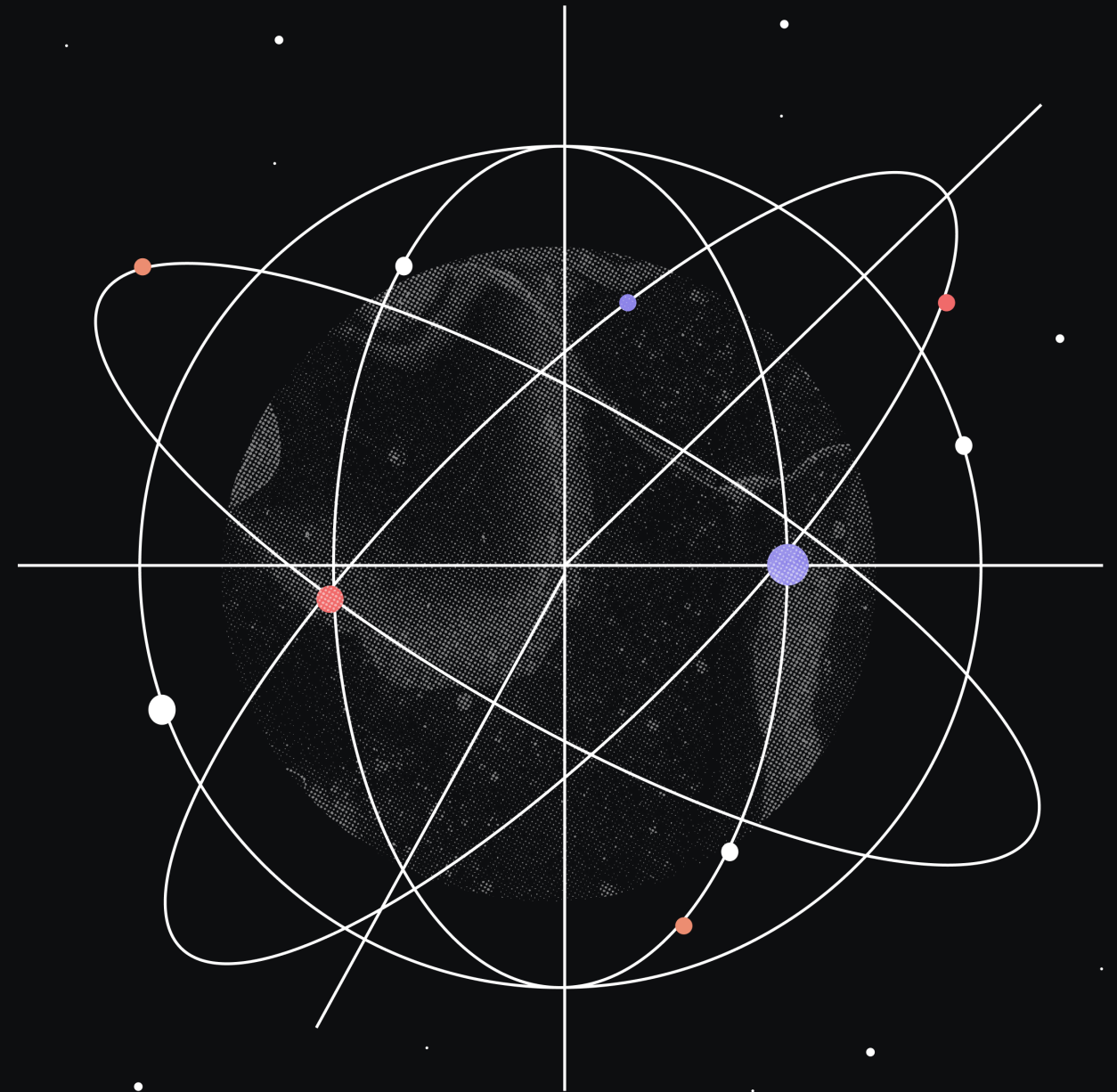
Methodology & sources

In October 2021 quantitative research was conducted by GlobalWebIndex (GWI) on behalf of Asana, to understand how people spend time at work. Asana and GWI co-designed the questionnaire and surveyed the behaviors and attitudes of 10,624 knowledge workers across Australia, France, Germany, Japan, Singapore, the U.K., and the U.S.

GWI defines knowledge workers as anyone who is in full time or part time work or is self employed/a freelancer. They primarily work on a computer and their work covers the following areas of responsibility: Advertising or Marketing, Client or account management, Company owner or founder, Company strategy, Direct reports/team management, General management, HR/Training/office support, Managing budgets, Purchasing of any other products and services, Purchasing of IT, telecoms or technology products and services, recruiting new employees, Sales or Software development/computer engineering.

In addition to the Asana custom study, this report also leverages insights from the GWI Core and GWI Work studies. GWI Core is an online survey that is run four times a year and includes a panel of 22 million consumers. It consists of over 40,000 consumer data points. GWI Work recontacts business professionals in 17 markets who have taken GWI Core and is run once a year. It has a panel of over 63,000 business professionals and covers a wide range of B2B subjects including: Working role & responsibilities, Company overview, Business outlook, Day to Day working practices, Workplace & Company culture, Workplace communication, Workplace tools, B2B purchasing, Data security & Social Media in the workplace.

About Asana

Asana helps teams orchestrate their work, from small projects to strategic initiatives. Headquartered in San Francisco, CA, Asana has more than 119,000 paying customers and millions of free organizations across 190 countries. 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.