

# asana

## *A Talented Case Study*



**Enterprise**



**San Francisco**



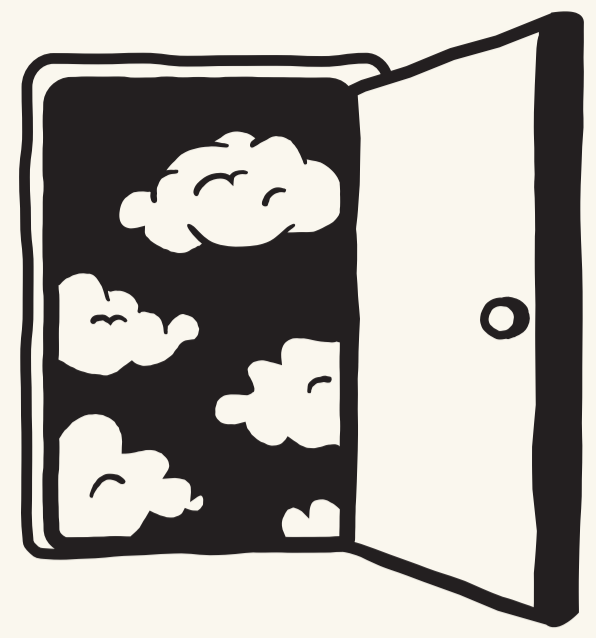
**[asana.com](https://asana.com)**

## **About Asana**

Headquartered in San Francisco, Asana offers a collaboration management tool that enables teams to effectively organise, track, and manage their work. It provides a framework for communication and collaboration between teams without relying on email.

Founders Dustin Moskovitz and Justin Rosenstein dreamt of a tool that would help teams who are inundated with requests and leaders worried about missing deadlines to better prioritise their work.

Founded in 2008, the company has raised over \$453 million dollars in funding over 13 rounds. The business IPO'd in September 2020 and is now valued at \$5.5 billion dollars.

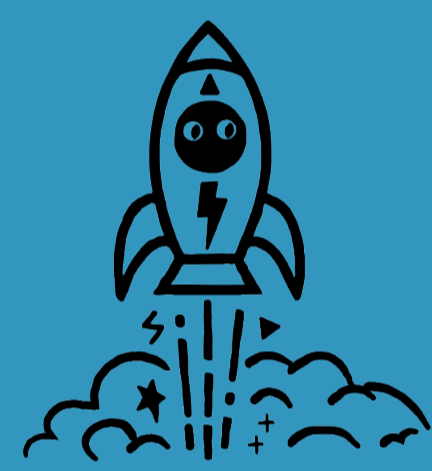


## The Challenge

Talented was brought on to support hiring for Asana's Revenue organisation as the company prepared for a massive 65% year-on-year growth.

At the time, Asana's internal recruiters were stretched thin, and the team needed top-of-funnel support to boost pipelines in the GTM (go-to-market) space. Growth was a key focus in both the US and EMEA, and headcount plans were front-loaded for Q1. Asana's team was not resourced effectively to hit future goals and needed extra support to ramp up hiring.

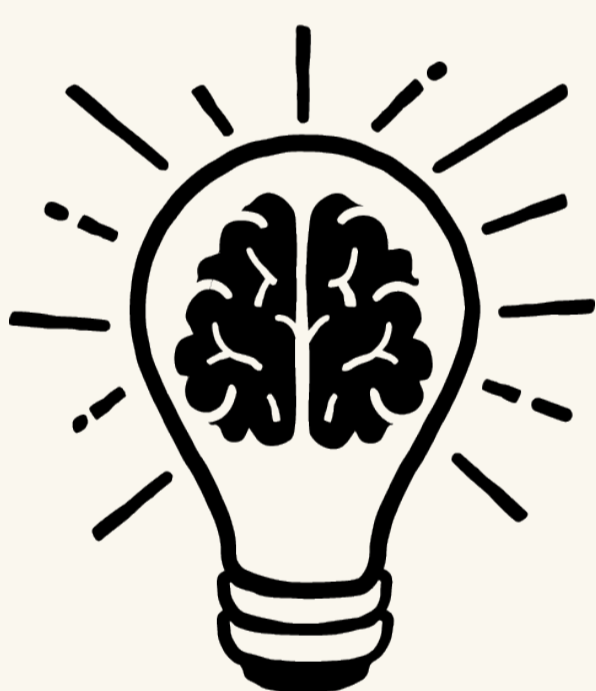
**Balancing hiring fast with hiring top talent.**



**Top-of-funnel support needed to boost pipelines.**



**Improve candidate experience due to increased competition.**



## The Solution

A team of full-cycle recruiters and candidate-focused sourcers were placed in-house with Asana's team in the US and EMEA to boost hiring. After successfully hitting targets, Talented's partnership with Asana was extended to continue hiring and provide additional value-add training to the internal hiring team, including the following:

- Provide market insights to help Asana's recruiters broaden their search strategies for hard-to-fill roles.
- Share recruitment metrics to help Asana manage its forecasting and hiring plans more effectively.
- Train Asana's recruiters to successfully attract, engage and hire high-quality talent.



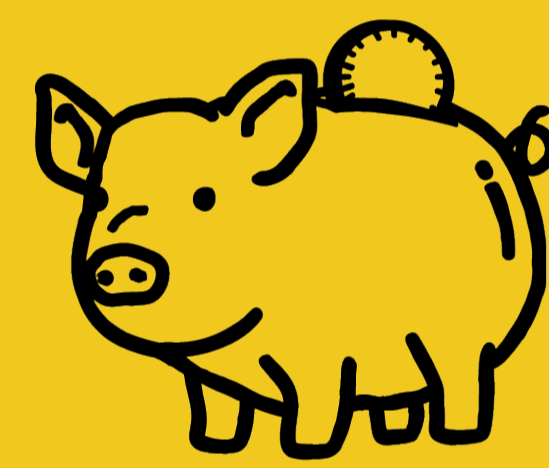
# The Results

Talentful successfully increased top-of-funnel activity for Asana's Revenue organisation. In six months, the talent partners hired 49 candidates and achieved an average Time to Hire of 37 days. 75% of hires made by Talentful were from outbound sourcing using LinkedIn InMails. The remaining hires resulted from Talentful supporting Asana with full-cycle roles in the US and EMEA. The team surpassed the initial goal set by Asana, saving the business over \$1.1 million dollars in traditional agency fees with an effective rate of 6%.

Talentful's experts also helped Asana's recruitment team to rescope several hard-to-fill roles. The talent experts reviewed previous conversion rates for roles and discovered a 0.06% conversion from outreach to offers based on the original scope. After the rescope was approved and implemented by Talentful, it resulted in a 3733% growth in converting outreaches to offers or intended offers for the hard-to-fill roles.



**49**  
**Hires made in  
six months**



**\$1,100,000**  
**Saved vs. Agency  
model**



**37**  
**Day Time  
to Hire**

**“** *When we initially engaged with Talentful I was unaware of them as a provider and had the assumption that it was almost as an agency partnership.*

*I can 100% say they have well exceeded expectations. Our Talent Partner has not only integrated so seamlessly to the team but she has added a huge amount of value to our end to end hiring process and ability to hit our goals.* **”**

**Katie Quinn,**  
**Head of Talent Acquisition EMEA,**  
**Asana**