



A Talented Case Study



Enterprise



San Francisco



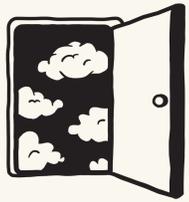
asana.com

About Asana

Headquartered in San Francisco, Asana offers a collaboration management tool that enables teams to effectively organize, 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 prioritize 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 organization 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.



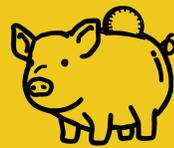
The Results

Talentful successfully increased top-of-funnel activity for Asana's Revenue organization. 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**

“ *The Talentful team have had such a profound impact. We are so grateful, and we have been floored by the contributions and the partnership that these individuals brought. Each individual has not only met but exceeded their goals. Additionally, they felt like a truly embedded part of the team. The Talent Partners have built tremendous credibility with our internal stakeholders and helped up-level the knowledge of our talent team. All of this is much more than I would have expected from an agency partnership. We are forever grateful for Talentful!* **”**

Meg Bell,
Manager, Revenue Talent Acquisition
Asana