# Asana Goals Report

In a time when work is more complex, global, and distributed than ever, an organization's ability to clearly define and align teams to strategic initiatives has never been more important. Asana's findings reveal how remote and distributed work is changing teams' ability to effectively set, communicate and achieve company-wide goals.

Employees have some, but not full clarity on their company-wide goals
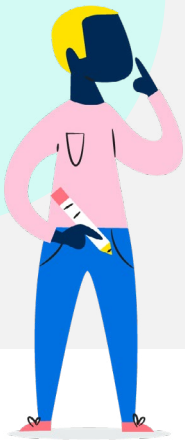
Only 16% of knowledge workers say their company is effective at setting and communicating company goals.
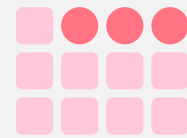
Only 26% have a clear understanding of how their individual work contributes toward company goals.

The top impacts of lack of clarity on organizational goals are:

Confusion about priorities/where to focus efforts

Lack of motivation

Difficulty working with team members/lack of alignment with the team

In the era of remote work, goals have changed but company communication hasn't

47% state that company-wide goals have been deprioritized.

43% revealed that deadlines have been extended.

45% of global companies say their company goals have changed at least once since moving to remote work, with a significant number shifting goals even more often.
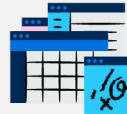
![asana](asana logo)

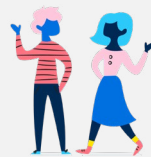## The problem with tracking goals using emails and spreadsheets

The method used to track goals can have a direct impact on the success of hitting them.

Email is more popular than any other tool for tracking goals, used by over half of business (53%).

Spreadsheets are used by over a third of organizations to track goals (36%).
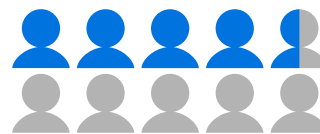
In person meetings is the third most common way organizations track goals (31%).

Collaboration software helps teams connect to their goals

Employees using a collaborative work management tool like Asana are nearly twice as likely to say that they have a clear understanding of how their individual work relates to their company-wide goals.
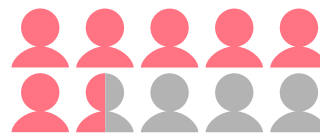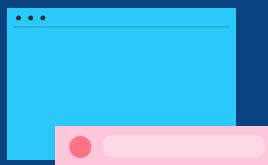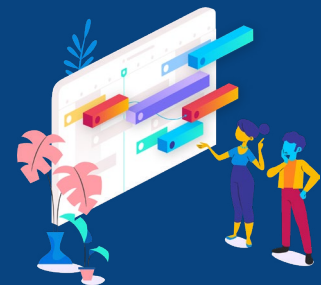
84%

45%

With Asana Goals you can

Manage goals and the work needed to achieve them in one place

Let every team member see how their work contributes to organizational goals

Give leaders a bird's-eye view of how teams are progressing on strategic initiatives