

CLIENT CASE STUDY



HOW DK UNLOCKED NEW LEVELS OF TEAM PRODUCTIVITY AND PLATFORM ENGAGEMENT



CHALLENGE

DK Publishing, part of Penguin Random House, had already adopted Asana as a work management tool to support its global publishing operations. However, with multiple teams using the platform at different levels of maturity, DK wanted to deepen its internal capability, improve consistency, and empower more users to get value from Asana. They needed a hands-on, engaging way to build confidence across the organisation and raise awareness of best practice.

SOLUTION

DK invited Generation Digital to deliver an in-person Asana Day at their London headquarters. The event was packed with engaging activities including team show-and-tells, live optimisation sessions, roadmap insights, and the ever-popular “Asana Drop-in Surgery.” Generation Digital’s Customer Success team worked directly with over 30 DK employees, offering real-time support on tasks like workflow optimisation, My Tasks setup, and answering platform-specific questions—making Asana feel intuitive and valuable for every attendee.

RESULTS

The day was a major success, driving renewed excitement and confidence in Asana across departments. Staff left with clearer workflows, better use of personal views, and practical ways to improve day-to-day efficiency. Fun touches like branded cupcakes, an Asana knowledge quiz, and YETI prize mugs helped the day stand out—cementing DK’s commitment to a culture of collaboration and continuous improvement.

SERVICES PROVIDED

- Onsite Asana Day facilitation
- Workflow troubleshooting and optimisation
- 1:1 and group training clinics
- Roadmap insights and team engagement activities



 hello@gend.co

 gend.co