

18. mars 2026

# Spiss og skreddersydd AI

**F**  
**ends**  
AI Event





# From Agents to Teammates:

# What AI Needs to Actually Work



**Ivan Coelho**

Head of AI Solutions at Asana

We are entering  
the agentic era  
of work

 Draft company goals

 Develop a project plan

# But AI Agents are failing

 Resolve this IT ticket

 Coordinate our campaign

# Most AI agents optimize for personal productivity



Personal  
productivity



Team  
coordination

# The result: smart agents, disconnected teams



# AI agents are fragmented. Work isn't.



## Complete context

Asana AI understands your goals, projects, tasks, and how work connects across teams.



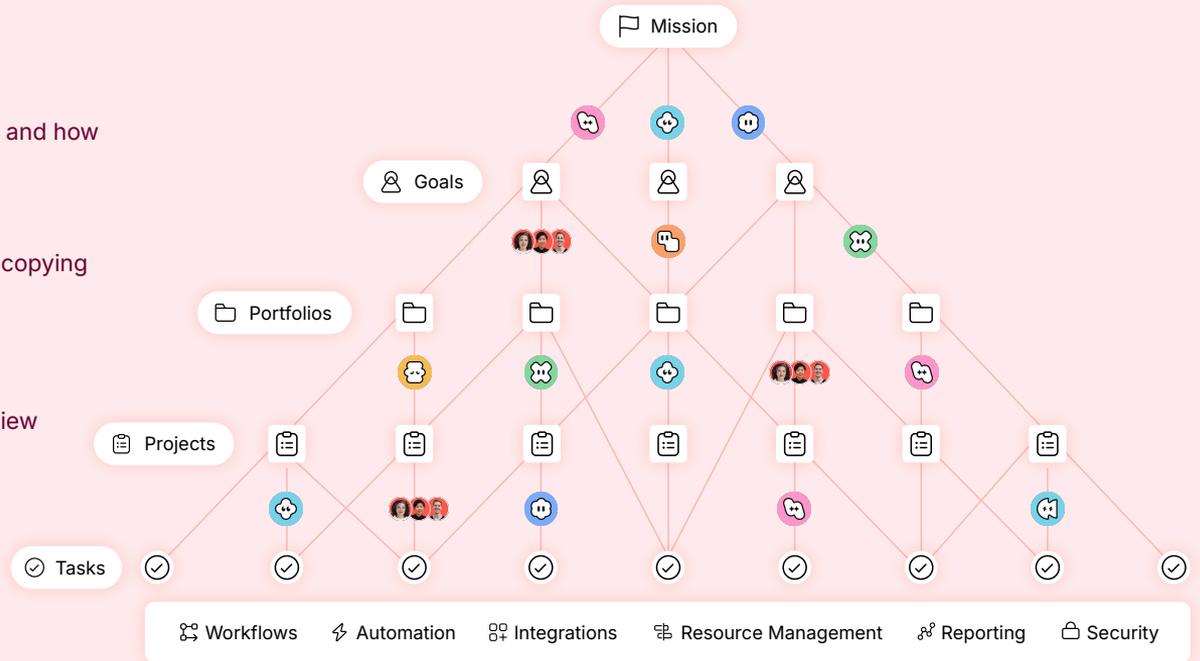
## Coordinated work

Teams and AI collaborate in the same system. No copying work across disconnected AI tools.



## Built-in guardrails

Work happens with visibility, permissions, and review built in — so teams stay in control.





# You need AI that works like a real teammate so your team can move faster

## ✓ Understands how work actually gets done

They know your goals, projects, owners, and business processes, and work with your team, not around it.

## ✓ Do real work with your team

They draft work, incorporate team feedback, involve the right stakeholders, and keep projects moving. Over time, they learn how your team works, helping you deliver more without adding resources.

## ✓ Always in your control

They follow the same permissions as your human teammates and show their work as they go, so you can step in and course correct at any time.

**Workflow Optimizer** Managed by Stephanie Vargas | Finds bottlenecks and suggests process improvements.

**Tasks** Collaborating with you

- Assign work
- Bottleneck audit
- Standardize intake process across Marketing
- Redundant task cleanup report

**Behavior guidance**

**Role:** Audit project data to identify operational bottlenecks and recommend standardized process improvements.

**Identify wait states:** Locate where work sits (idle and pinpoint the primary bottleneck stage (e.g., "Legal Review consistently takes 5 days vs. Design's 2").

**Spot manual toil:** Flag repetitive patterns that could be automated (e.g., manual task renaming, redundant handoff steps).

**Enforce structure:** Flag inconsistencies in naming conventions or folder structures and propose a standardized taxonomy.

**Output standard:** Impact-ranked list of recommendations with a "Before vs. After" vision for each process shift.

**Access**

- Ops team (Private team) - Editor
- Operations (Private project) - Viewer
- Operations Manual (Google Drive Document) - Remove access

**Memory**

**Prefers impact ranked recommendations over exhaustive audits**  
When providing process improvements, prioritize top leverage changes instead of full workflow breakdowns unless requested. 3 days ago

**Values measurable outcomes**  
Recommendations should include estimated cycle time reduction, effort savings, or risk mitigation. 3 days ago

# Where do we begin?



Map the  
Work



Identify the  
Opportunity



Build the  
Team



- Teams
- Marketing
  - Operations
  - IT
  - Sales
  - Product

Automation Integrations Workflows Resource Management Reporting Security

AI

Thank you!



# La oss ta en prat!

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