LUXURY MARKETING · 03 · AI WORKFLOW

Ask AI where the week went.

In Q4, we see media teams plan new work without counting all the checks, meetings and reporting already filling the week. Have AI start from the task board and work calendars.

Claude + Asana + Google Calendar + reporting files

Use your approved AI workspace and the named work sources. Attach exports if a connector is unavailable.

Setup: Claude: Google Workspace connectors · Asana: Claude integration

01 **Ask AI to gather the week**

Read the named task board and work calendars. Compare next week's tasks with last week's recurring demands. List missing hours, owners and dependencies.

02 **Confirm the invisible work**

Ask people to confirm reporting, campaign checks and follow-up. Calendar gaps are not spare hours. Keep unknown estimates visible and count each hour once.

03 **Get two workable options**

Have AI calculate capacity by person and skill. Ask for one plan that protects launch and one that keeps the full scope. Show exact tasks and proposed changes.

04 **Apply the agreed changes**

Confirm with the owners. Have AI update only the agreed Asana tasks, then read back the saved dates. Repeat next week with fresh sources.

> **The report does not need a new trick every month**
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> We see people add something new so they do not appear lazy. Ask AI to keep the core measures comparable and explain changes. Add a view when it helps someone decide.

LUXURY MARKETING · 03 · PROMPT AND EXAMPLE

Try it with your files.

Fill the brackets and paste the request into your AI assistant. For a tailored version, use the three-question tool on the guide page.

Period: [next week's dates and time zone]

Launch to protect: [campaign, date and time zone]

People: [names, skills, working hours, leave and buffer]

Work sources: [Asana projects, shared work calendars, last report]

Recurring work: [reporting, checking, follow-up; hours confirmed by owners]

Review the named work sources for the supplied week and time zone. List retrieved sources and gaps. Use confirmed working hours, leave, skills and task estimates. Ask about missing hours; do not invent them or treat calendar gaps as capacity.

Calculate each person's hours after leave, meetings, recurring work and buffer. Ignore cancelled or declined meetings. Count overlaps and task/calendar time once. Compare with estimated tasks. Show missing estimates separately; mark affected balances incomplete.

Propose two plans: protect the launch date; keep the full scope. Name task IDs, current and proposed dates, hours moved and dependencies. Keep skilled checking and brand approval. Include handover time for confirmed external support.

For reporting, preserve core definitions and comparisons. Suggest a new view only with the decision it helps. Wait for my agreement before updating named Asana tasks; recheck them first and read back the saved changes.

Example: six hours of design work need to move

Confirmed inputs	The designer has 24 available hours and 30 planned. Six hours are post-launch social adaptations. Two spare hours with a campaign specialist do not cover design work.
AI proposes	Move those six hours to next week. Keep the launch assets and checks. The design plan becomes 24 hours; confirm next week's capacity and the later delivery date.
People agree	The brand and designer confirm the move. AI updates that task's date in Asana and reads it back. Other tasks stay as agreed.