

Learn From Your Peers Webinar | Adobe Workfront

Configuring Sustainable Workfront Adoption: From Architecture to Everyday Use

May 13th, 2026

Our webinar will begin shortly.

While we wait, say hello to your fellow attendees in the chat!

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Adobe

Today's Agenda:

Time (PST)	Topic
8:00 a.m.	Welcome and housekeeping
8:05 a.m.	Configuring Sustainable Workfront Adoption
8:45 a.m.	Audience Q&A
8:55 a.m.	Wrap-up and next steps

Our Speakers



Host

Jenna Martinez

Adoption Marketing Manager
Adobe



Victoria Sellers

Associate Manager
Accenture



Carol Thomas-Knipes

VP and Workfront Product
Lead
Citi



Daniel Clarke

Director, Adobe Workfront and
Fusion Practice
EMMsphere



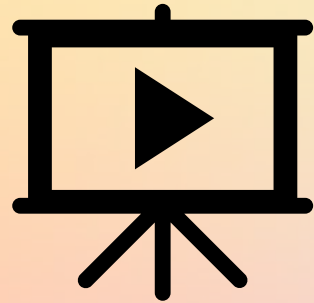
Hello!

Share in chat:

- Where are you joining us from?
- What are you hoping to learn today?
- What is your favorite ice cream flavor?



**Use the chat to
ask and answer
questions**



**This webinar is
being recorded –
we'll send you
the link**



**We'll share the
slides on the
Community**




**Tell us how
we did in the
survey**

Meet our presenters



Victoria Sellers
Associate Manager
Accenture


- Workfront implementations and optimizations
- Adobe Workfront Champion & Community Advisor
- DIY home projects enthusiast

 [Connect on LinkedIn](#)



Carol Thomas-Knipes
VP, Creative Technology
Operations Lead
Citi

- DAM & Workfront Lady, Creative-to-Delivery Process Engineer, Product Owner, Data Visualizer
- Platform implementation, administration, and management
- Semi-retired singer/songwriter/guitarist

 [Connect on LinkedIn](#)



Daniel Clarke
Workfront Practice Lead
EMMsphere

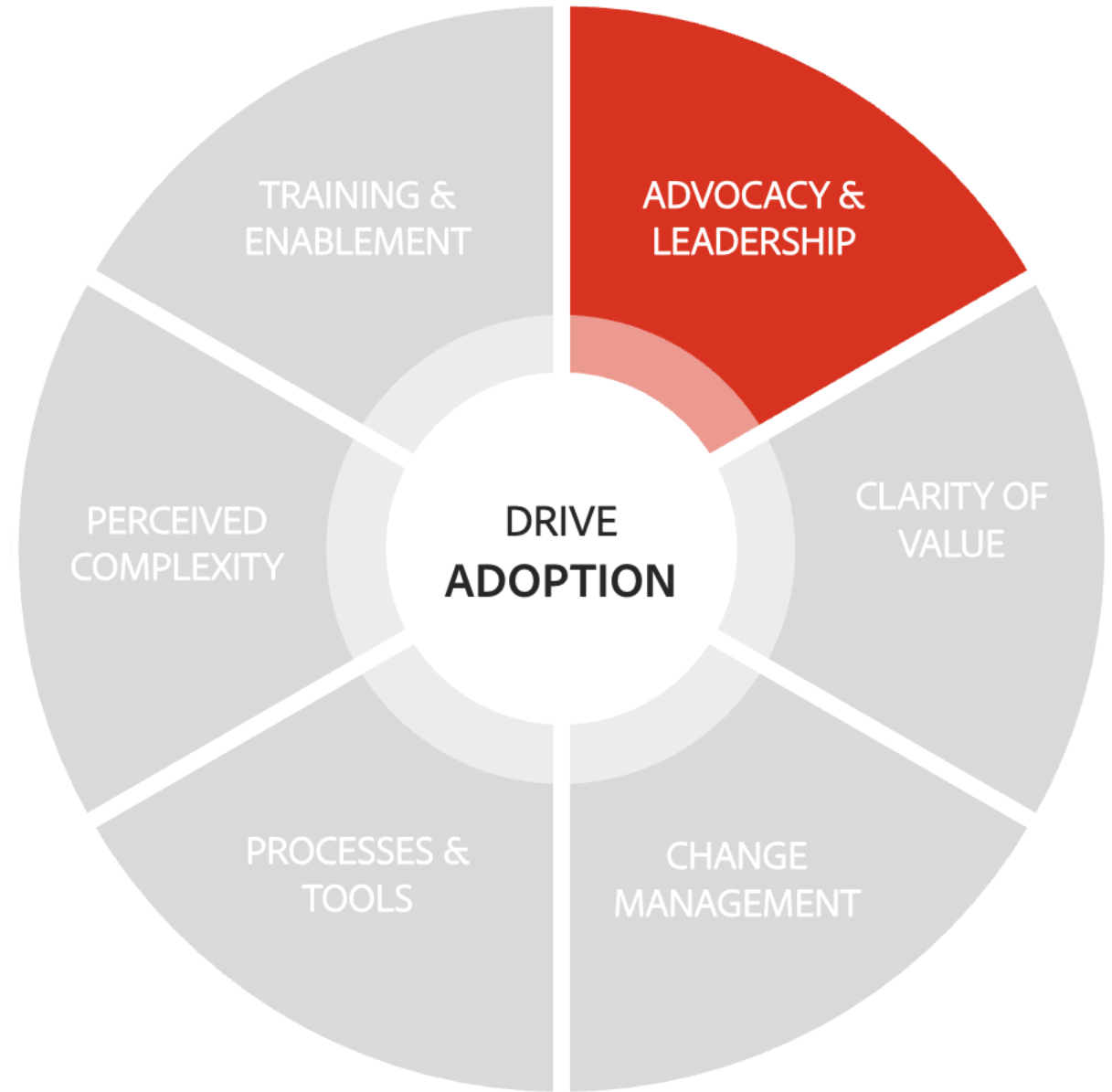
- 6 years as WF system admin
- Adobe Workfront Champion & Community Advisor
- Dad of two & lead a 500+ player pickleball club

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Adoption Wheel Overview



Advocacy & Leadership



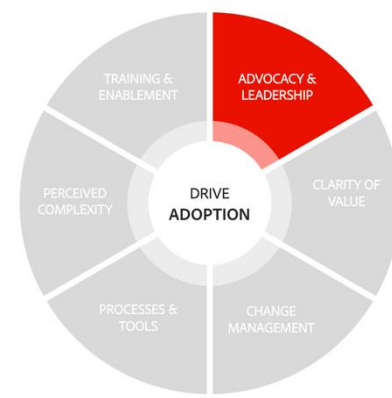
Adoption Wheel Overview



“Is It In Workfront?”

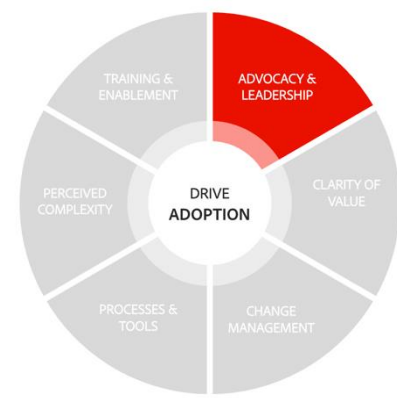
Make Workfront the Language of Leadership

- Leaders should reference Workfront data natively in business conversations; not as a tool update, but as how they talk about work.
 - Create an Executive KPI Dashboard with everything else removed. Simple entry point to their KPIS: on-time delivery rate, active campaigns, capacity utilization.
- When a VP asks *“What's the dashboard showing?”* instead of *“Send me a status email,”* the signal is immediate and powerful to the rest of the users – work isn't visible unless it is in Workfront.
- ****Not always this easy...** use the “Send Report” feature to slow-dance some tentative leaders into Workfront.
 - Schedule this so it is recurring to the leader's inbox



Strategic Goals + Team Benefit

- **Frame the executive mandate not as a compliance requirement but as a visibility benefit:** *“Leadership can only go to bat for your team's work if they can see it.”*
 - Ties the mandate to something people care about — recognition and resources.
- **“I need more headcount”** Workfront isn't just a task tracker, it's the evidence base for every resource conversation you have with finance and leadership. No data = no credibility.



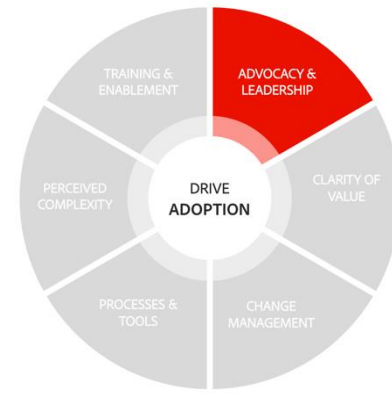
MECE

Mutually Exclusive, Collectively Exhaustive

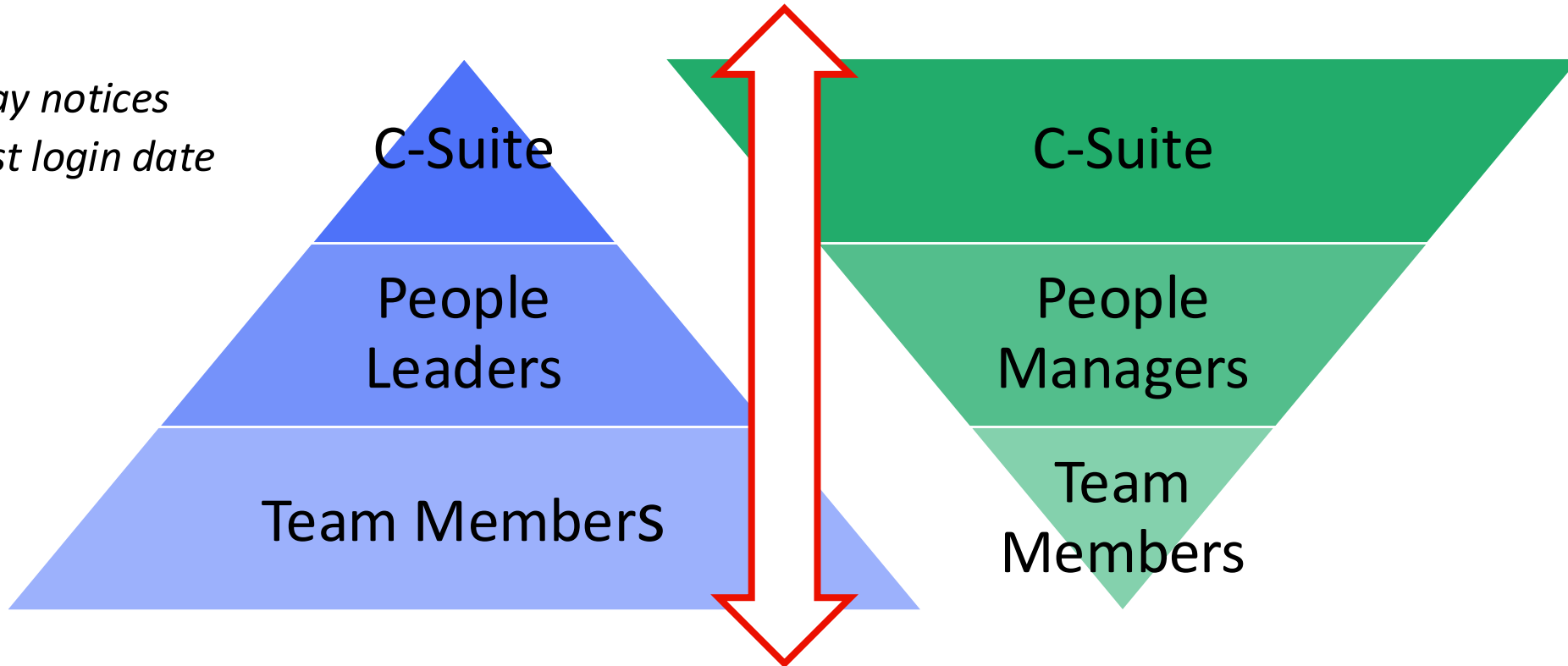
No duplication, no gaps. If two teams are logging the same work twice, or one team isn't logging at all, your headcount and capacity arguments fall apart.

Leadership Involvement, not a Figurehead

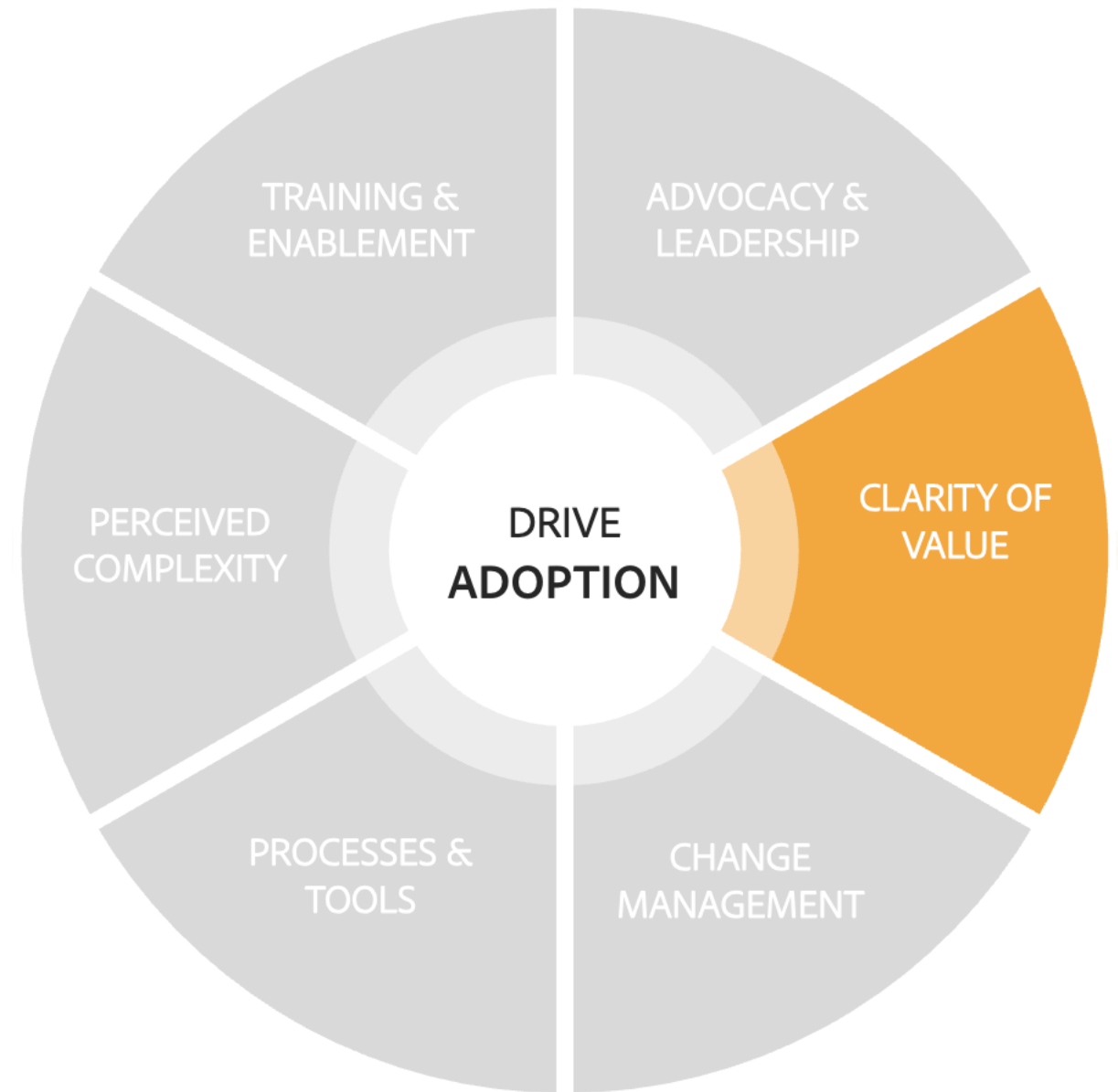
If Portfolios and Campaigns in Workfront aren't owned and maintained by senior stakeholders, the message sent downstream is that the data doesn't matter. Leadership advocacy isn't just verbal, it's whether their name is on the record and whether they keep it current.



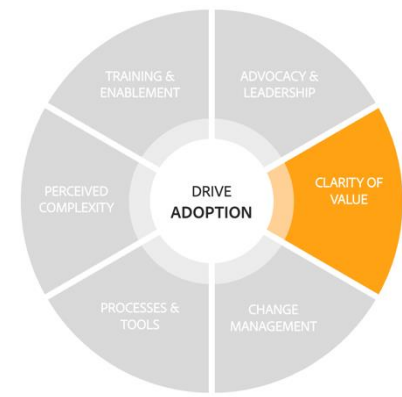
**Idea: 90-day notices based on last login date*



Clarity of Value



“What’s In It For Me?!” By Role...



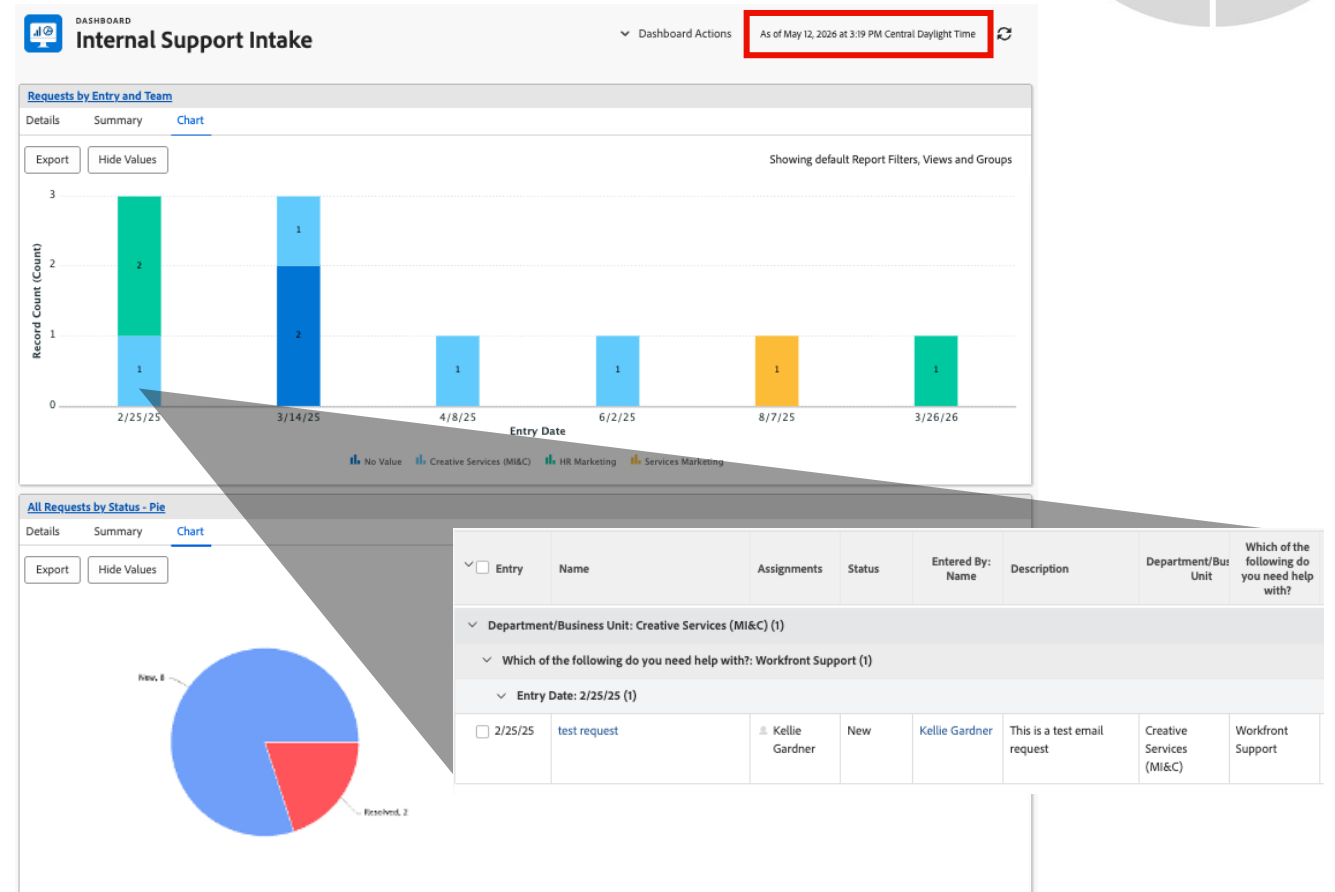
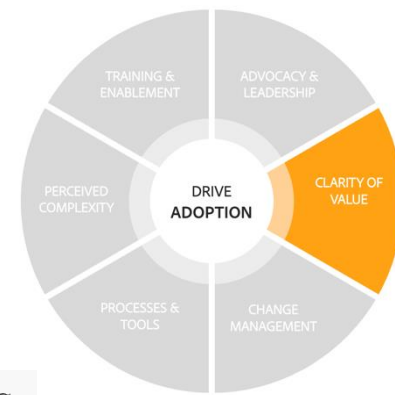
How does Workfront make YOUR day easier?

- **Intake:** “Easy triage and audit trail to back-up decisions”
- **Copywriter:** “I know my priorities each day and how long I should work on each item”
- **Designer:** “Quick uploads from within InDesign so I don’t have to save proof versions”
- **PM:** “Visibility into my team’s actions and identifying at risk projects”
- **Team Lead:** “Resourcing capacity based on predictable plans and project weights”
- **Approvers:** “No tasks? Review and approve!”
- **C-Suite:** “Just the KPI’s I care about first, then I can dig into details as needed”

Dashboards Tell Your Story

Use Live Dashboards

- Start team meetings by pulling up a live Workfront dashboard instead of a static status deck. When people see real data replace a manual process in real time, the value becomes tangible immediately.
- Normalizes the platform as a driver of outcomes, not just an administrative burden.
- The same data should power:
 - a project-level dashboard for PMs
 - a portfolio-level view for directors
 - a KPI summary for executives

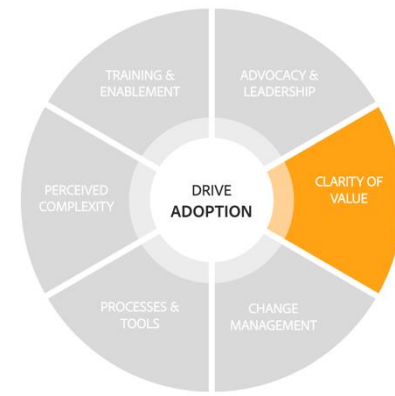


Remember When?

Document a specific workflow from before Workfront vs. after in WF.

Concrete story, not just a perfect Adobe crafted case-study, but an internal story with known names and shared outcomes.

- **Systems:** emails, spreadsheets, Slack threads
- **Issues:** low visibility, no communication, duplicate tasks



BEFORE

20 tasks → 10 tasks

36 clicks → 12 clicks

20 hours → 5 hours

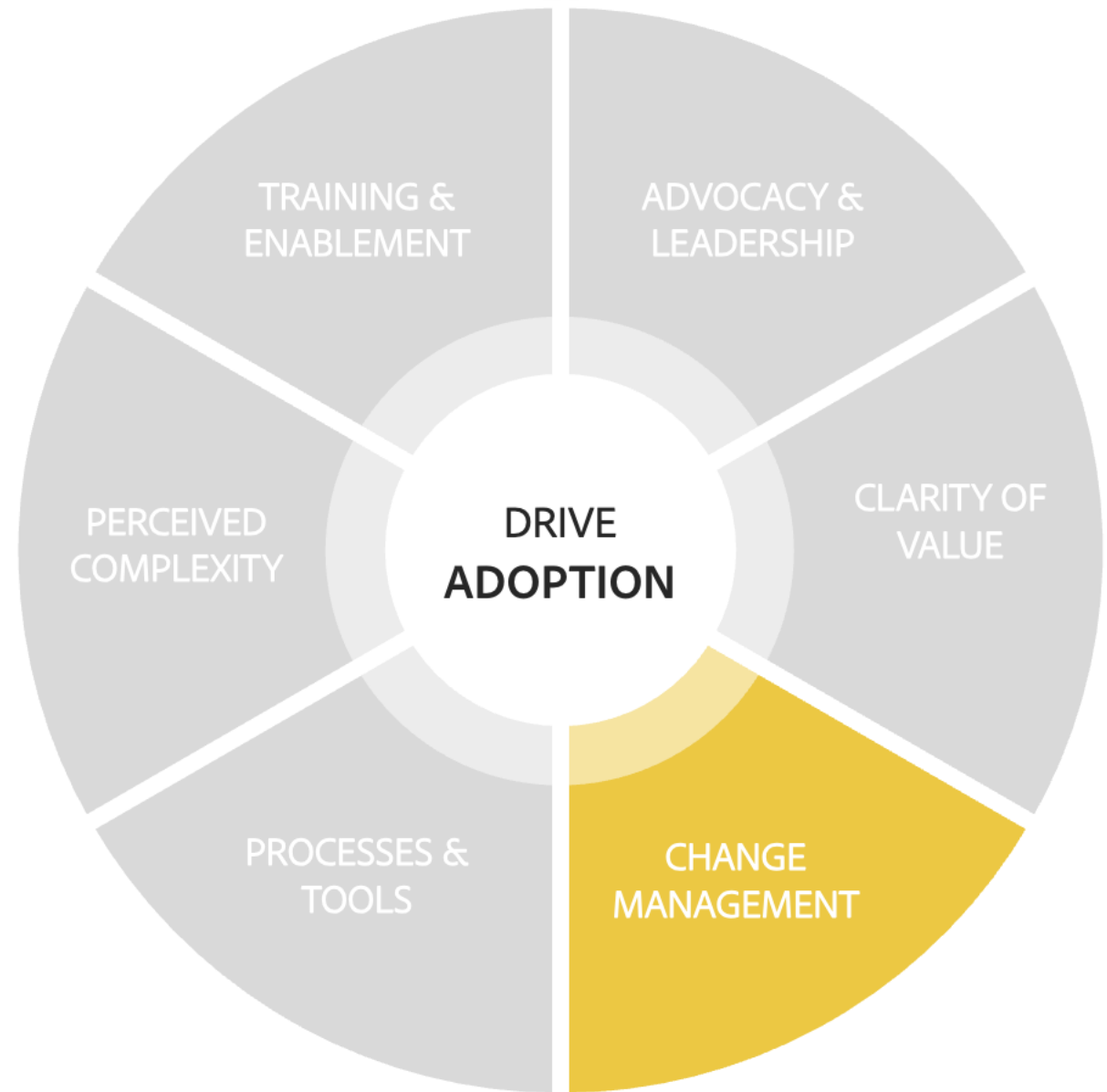
4 months → 24 days

\$2000 resource cost → \$500 resource cost

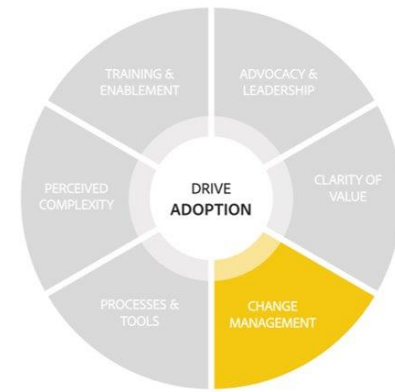
AFTER



Change Management



Your rollout starts with fear, not features



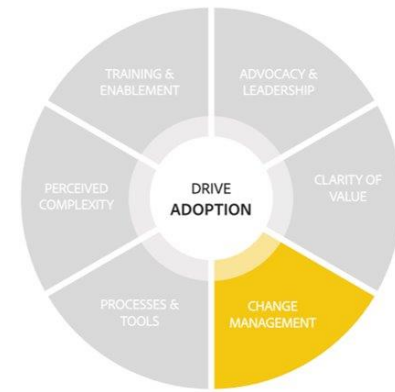
“
Is my job about to change?
”

“
Are they tracking how fast I work?
”

“
I'll just keep using my spreadsheet
”

By the time you show the system, the decision is already made

Clarity reduces resistance



I don't know what's happening



I know exactly what this means for me

They fill in the gaps with assumptions, and then start working off them

Clarity doesn't just inform people, it prevents the wrong story from taking hold

Make the change real for users



Build Champions

Early adopters who test it and influence their peers



Make It Visible

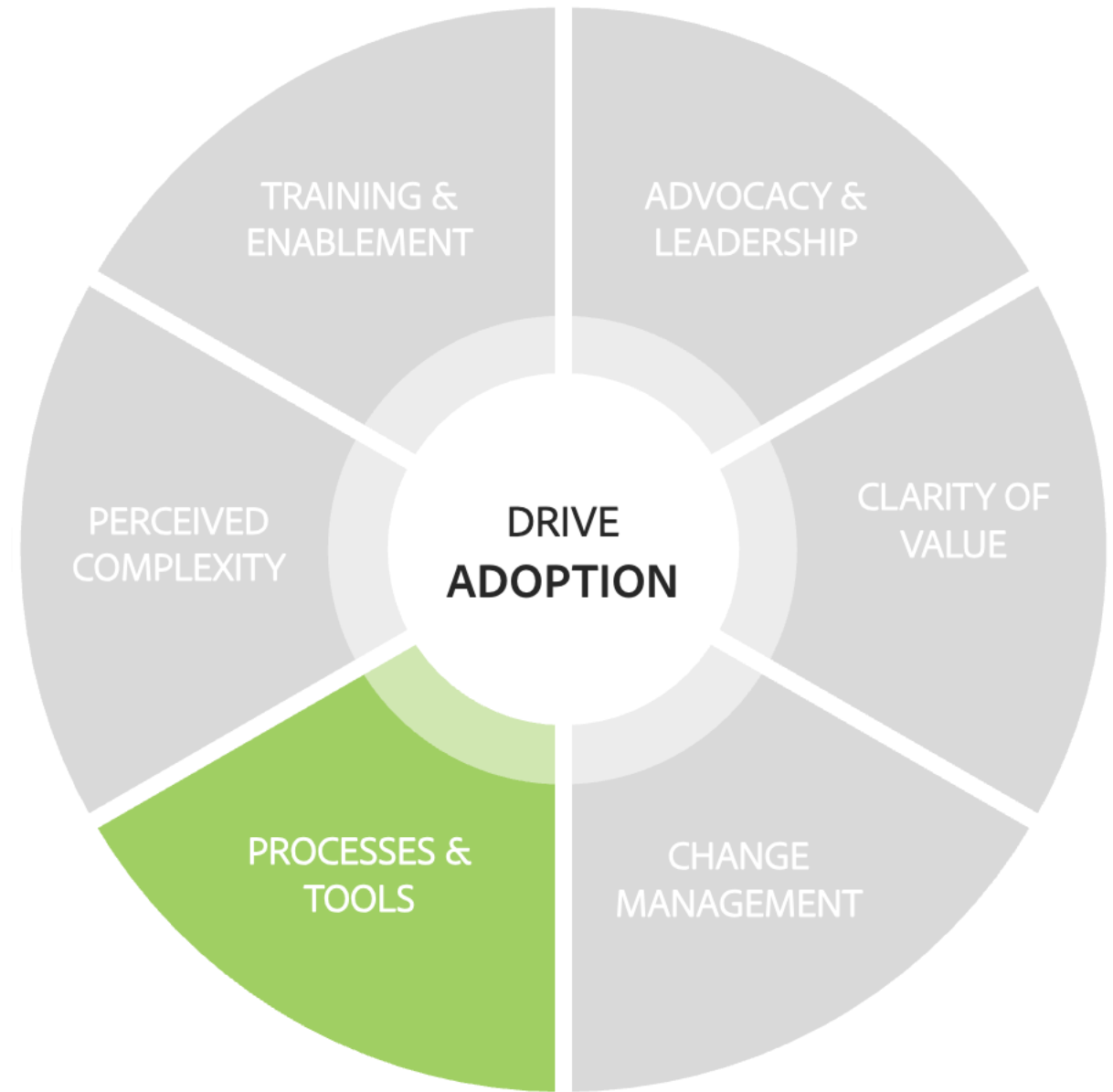
Show up everywhere, so it can't be ignored



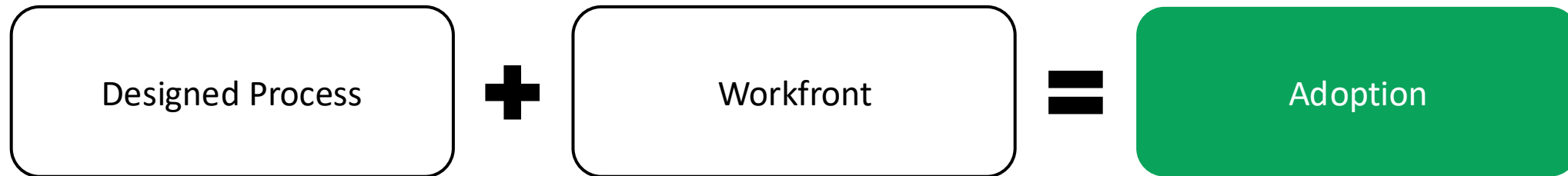
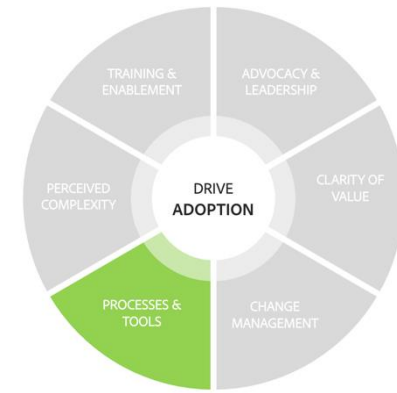
Include Them Early

Get input before decisions are locked

Processes & Tools

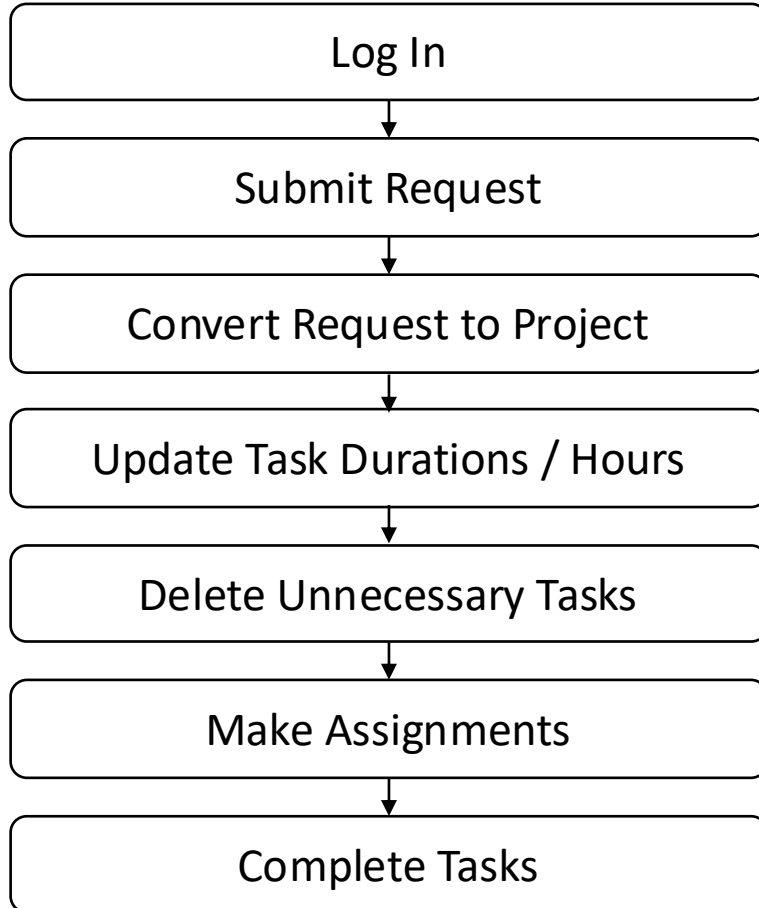


Process-first, not tech-first

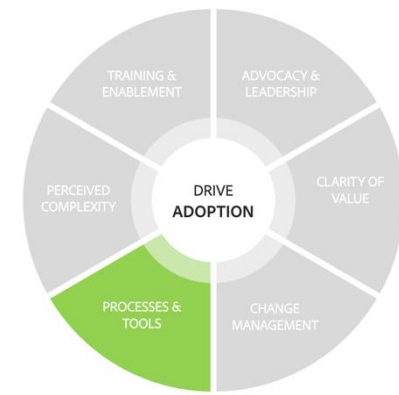
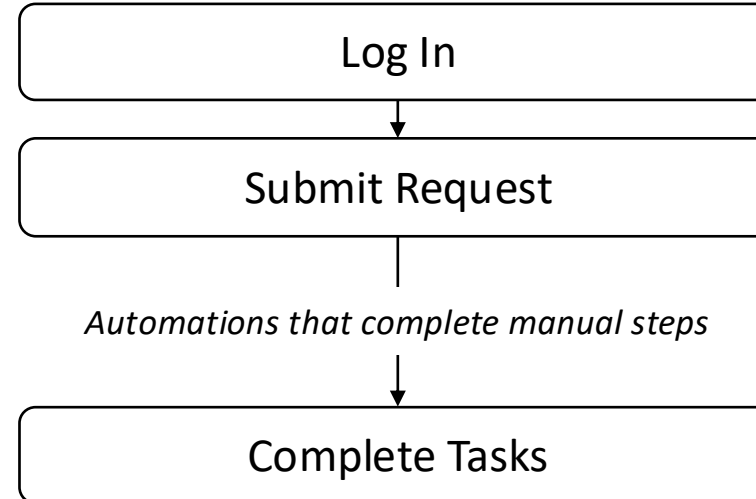


Every click adds resistance

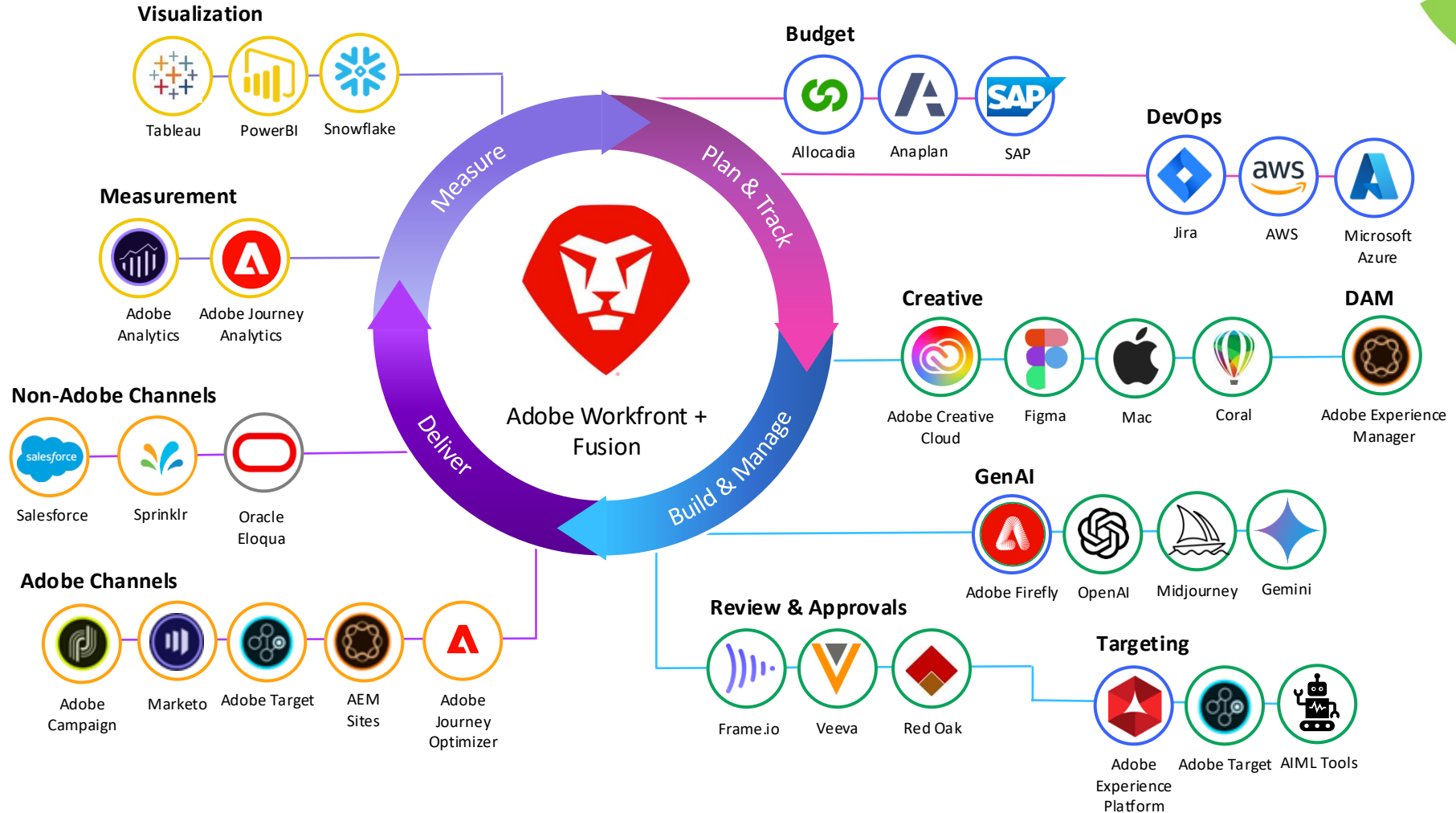
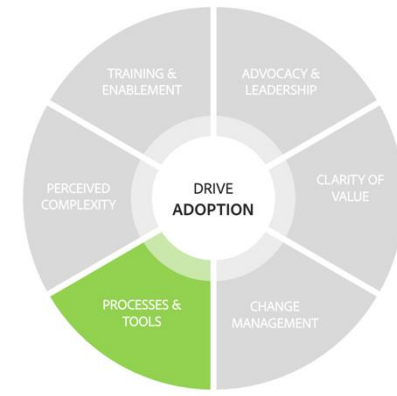
Before Automation



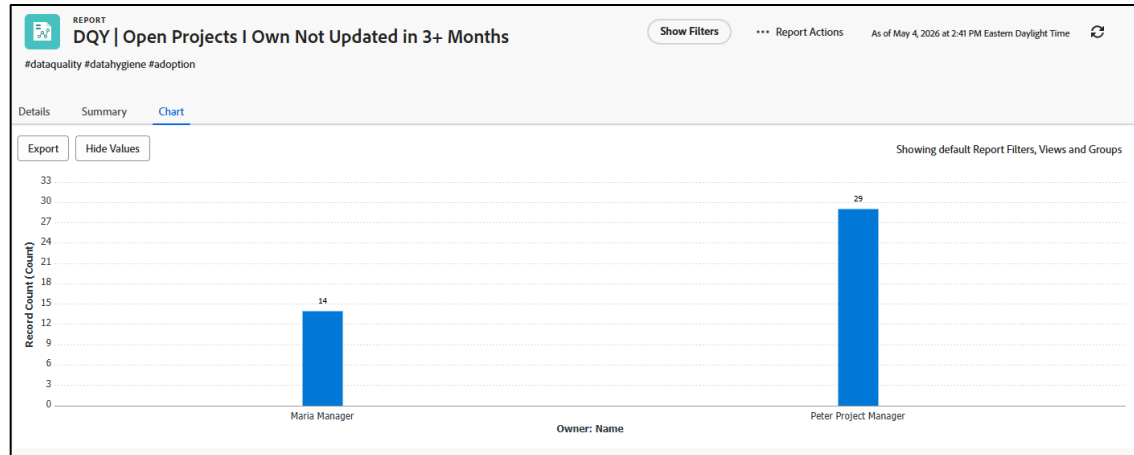
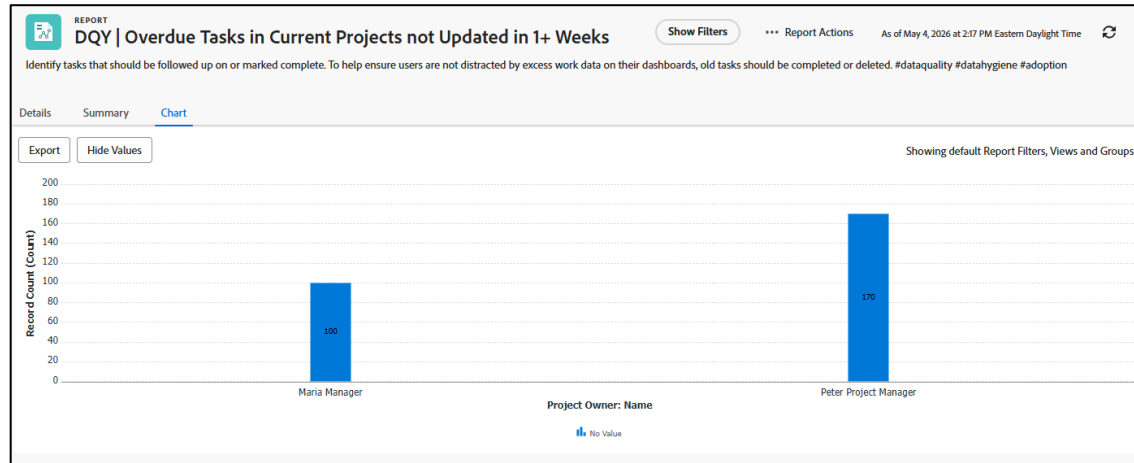
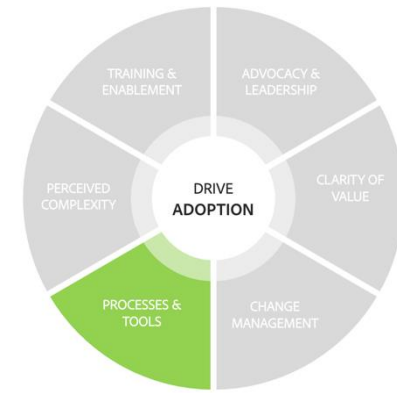
With Automation



Make Workfront the one-stop shop



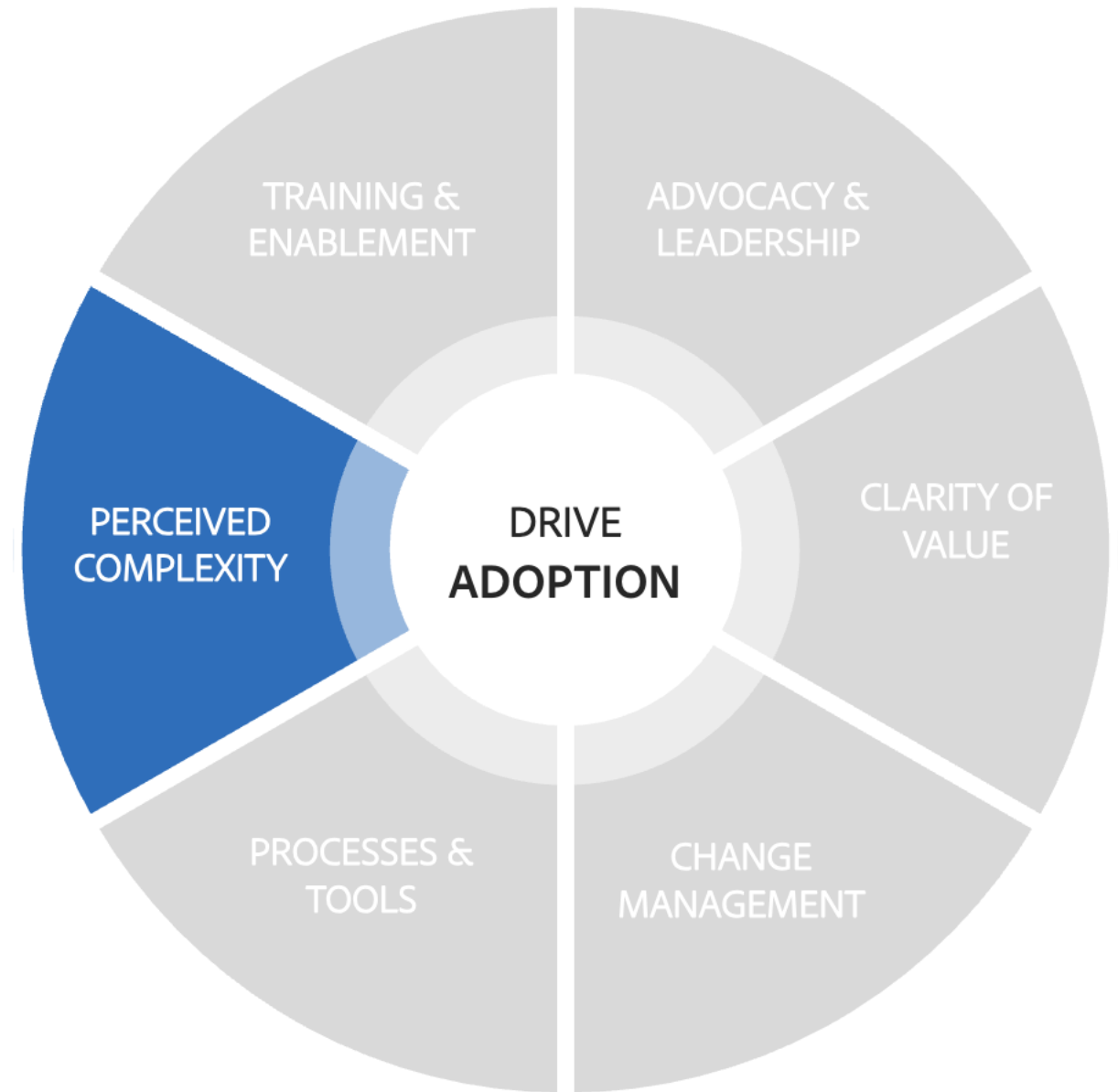
Measure adoption through data quality reports



Overall Team Score

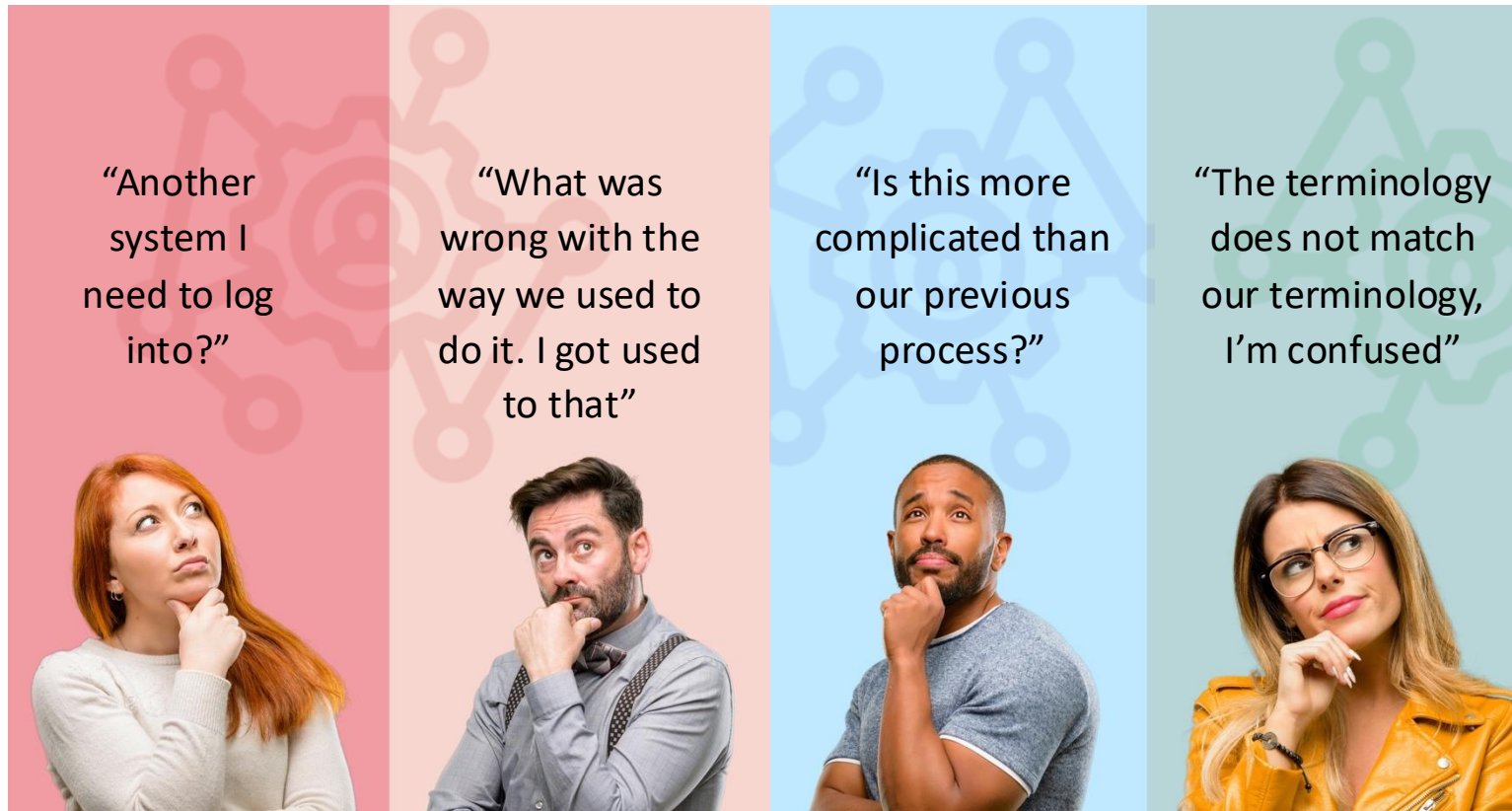
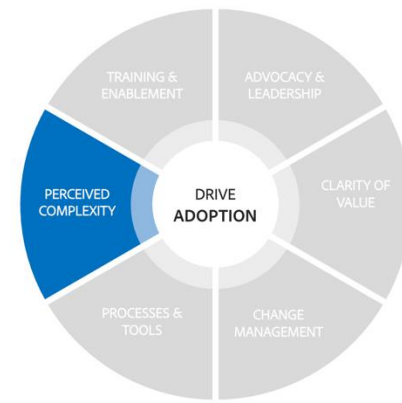
60%
compliance

Perceived Complexity



What's the Buzz?

If the perception is that Workfront adds effort rather than saves time, it could sink adoption.



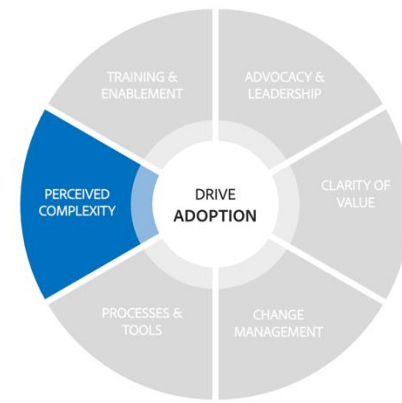
Explain the “Big Picture”



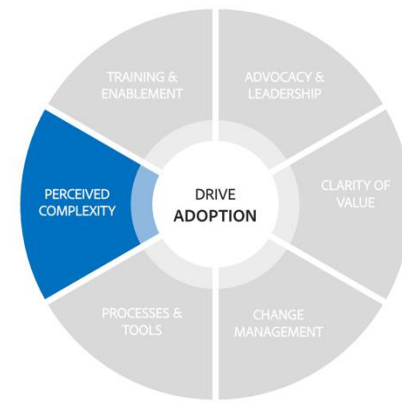
“Another system I need to log into?”

“What was wrong with the way we used to do it. I got used to that”

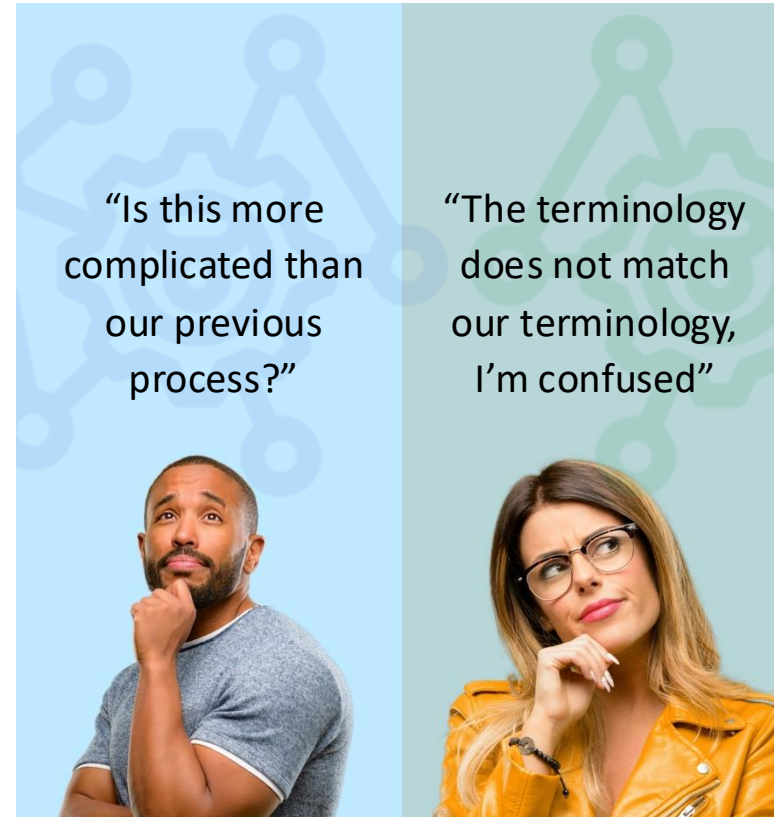
- **Explain the “Big Picture”.** If the goal is clean, actionable, and auditable data, you don’t want to lift and shift. You want to lift, look and shift. Streamlining will come with iteration, but there is a reason why Workfront is there. Communicate it often
- **People get used to broken processes.** Current state may be just as complex, but it’s the “devil they know”. Acknowledge that, but be ready to visualize the difference
- **Before and After:** Process maps can tell the story. Keep referring back to former state and update current and future state maps to illustrate progress
- **Show the results:** Share Dashboards with users and stakeholders. Send Comms with Wins (and data). Use meetings to highlight how Workfront is saving time and improving productivity



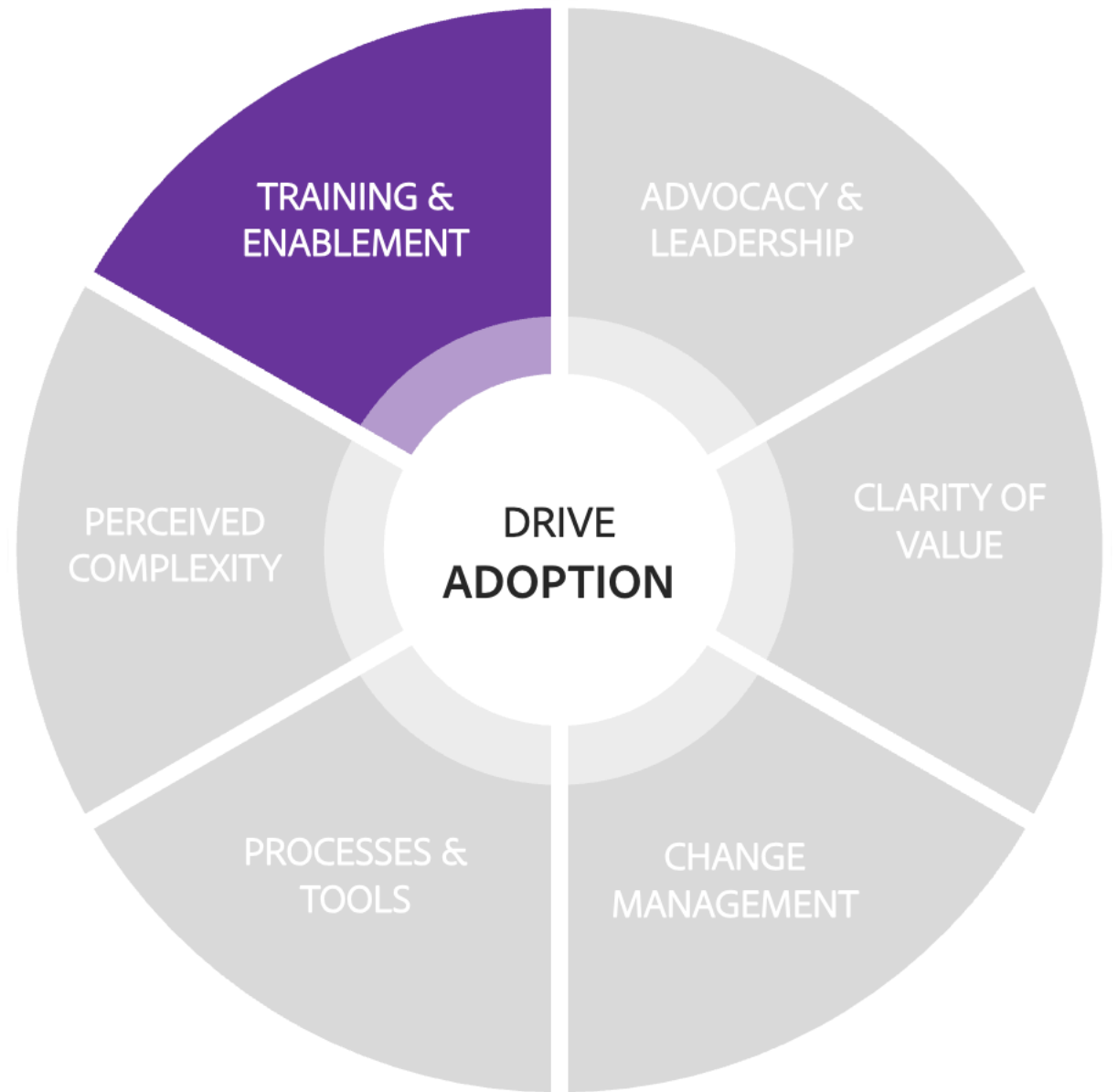
Foster familiarity without stifling growth



- **Customize terminology...but to a point:** Aligning system terminology to match what people are used to can help, initially, but if you will be building out across departments and the Enterprise, stick with the major object terms. People will come along eventually, and it will make connecting the dots as you grow the platform more sustainable
- **Dedicate time for learning by role:** Role-based training and Office Hours allow users to ask specific questions in context, and allows you to reinforce process changes



Training & Enablement



Many Roads to Success

If teams aren't equipped with the knowledge and confidence to use Workfront, frustration rises and adoption stalls



What We Heard

"I'm not sure what this is about, do I need to attend this training?"

"I still don't get what I should be selecting in the Intake Form"

"As a PM, I still don't feel like I know all of the things the system can do"

"When I was ready to do something, I got stuck and was unsure of how to proceed"

What We Are Doing

Start comms early to keep future users informed on what is coming

Role-based training is more effective because it provides context. Following up with Office Hours allows users to ask specific questions

Center of Excellence: Create a hub to share best practices, peer support, and shared learning. A great way to grow engagement and create Champions and potentially Group Admins

Provide training options in multiple forms. (Team-based sessions, General Office Hours, Videos, Click throughs)

More Tips...

Incentivize Learning:

Recognize top learners and reward course completion to build a culture of growth.

Create a Central Training Hub:

If you have an Intranet (SharePoint etc.), set up knowledge and info pages that all can access. It will save you support time up front

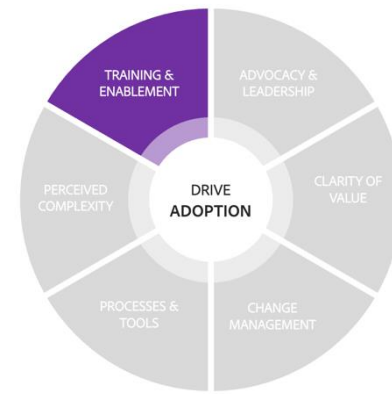
Don't Recreate the wheel:

Provide links to Adobe resources. Experience League (Articles & Tutorials), Workfront User Groups. Use Experience League and Adobe tutorials to help users understand the basics of Workfront.

Track User Training Progress:

Add training information as a custom field on the user profile. Build and run reports to highlight training gaps and identify users who need to be trained or retrained

Set up support queues
(hint: Workfront can help!)



Key Takeaways

Daniel's Key Takeaway:

“Workfront is not a set it and forget it system... be ready for change!”

Carol's Key Takeaway:

“Don't get bogged down in the processes, issues, & challenges. Periodically, take a step back, look at the big picture and listen to your users!”

Victoria's Key Takeaway:

“Design Workfront to reduce clicks, and adoption happens naturally because their day gets easier.”

Questions?



Upcoming Events

WORKFRONT USER GROUPS (WUGs)

- June 25: WUG CSC Presents the Product Summer Series: Adobe's Mike Engel – Discover the Unified Review and Approvals Flow
- August 20: WUG CSC Presents the Product Summer Series: Adobe's Jeremy Flores – Exploring AI in Adobe Workfront
- Check the WUG event calendar often for upcoming events and topics
 - <https://workfront-augs.adobe.com/events/#/list>



WEBINARS & COMMUNITY EVENTS

- May 14: Unlock the Adobe Champion Advantage: Who It's For, What It Takes, and How to Apply
- May 18: Driving Value: Introducing Advanced Enterprise Operations Capabilities in Workfront
- May 21: Inside the Workfront Admin Role: 10 Lessons from My First Two Years
- May 28: Workfront Planning Global Record Types Explained: When, Why, and How to Use Them
- June 3: [In-Person Only] Adobe Workfront Lunch & Learn with Customer Success | Atlanta
- Monthly Office Hours with our knowledgeable Workfront Champions. Check this link often for the monthly schedule.
 - <https://workfront-augs.adobe.com/adobe-workfront-champion-office-hours/>



JOIN A
CHAPTER
TODAY!

Adobe Workfront User Groups

Workfront User Groups (WUGs) bring people together to network, share ideas and best practices, collectively problem-solve, and provide ongoing education.

Have you joined yet?

- ▶ Find your chapter
- ▶ Connect with your people
- ▶ Join the conversation

Adobe

Visit the [WUG site](https://workfront-augs.adobe.com) and join a chapter!

<https://workfront-augs.adobe.com>



Check back often as new chapters and events are always being added!

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Thank you!

