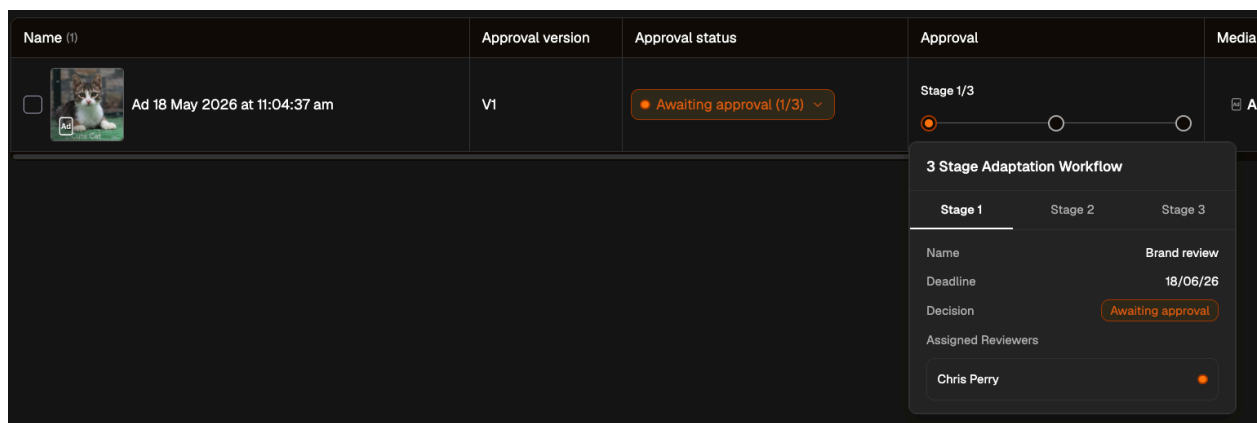
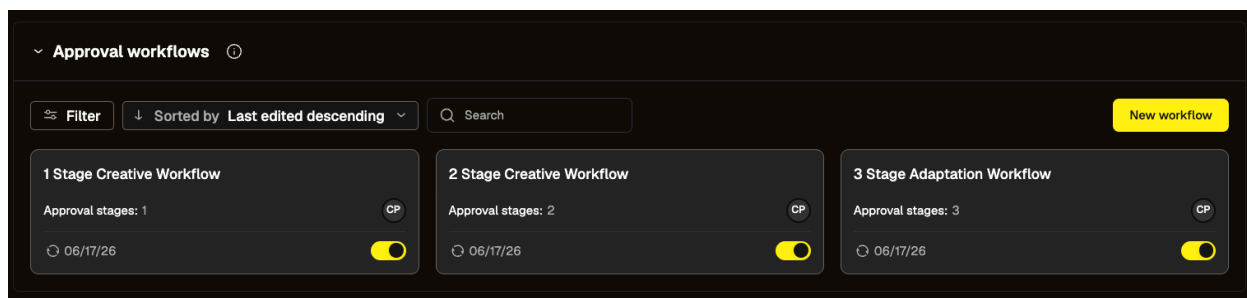


Introducing Multi-stage Approval Workflows

We're introducing **configurable multi-stage approval workflows**, a new way to set up reusable, cross-team review processes in Pencil — so creative deliverables can move through the right stakeholders, in the right order, without assigning people manually every time.

Enterprise teams often need creative assets to pass through several review stages — Brand, Legal, Compliance, Market approval — before they can be delivered. Until now, approvals in Pencil ran as a single-stage review, which meant reviewers were added by hand for every asset and stages were coordinated over email or chat.

With configurable approval workflows, admins can define those stages once and reuse them everywhere — while teams retain the flexibility to send work directly to specific people when a quick, ad-hoc review is all that's needed.



What's new

- **Configure workflows in Settings** — A new Approval workflows area lets admins create, edit, and duplicate reusable workflows. Each is made up of ordered stages, with its own reviewers, decision logic (all decisions required or first decision wins), and deadline.
- **Set a default approach per brief template** — Brief templates now include an Approval setup option — assign a default workflow or default reviewers. Deliverables inherit it automatically, and it can be overridden later.
- **Choose reviewers or a workflow when sending for approval** — Pick Assign reviewers to send directly to specific people for a fast, ad-hoc review (mirroring the existing method), or Assign approval workflow to apply a pre-defined, multi-stage process for structured cross-team sign-off.
- **Apply reviewers or a workflow in bulk** — The Send for review bulk action now applies the same reviewers, or the same workflow, to every selected item at once.
- **Add reviewers to items already in review** — A new Add reviewers bulk option adds extra people to selected approvals after they've been sent — dropping them into the current active stage where a workflow is in use.
- **Track progress through the stage component** — A clear stage indicator (for example, Stage 1 / 2) shows where each asset sits. Click it to expand every stage, its reviewers, deadlines, and decisions — who's approved, requested changes, or is still pending.
- **Sequential stages and version-aware approvals** — Stages activate one after another as each completes, and every new review version restarts the workflow from stage one while keeping previous decisions in the history.

Why it matters

- **Reusable, not repetitive** — Define a review process once and apply it across briefs and deliverables, instead of assigning the same people by hand every time.
- **Right reviewers, right order** — Sequential stages ensure stakeholders are engaged at the correct point, so approvals don't happen prematurely or out of order.
- **Flexibility when you need it** — Quick ad-hoc reviews and structured multi-stage sign-off live side by side — use whichever fits the work.
- **Governance and visibility built in** — Clear stage progress, decision summaries, and a full approval history make it easier to meet compliance and reporting requirements.

What's next

- **Comment threads and resolved states** — Threaded discussion on deliverables, with the ability to mark comments as resolved to keep reviews focused.

- **Attachments on comments** — Upload files directly to comments to add reference material and context where it's needed.
- **Enhanced annotation tools** — Richer annotation options for marking up assets quickly and precisely during review.

Who it's for

- Brand and content teams
- Legal and compliance teams
- Creative and production teams
- Agencies and cross-functional enterprise teams

What this unlocks

Configurable multi-stage approval workflows turn approvals from a manual, one-off task into a reusable, governed process — mirroring real-world sign-off across teams while keeping the speed of direct reviews when you need them. The result is faster coordination, clearer accountability, and a more reliable path from deliverable to delivery.

Give it a try and let us know what you think! 🚀