CreativeHuddle

CANVAS

TIME 45 minutes

GROUP One team

Teamwork

Team Compass

Agree on one page where your team is heading and how each person's work gets it there.

THE IDEA

Teams pull the same way when they share a clear direction. Write your purpose in one sentence, picture what winning looks like a year from now and agree three priorities in order. Then show how each person's work feeds them, and choose one habit that keeps the priorities in view.

Materials. This canvas, printed large or on a shared online whiteboard, and sticky notes.



1 Our purpose

In one sentence, what is this team here to achieve?

Check it is ☐ clear ☐ challenging ☐ consequential

2 What winning looks like

Three signs that will show you're winning a year from now.

A year from now

1

2

3

3 Our three priorities

In order, so everyone knows which comes first.

1

2

3

4 Our line of sight

Each person adds their name and how their work feeds one priority.

NAME	HOW MY WORK FEEDS IT

NAME	HOW MY WORK FEEDS IT

NAME	HOW MY WORK FEEDS IT

5 Our habit

One small, regular habit that keeps the priorities in view.

What we'll do, and when	Who starts it	We'll check it on

The three tests draw on J. Richard Hackman's Leading Teams (2002), and line of sight on Ad Kleingeld and colleagues (Journal of Applied Psychology, 2011).

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WORKED EXAMPLE

TIME 45 minutes

GROUP One team

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1 Our purpose

In one sentence, what is this team here to achieve?

We create campaigns that grow our clients' sales and that they're proud to share.

Check it is ☑ clear ☑ challenging ☑ consequential

2 What winning looks like

Three signs that will show you're winning a year from now.

A year from now *January 2028*

1 *Every client renews with us for another year.*

2 *Two new retail clients have signed up.*

3 *Clients rate our work 9 out of 10 or more.*

3 Our three priorities

In order, so everyone knows which comes first.

1. *Keep our current clients delighted*
2. *Win two new retail clients*
3. *Launch our new brand*

4 Our line of sight

Each person adds their name and how their work feeds one priority.

NAME	HOW MY WORK FEEDS IT
Sam	*Monthly client reviews*
Ellie	*Designs clients love*
Tom	*Copy in each client's voice*

NAME	HOW MY WORK FEEDS IT
Aisha	*Lead the pitches*
Dev	*Retail audience research*

NAME	HOW MY WORK FEEDS IT
Ben	*The launch campaign*
Priya	*Legal checks on the brand*

5 Our habit

One small, regular habit that keeps the priorities in view.

What we'll do, and when	Who starts it	We'll check it on
Start each team meeting with a quick check on our three priorities.	*Aisha*	*Mon 1 Feb*

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