CreativeHuddle

CANVAS

TIME 45 minutes

GROUP One team

Teamwork

Team Role Map

Agree on one page who does what, who leads shared work and who decides.

THE IDEA

Teams work best when everyone knows what each role is here to do and whose call each decision is. Write each role in one line and see them side by side, agree who leads the work you share and sort your regular decisions by how they're made. Then choose one habit that keeps roles and decisions clear.

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

1 What each role is here to do

Each person writes in one line what their role is here to do.

NAME	MY ROLE IS HERE TO

2 Our shared ground

Work that several roles touch.

SHARED WORK	WHO LEADS	WHO HELPS

3 Who decides what

List the decisions your team makes regularly.

4 How we decide

Name the role that decides, or tick who makes the call.

DECISION	MADE IN ROLE: WHOSE?	THE LEADER, AFTER HEARING VIEWS	THE TEAM TOGETHER
		☐	☐
		☐	☐
		☐	☐
		☐	☐
		☐	☐

5 Our habit

One small, regular habit that keeps roles and decisions clear.

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

Role clarity draws on Travis Tubre and Judith Collins (Journal of Management, 2000), and the decision groups on Audrey Korsgaard and colleagues (Academy of Management Journal, 1995).

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WORKED EXAMPLE

TIME 45 minutes

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THE IDEA

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

1 What each role is here to do

Each person writes in one line what their role is here to do.

NAME	MY ROLE IS HERE TO
Aisha	lead the team and set our priorities
Sam	keep clients happy and their goals clear
Dev	plan campaigns that hit the brief
Ellie	make our work look right and on brand
Tom	write words that sound like our clients
Priya	keep what we publish legal and accurate
Ben	get campaigns live and report results

2 Our shared ground

Work that several roles touch.

SHARED WORK	WHO LEADS	WHO HELPS
Client updates	Sam	Aisha, Dev
Campaign planning	Dev	Ellie, Tom, Ben
Brand refresh	Ellie	Tom, Priya
Quarterly review	Aisha	Everyone

3 Who decides what

List the decisions your team makes regularly.

4 How we decide

Name the role that decides, or tick who makes the call.

DECISION	MADE IN ROLE: WHOSE?	THE LEADER, AFTER HEARING VIEWS	THE TEAM TOGETHER
Legal sign-off	Priya	☐	☐
Weekly ad spend	Ben	☐	☐
Campaign budgets		☑	☐
Taking on new work		☑	☐
Priorities for the quarter		☐	☑

5 Our habit

One small, regular habit that keeps roles and decisions clear.

What we'll do, and when	Who starts it	We'll check it on
Ask "whose call is this?" as new work starts.	Aisha	Mon 1 Feb

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