CreativeHuddle

CANVAS

TIME
10-30 min

GROUP
Solo or small groups

Teamwork

T-Shape

Map your knowledge and experience across disciplines.

THE IDEA

The vertical of the T is your deep, domain-specific expertise. The horizontal is your wider interests, influences and skills. Map how T-shaped you are, and where you could grow.

Materials. T-shape canvases, pens.

1 Your wider interests, influences and skills

If you cannot fill all ten, note what you could add in future.

2 Your domain-specific expertise and experience

The deep part of your T, most relevant to your role.



The T-shaped idea dates back at least to D. L. Johnston (IEEE Engineering Management Review, 1978), and IDEO's Tim Brown championed it for creative teams.

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WORKED EXAMPLE

TIME
10-30 min

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Teamwork

T-Shape

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THE IDEA

The vertical of the T is your deep, domain-specific expertise. The horizontal is your wider interests, influences and skills. Map how T-shaped you are, and where you could grow.

Materials. T-shape canvases, pens.

1 Your wider interests, influences and skills

If you cannot fill all ten, note what you could add in future.

- *Street photography at weekends*
- *A year in retail before design school*
- *Running our client workshops*
- *Fluent Spanish*
- *Writing headlines and short copy*
- *Coaching an under-11s football team*
- *Animation and motion graphics*
- *Podcasts on behavioural science*
- *Mentoring our two juniors*
- *To add: a UX research course this spring*

2 Your domain-specific expertise and experience

The deep part of your T, most relevant to your role.

- *Brand identity design*
- *Typography and lettering*
- *Packaging for food and drink*
- *Art direction on photo shoots*
- *Getting print right first time*



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