CreativeHuddle

CANVAS

TIME
45 minutes

GROUP
One person pitching to one or more

Teamwork

Show Your Workings

Pitch an idea with the thinking behind it, so others can build on it.

HOW IT WORKS

Fill in the six boxes, then pitch the idea in five minutes. The listeners start with the shakiest step, then say which part of the working they'd change and what they'd add.

Materials. This canvas, printed or on a shared online whiteboard, and pens.

1 The spark

What made me think of this?

What started it
What I heard, saw or measured

Why now
Why this is the right time

2 The idea

In one sentence
Plain words anyone could repeat

The headline if it works
Written as if it has already happened

What it's worth
The time and money I'd spend to find out

3 My workings

How I got there, line by line.

What I looked at
The data, research and examples

Who I spoke to
The people whose views shaped it

What I ruled out
Each option I dropped, and why

What I'm assuming
What has to be true for this to work

My shakiest step
The part of my working I'm least sure of

4 The first steps

1

2

3

First step done by

5 How I'll know

The early sign
What I expect to see, and by when

Where I'd stop
The point, and the date, that would make me stop

If I had to undo it
What reversing it would take and cost

6 Over to you

What's settled, what you can shape and what I need from you

Draws on Amazon's Working Backwards, Toyota's A3, Google's design docs, Basecamp's Shape Up, DARPA's Heilmeier Catechism and Annie Duke's kill criteria.

© 2026 Creative Huddle Ltd.

CreativeHuddle

WORKED EXAMPLE

TIME 45 minutes

GROUP One person pitching to one or more

Teamwork

Show Your Workings

Pitch an idea with the thinking behind it, so others can build on it.

THE EXAMPLE

Priya leads a customer service team. She pitches a call-back trial to Sam, her operations director, and to her team.

1 The spark

What made me think of this?

What started it
What I heard, saw or measured

Three callers in one week asked to be rung back instead of waiting on hold.

Why now
Why this is the right time

January is the busiest month, and hold times hit 11 minutes in October.

2 The idea

In one sentence
Plain words anyone could repeat

Offer every caller a call-back slot instead of waiting on hold.

The headline if it works
Written as if it has already happened

Callers hear back within the hour in the busiest month of the year.

What it's worth
The time and money I'd spend to find out

A four-week trial with one team, three hours of my time a week and £600 for the licence.

3 My workings

How I got there, line by line.

What I looked at
The data, research and examples

Six months of call data, and the call-back services two competitors run.

Who I spoke to
The people whose views shaped it

The phone supplier, who already offers call-backs, and three of my most experienced advisers.

What I ruled out
Each option I dropped, and why

Extra staff at peak times, at £40,000 a year. Live chat, because most calls need account checks it can't do yet.

What I'm assuming
What has to be true for this to work

Most callers will take a slot when I offer one, and the system can cope with January's volume.

My shakiest step
The part of my working I'm least sure of

Ringing everyone back in the slot I promised them.

4 The first steps

1 *Switch on call-backs for one team.*

2 *Write the offer script and brief the team.*

3 *Review the first fortnight with Sam.*

First step done by *6 January*

5 How I'll know

The early sign
What I expect to see, and by when

By 20 January, half of peak-time callers choose a call-back.

Where I'd stop
The point, and the date, that would make me stop

Call-back complaints pass hold complaints by 3 February.

If I had to undo it
What reversing it would take and cost

I can switch it off in a day. The only cost is £600.

6 Over to you

What's settled, what you can shape and what I need from you

January is settled. You pick the first team and how the offer reads. I need £600 and half a day from IT.

Draws on Amazon's Working Backwards, Toyota's A3, Google's design docs, Basecamp's Shape Up, DARPA's Heilmeier Catechism and Annie Duke's kill criteria.

© 2026 Creative Huddle Ltd.