

The Team Canvas Toolkit

Do-it-Yourself:

A Step-by-Step Guide to
Building an Aligned, High-
Performing Team

Provided by **sidekick**



Toolkit Contents

Main Framework: Team Canvas

A key framework to define your shared purpose, clarify roles, and align on how they work together to achieve goals.

Toolkit Breakdown

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Start filling it in and watch your team's vision come to life.

Before You Begin

Understand the purpose behind the Team Canvas and why alignment starts here.

01

Team Canvas

What is a team canvas?

A one-pager that defines a team's core purpose (reason for being), key functions, and ways of working. Overview of what drives us to work together.

Why is it important?

Serves as a 'north star' for a team providing team cohesion, meaning and clarity to a department's role in an organization.

In addition, for internal stakeholders, provides clarity on how to best work together, internal services, dependencies and collaboration opportunities.

Explore the Team Canvas

What it is, why it works, and how
to make it work for your team.

02

TEMPLATE TEAM CANVAS:

OUR TEAM

Who are our team members?
What are our respective roles and accountabilities?

OUR VALUES

What do we stand for? What are our guiding principles?
What personal values do we want to adopt as a team?

CORE FUNCTIONS

What are the core services we provide to the organization?
What are our key accountabilities and KPIs or goals?

KEY STAKEHOLDERS

Who are the external or internal parties or groups we work with?
What do they rely on us for? What is our commitment to them?

TEAM PURPOSE

Why do we exist as a department?
How do we support the organization's purpose?

HOW WE'LL COMMUNICATE & WORK TOGETHER

- What team norms, rules or activities do we have?
- What are our key process?
- What tools do we use?
- When will we communicate and keep everyone up to date? Meetings, asynchronous, synchronous, etc.

HOW WE'LL BUILD CONNECTION & SUPPORT

- What do we need to be successful individually and as a team?
- How can we support one another?
- How will we stay connected as colleagues and people?

HOW WE'LL MAKE DECISIONS

- What decisions are we accountable to individually or as a team?
- How will we make them?
- How will we resolve conflict?

OUR SUPERPOWERS & BLINDSPOTS

- What skills do we have in the team that will help us achieve our goals? What are we great at? How to we optimize this?
- What are our weaknesses? What obstacles may get in our way? How do we overcome or be aware of them?

Developing the Team Canvas

Breaking Down the Team Canvas

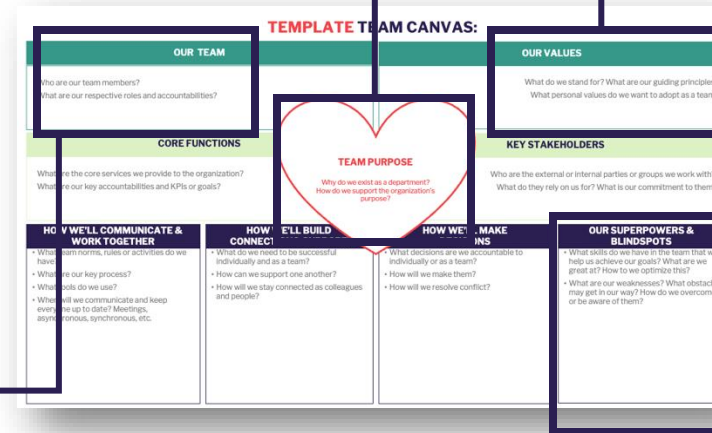
When facilitating your team through the Team Canvas, take a collaborative and buildable approach. Move through each section together, sparking conversation, reflection, and alignment along the way. Here's a breakdown of each section to help your team dive in with purpose and clarity.

Team Purpose

Define your team's purpose and identity. Clarify why your team exists, what you want to be known for, and how your work connects to the organization's goals. This is where your collective "why" comes to life. Tip: Aligning on your Core Functions (next slide) can help you define your purpose.

Roles and Accountabilities

Clarify who does what and how you can best support one another. Define roles, expectations, and accountabilities so your team can work with greater clarity and confidence.



Uncovering Team Values

Explore where your team's core values align and where they diverge. Use this discussion to set shared values that guide how you work together and ensure they connect to your organization's broader principles.

Getting to Know Your Team

Dig into what makes each person tick. Identify working styles, strengths, and blind spots so your team can better understand how to collaborate and where your superpowers shine brightest.

Developing the Team Canvas

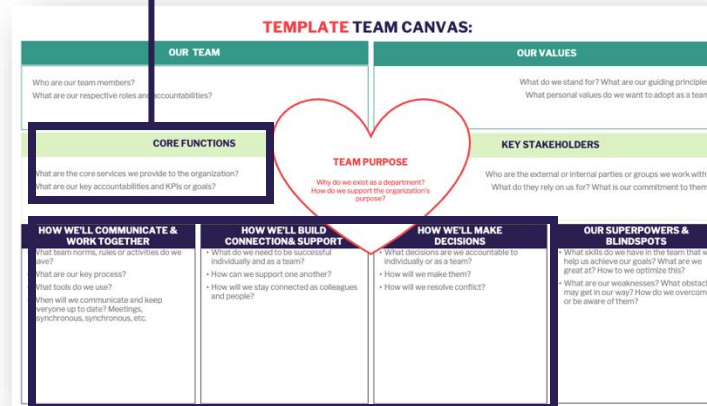
Breaking Down the Team Canvas Cont'd

👉 Core Functions and Key Stakeholders

Validate your team's core functions and identify who depends on you and who you depend on. Clarify how your team provides value internally (and externally, if applicable) and how to best engage key stakeholders.

💻 Defining Ways of Working

Agree on how your team operates day to day. Set clear principles and expectations for communication, decision-making, and collaboration, especially in hybrid or cross-functional environments.



🛡️ Resolving Issues: Identify, Discuss, Solve

What challenges, roadblocks, or opportunities exist within the team? Use this space to surface what's getting in the way and explore how to strengthen your ways of working. Rather than reacting to issues as they arise, build a collective list and use a simple, disciplined approach to address them. Together, practice the IDS method: identify the issue, discuss the issue, solve the issue. This helps your team stay focused, think differently, and commit to solving problems and seizing new opportunities together.

Workshop It!

A step-by-step guide to running
your own Team Canvas session.

03

Workshop Approach

1



AS A GROUP

Agree on approach:

- Set expectations for the day
- Review what a team canvas is and why it's important
- Review the concepts of purpose and how to construct a purpose statement
- If time allows – a team building exercise creates a great foundation for team canvas creation.

Here are a few ice breakers we love:

- [Team Building Exercises 101](#)
- [Ice breakers worth trying](#)
- [More ice breakers to bring the energy up](#)
- [How team building exercises unlock better results](#)

2



IN SMALL GROUPS
(with a flipchart for each heading below)

For each of the sections on the canvas the team works in groups of 2-3 to brainstorm ideas, present ideas and discuss with the broader group.

1. Core functions
2. Team purpose
3. Values
4. Key Stakeholders
5. Team Communication
6. Connection and Support
7. Decisions
8. Superpowers and Blind spots

Here are some quick resources on facilitation:

- [Getting the most out of your facilitation](#)
- [Training vs Facilitation](#)
- [4 tips from expert facilitators](#)

3



AS A GROUP

Start populating the team canvas.
Review, edit and commit.

Use the team canvas during onboarding and to share with other teams.

Ready, Set, Canvas

Start filling it in and watch your
team's vision come to life.

04

BLANK TEMPLATE TEAM CANVAS:

OUR TEAM

OUR VALUES

CORE FUNCTIONS

KEY STAKEHOLDERS

TEAM PURPOSE

HOW WE’LL COMMUNICATE &
WORK TOGETHER

HOW WE’LL BUILD
CONNECTION & SUPPORT

HOW WE’LL MAKE
DECISIONS

OUR SUPERPOWERS &
BLINDSPOTS



Want help leading this session?

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