TEAM PURPOSE & OWNERSHIP

(CAN:CAN'T:WON'T)

This workshop aligns the team on why they exist.

Step 0: Gather the team

(Product & Business Owners included).

You will need a white board or Mural/Miro board.

And about 2 hours.

Step 1: Define the Team's Purpose

Start with one question: **"Why does this team exist?"**

Usually done by the owner (BO/PO) of the team.

Now we have our guiding north star.

Step 2: Individual Input

Ask each team member to answer the question:

"What's required for the team to fully own its purpose?"

(On a sticky note)

Some other variations that might help a team member's thinking:

- What are we *currently doing*?

- What do we *believe we'll be doing* soon?

- What do we *not want to do*?

- What do we *not know how to do* (can't do)

Give it 15 minutes. No discussion yet.

Step 3: Sort into 3 Circles

Draw 3 circles.

As a group, discuss and agree where each sticky fits.

Ask: "Is this sticky note something… We CAN:CAN'T:WON'T do…"

🔵 Circle 1: What We Can & Will Do
→ This is our lane. We own this.

🟡 Circle 2: What We Can't Do
→ Lack of skills, tools or access. Not in our capability (yet).

(The **yellow circle** becomes a list of blockers that must be resolved before the team can fully own that purpose.)

🔴 Circle 3: What We Won't Do
→ We could, but it's not our job. Not aligned with our purpose.

Discuss. Align. Move stickies if needed.

The goal here is to see if the team has all the tools & skills required to achieve the purpose.

Step 4: Lock It In

Once everyone agrees:

- Take a picture of the board (physical or digital).

- Add it to [Roles & Responsibility builder](#), wiki, or onboarding doc.

🔄 Step 5: Revisit

Teams evolve. So should their purpose.

Revisit this every 3–6 months or whenever someone joins or leaves.

NORDIC AGILITY