

What it is

A process for creating a vivid image of a shared future

What it can do

This tool can assist you to:

- Help people create a vivid and detailed image of the future they want to co-create
- Quickly sample level of agreement within groups around their various pictures of the desired future
- Generate engagement, creativity and energy for a visioning process

When to use it

As part of any kind of a visioning process, typically toward the beginning

How it works

The following instructions can be modified to fit any future picture: the future of an organization, a campaign, a network, etc.

NOTE: The Future Travel Exercise is a great set-up for this one, but the Magazine Article Exercise can also be done as a stand-alone activity.

Before running the exercise: Pre-select (in consultation with organizational leader) the magazine in which the organization would most like to be the cover story in “x” number of years. Three years is often a good length of time, but choose a time frame that is appropriate to what is being envisioned

Step 1 Break into groups of no more than 6-7 people.

Step 2 Direct the small groups to work together as follows:

- Work as if you are an editorial board writing a cover story for [the chosen magazine]. The story takes place “x” years in the future, and it is all about the great success of your organization.
- Output from the group should include the items listed on the following page (scribe to a flipchart or distribute a handout).
- The report back to the group should be created on a flipchart or white board. Invite the group to be creative in their visual presentation.

- **OPTIONAL:** You can give the group the option of presenting their story in an alternate format if they so choose (i.e., a radio or TV show)
- **Time Required:** Time for the creation of the articles runs anywhere from 1-1.5 hours. The process will be greatly affected by how much agreement exists within the group around the desired future.

Step 3 Debrief:

- If there is more than one group, have each group in turn share their work.
- The discussion can include:
 - Noting areas of agreement/alignment
 - Identifying and discussing areas of divergence
 - What the process of working in the groups was like
 - Other important take-aways

Title of article:
Opening / lead story / the 'hook':
Main bullet points (the few words in bold print that identify chief points in the article):
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The big breakthrough or tipping point (that really ensured your success):
Three photographs:
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