**Tactic: Newspaper Headlines**

*Surface the long-term vision of success by inviting participants to imagine and articulate the future impact of their work—captured as a bold, unifying headline.*

**When to Use It:**

Use when your group needs to clarify the big-picture vision and shared definition of success before diving into strategy or action planning. This tactic is especially effective at the midpoint or opening of a convening to re-center purpose, stretch imagination, and align participants around long-term impact.

**How it Works:**

**Step 1 (5 minutes) | Introduce the Assignment and Break into Groups**

**Step 2 (10 minutes) | Individual Writing**

* Each person writes a future newspaper headline that captures the impact of this work at a set time horizon (e.g., 5 years from now).
* Include which newspaper or media outlet your headline appears in—who is publishing this story and why? What audience needs to care, read, or amplify this story for the vision to succeed?
* Draw or describe what image would run with the article.

**Step 3 (20 minutes) | Group Discussion**

* Share individual headlines within your group.
* Align on one shared group headline and publication that best captures the spirit and aspiration of the work, selecting one from among the group or generating a new idea that synthesizes several contributions.

**Step 4 (15 minutes) | Plenary Share-Out**

* Each group presents their chosen headline and outlet.
* Reflect on what themes emerged across groups.

### **Helpful Tips:**

* **Provide 2–3 sample headlines**:
  + “Community Groups Help Rewrite Zoning Laws to Improve Local Planning”, The New York Times
  + Youth-Led Campaign Shapes How Global Health Funds Are Spent”, Al Jazeera
  + “New Tech Tools Inspired by Indigenous Practices Are Guiding Smarter Cities”, MIT Technology Review
* **Encourage boldness and clarity.** Headlines should be specific and evocative.
* **Push for specificity.** Guide groups to move beyond vague hopes—strong headlines translate values into vivid, tangible outcomes that invite alignment and action.

