Beginning to imagine an ideal future: crafting newspaper headlines

# Purpose:

This activity is designed to help your culture change coalition to begin to think about what an ideal future might look like. This exercise is best completed when your group is nearing the end of Discovery and have begun analysing data collected during that phase.

# Materials:

* Pens/pencils
* Paper

# Instructions:

1. Ask culture change coalition members to imagine that it is 10 years into the future, and that they are responsible for writing an article for a newspaper about the positive care experience that **already exists** as a result of our culture change work. You only need to craft the attention grabbing headline that would encapsulate our successes. Don’t worry about the content just yet.
2. Reflect on the positive stories and experiences that you and your group have already collected in Discovery. If you were to build on some of the common themes from the discovery analysis so far and imagine that your group devoted time and resources to building on those strengths? What would that article headline say?
3. Share your headlines with the group and reflect on them. What commonalities emerged? What differences? What has your group already begun to learn about what an ideal future looks like? Are these headlines rooted in what the group has discovered so far?
4. Group facilitators should capture these responses and save them for the Dream phase of the Appreciative Inquiry process.

## Tips for writing great headlines:

* Be catchy and bold—even provocative. Describe your group or organization in a way to grab attention. What will be most notable about your group in 10 years?
* Write it in the present tense, eg. “XYZ Long Term Care home residents are changing the face of dementia”
* Don’t be afraid of a ‘command headline’ in which you tell reader what to do- “Visit XYZ Long term care for innovations in shared and meaningful activities”
* Use short active words, this means concentrating on the essentials of what’s good. “Food, Choice and Fun at XYZ Community support group”