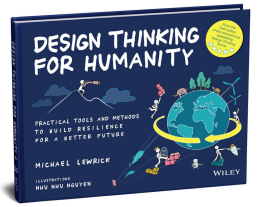
Project:
Team:
Version & Date:

# Future Headline

**Quick guide:** Future Headlines reverses the typical brainstorming process: instead of starting with a problem, you start by writing a bold, believable news headline from a future in which a major shift has already happened.

**More tips & tricks on book page: 104**




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## 1 Envision a Preferable Future

*Based on your foresight work, envision a bold and ambitious success for the project, community, or for humanity, aligned with the preferable future in your Vision Cone*

### Ambitious Success / Preferable Future

*What's a significant achievement that would mark this future as preferable?*

## 2 The Provocative Front-Page Headline

*Write a clear, compelling, and specific news headline announcing this future success. Dated 5, 10, or even 20+ years from now.*

## 3 Brainstorm the Backstory

*With the headline as your endpoint, brainstorm the story behind the story. These answers are your future-informed ideas. Think in different categories:*

### Innovations, Products & Services

*What innovations, products, or services had to be created for this headline to be true?*

### Social & Behavioral Shifts

*What social or behavioral shifts occurred?*

### New Business Models & Policies

*What new business models or policies were implemented?*

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