

# FIGHT THESAURUS

# INSTRUCTIONS

**TIME:**

45 + 15 mins.

**YOU WILL NEED:**

A sense of one or several issues you care about and a pen.



## WHAT'S IT FOR?

Once you have a sense of what you stand for or against, how you express that Purpose can have a significant bearing on how people relate to it. This exercise helps explore different language to do that.



## HOW DO I USE IT?

1. Ensure you have a sense of what you stand for coming into this.
2. Complete the sentences below. Try not to overthink things, get your gut instinct down on paper.
3. Take a short break. Then revisit your options - what leaps out straight away?
4. Look for consistencies. If certain words turn up time and again, take it as a sign that they are important to you.
5. A common pitfall is going too broad. There's a good chance your shorter sentences will get to the crux of your Purpose best. Is that the case here?

**WE WILL ALWAYS...**

**WE FIGHT FOR...**

**WE BELIEVE THAT...**

**WE'RE ANGRY WHEN...**

**WE WILL KEEP GOING UNTIL...**

**WE EXIST BECAUSE...**

**WE STAND FOR...**

**WE INVITE YOU TO...**

**WE WILL START...**

**WE WILL END...**

**WE WILL CHANGE...**