

The Fight Thesaurus

Instructions

TIME

45+15 mins

YOU WILL NEED

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

WHAT IS 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...