

# TOOL – 15 words



CHANGE CREATION



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@cancreatechange

# 15 words to clarify our vision

- Define the change that you are creating in 15 words
- If you are working with others, ask everyone to do this on a piece of flipchart paper and then put them along side each other on the wall.
- Look for common overlaps. What is everyone saying? What needs further discussion to reach agreement?
- Once you have consensus then work alone to get the phrasing right (probably not a group activity)

creating more commercial culture, generating additional income + improving visitor experience increasing retention + repeat visits  
Being more corporate, balancing our budget + improving audience experience increasing retention + repeat visitors  
creating more commercial organisation, making more money, + improving visitor experience and recommendations in new communities

Find and highlight overlaps. Explore fine distinctions to resolve differences. Notice what isn't being said as well as what is. Once debate has happened, develop 15 words that everyone is happy with.





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