



Hints and tips

Values and climate in the team you lead

Be playful. Watch out for FOG. Think about white space, font, the look and feel of your manifesto.

Be playful

Not everything has to be written. When you're getting ideas to include in your manifesto, encourage people to use this time to break away from the laptop. Be part of the resurgence of dictaphones (or use apps like Ottr) and record your thoughts whilst you say them.

Take a break from words altogether, and use prompts like photos, drawings, or music to express an idea or sentiment that can become part of the manifesto. Or consider a structured activity, such as encouraging people to bring a map which acts as an analogy for the journey that the manifesto should take you all on.

Compare and contrast your ideas. Understand each other better through what you choose to present.

Watch out for FOG

Or "fact-deficient, obfuscating generalities." (coined by L.J.Rittenhouse, appropriately enough probably a FOG sentiment in itself). We all glaze over when we see jargon or clichés. They don't mean anything tangible and they're there to make clear things obscure. Avoid FOG in any writing, not just manifestos.

What are you looking at?

A final note on design. This might sound trivial, but the details are important. If this manifesto matters, be generous and think about how the design – virtual or physical – as this will impact how it's used, how it's read, interpreted and ultimately how effective it will be.

Should it be something big and/or weighty, like a report or dossier?

Something with presence like a poster or infographic?

Or should it be an aide-memoir, something each of us can stick on our desks, like a postcard or a post it?

Perhaps something we even send each other in the post?

Consider what colours energise, and which others soothe? What role can using white space – breathing space – have in helping people engage with the content once you've created it? How will different font sizes or images draw attention to some points, and away from others?

We're not suggesting that you spend hours designing your manifesto; simply, that whatever it looks and feels like, make it work for you and your team. Be creative. Because we know we've all put enough strategic tomes in a top drawer to gather dust at one point or another, even if we wrote the things in the first place.
