

## Overview

Visionary Press Release is an exercise that promotes forward-thinking. Participants can imagine the future and envision how different aspects of their lives will be.

## Objectives

- To think creatively, “big picture,” out-of-the-box
- To assess where you want to be in the future with your company
- To have fun!



<b>Depth Level:</b>	Basic
<b>Facilitation Skills:</b>	Light
<b>Estimated Time (8 people):</b>	20 minutes of preparation time (in teams), plus 10 minutes for presentation of the press releases
<b>Tools Needed:</b>	None
<b>Handouts:</b>	Visionary Press Release Worksheet
<b>Notes:</b>	This exercise can also be used for 3 years in the future, 10 years in the future, etc.
<b>Author/Source:</b>	<i>Retreats That Work</i>

## Facilitation Instructions

- 1) Distribute copies of the worksheet and discuss the objectives of the exercise.
- 2) Put participants into small pods of two to three people. Have them create a press release with an exciting announcement for the company five years from now. Encourage people to stretch themselves, think out of the box and be creative. (Allot 20 minutes for this.) Work as a team to share ideas, brainstorm, offer suggestions, comments, etc.
- 3) Next, everyone re-assembles, and each pod shares their press release.
- 4) Optionally, vote on the winner of the “Best Press Release” award. Or, combine press releases to create a collaborative five-year goal for the company.
- 5) Debrief on the insights gained during this exercise. Identify any action items if applicable.

## Your Company in 5 Years

Press Release
Date: _____ For Immediate Release

**Headline:**

**3 Key Elements included in the Article:**

- 1.
- 2.
- 3.

**In making the announcement, \_\_\_\_\_ said:**  
*(name, title)*