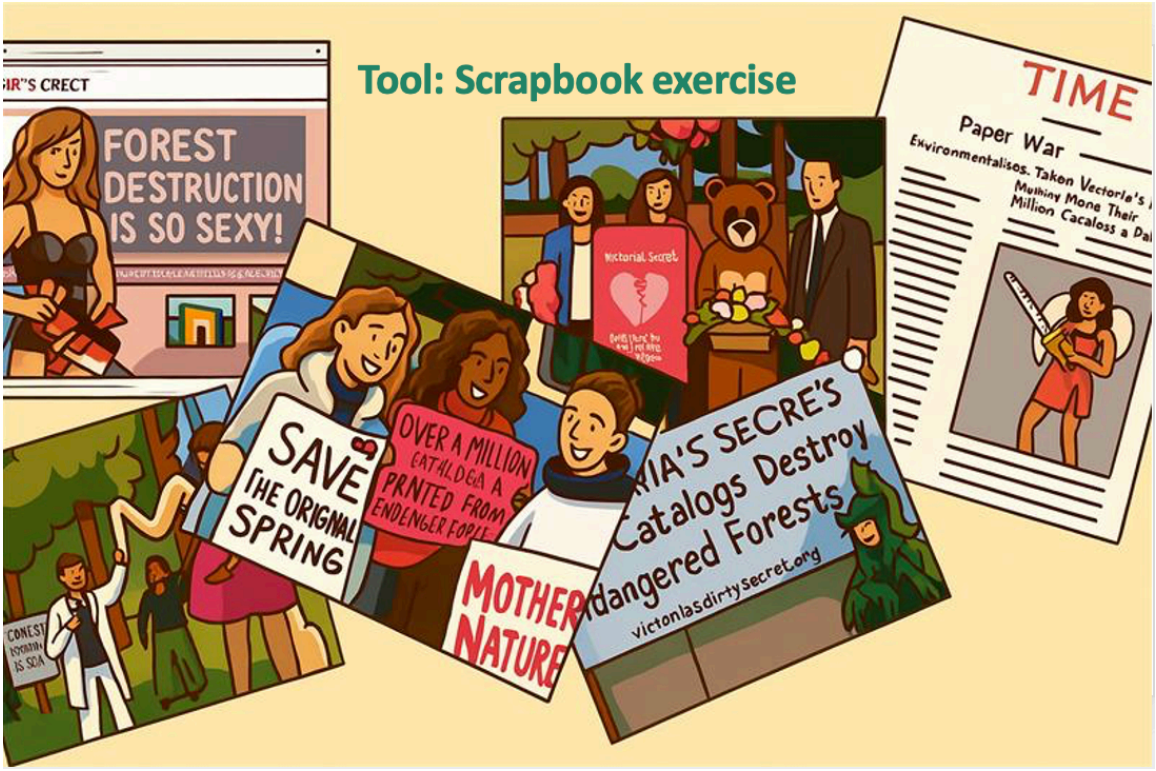
Scrapbook Exercise Worksheet



Imagine you are two years down the road (or whatever planning timeframe you are using) and you're flipping through your scrapbook from the last two years, remembering the key events or 'tipping points' that were monumental in moving your campaign forward. What were they?

You can do this on a flip chart or online on a mural. Or scrapbook like in the old days with pictures from magazines. Include things like: articles, photos of events, covers of reports.

Diagram the steppingstones in your campaign. This helps you see your high-impact tactics, reflect on the diversity of strategies you're trying, and ground-truth your team's capacity to do all that you've planned—seeking out the most high-impact tactics.

Headlines are your big goals/wins. The sub headlines are the short/long term goals/objectives along the way. The details in the sub stories are about the decision makers, etc. Then at the bottom, make space for "coming up next", which is where you can dream into what you'll do next if you win.

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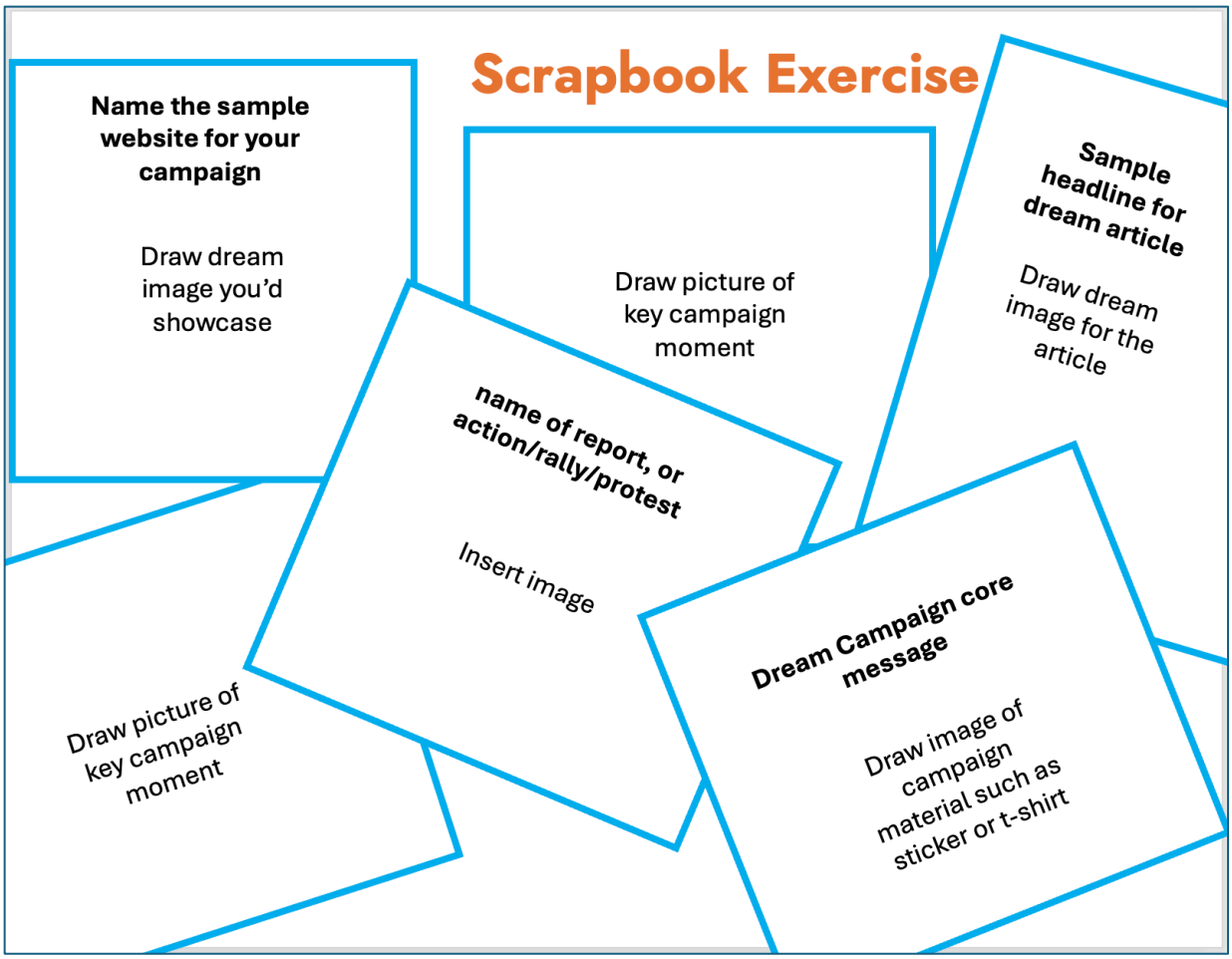

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