

Magazine Story

Who wouldn't want to be featured on a magazine cover?

In this activity, each team has to create an imaginary magazine cover story about a successful project or business achievement. They have to get the right images, come up with headlines, formulate quotes, etc.

A great exercise in creativity that can also inspire your team to think bigger.

Number of participants: Any

Duration: 60-90 minutes

Objective: Visualize future success, motivate team members and encourage them to think big

How to play

1. The goal of this game is simple: get players to create a magazine cover story about your company or project (choose either). The players don't have to write the complete story; they only have to write the headlines and create images, quotes and sidebars.
2. Divide participants into teams of 3-6 players. Give them markers, pens, and anything else they'll need to create a fictional magazine cover.
3. Create several templates for different elements of the magazine story. This should include: a) magazine cover, b) cover story headline, c) quotes from leaders and team members, d) sidebars about project highlights, and e) images.
4. Distribute these templates to each team. Ask them to create a magazine story, filling in each template and focusing on the project or business.
5. Choose the best magazine cover.

Optional: Offer a prize for the most creative magazine cover.

Strategy

Seeing your project or business' success featured in a magazine is the high-point of any organization. This creative exercise helps your team members think big and visualize their future success. It can also be a powerful motivational tool.