

PRINCIPLE: [Title]

[Title of principle, phrased in the imperative, e.g.: "Take direction from the most impacted," or as a law, e.g. "Less is more."]

In sum:

[A one- or two-line summary of the principle.]

[Optional] Epigraph:

[A short, relevant quote.]

Body:

[500-word max write-up explaining this tried-and-true approach to creative action design. NOTE: Some of the best principles are much shorter than 500 words!]

[Optional] Potential pitfalls/How the opposite is equally true:

[Brief write-up.]

Related TACTICS:

[Simple list of related tactics.]

Related PRINCIPLES:

[Simple list of related principles.]

Related THEORIES:

[Simple list of relevant theories.]

Related CASE STUDIES:

[Simple list of relevant case studies.]

PRACTITIONERS:

[Simple list of relevant practitioners.]

Learn more:

[Links to particularly relevant content offline and online.]

Contributed by:

[author (i.e. YOU).]