# 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!]

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#### [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).]