

Challenge: Personal Manifesto



Craft your belief statement to really convey who you are, or more importantly, why you create. State your intention by writing out your own personal belief statement in this format.

*I make ____
for the sake of ____*

Before you begin, if you haven't already, complete the Keyword exercise found at the end of Ira Glass's film. Refer back to your five keywords to write your manifesto.

Write your five personal Keywords here:

*What is most inspiring about you? _____
What makes you different? _____
What kind of people do you love being around? _____
How do you hope to make others feel? _____
What impact would you like to make? _____*

Finally, it's personal-manifesto time. With your Keywords nearby, fill in the following blanks to craft a highly personalized belief statement.

*I make ____
for the sake of ____.*

Still struggling with the game of name-that-purpose? Try a technique called "The Five Whys." It basically works like it sounds. You'll start off with the question, "What do I want my work to say or do?"

Next, ask yourself "why?" and once you write that answer down, the real work begins. Make sure that you really go there, to the bottom of things. If you're not at the root belief yet, go deeper, and ask yourself "why?" again. Repeat the steps of asking why and writing down your answer until you get right to the heart — what you believe and what you want to say with your work.

Once you've simmered down to your belief statement, create an image that illustrates your personal manifesto. Then share it on social media with your belief statement in the caption and #myfujifilmlegacy to join the conversation.