

THE UP 'FORMULA' and UP 'HINTS'

THE UP 'FORMULA'

CP = Conditions Phrase – describes the situation which has led to your choosing this UP.

S = Stem – “How might we.....” or “In what ways might we.....”

KVP = Key Verb Phrase – one active key verb which says what you want to do.

P = Purpose – the one main reason that you want to take this action.

FSP = Future Scene Parameters – sets your situation in this future scene – time, place and topic.

CP + S + KVP + P + FSP + ? = UP



Hints for Writing UPs

Hi! Here are a few helpful hints for writing UPs.

- ◆ Choose a challenge from Step 1 that is really important and, if solved, would go a long way towards solving the whole future scene “mess”.
- ◆ Now pick a Conditions Phrase from the future scene, or which relates to the future scene. This should come from your list of challenges (1-3 challenges only or you might have a restatement) and relate to the future scene. The Conditions Phrase sets the UP more securely into the future scene. It explains what the existing conditions are that you think need to be changed.
- ◆ The next thing to do is to write a Key Verb Phrase (KVP) that states what you want to do. Start with ‘How might we...’ or ‘In what ways might we.....’ Try and choose an empowering verb that leads to positive action. Solutions are likely to be more successful when people are empowered to take action and become part of the solution, rather than having solutions imposed on them. Strong verbs will help you to generate more successful and relevant solutions than weak, wishy-washy verbs. Verbs like “stop”, “prevent”, or “eliminate” are absolute verbs. There are rare occasions when they might be necessary, but remember that if you use them, every one of your solutions would have to completely stop, prevent, or eliminate the problem. That is very difficult to do with most global issues. Verbs that you should also steer clear of are “educate”, “persuade” or “inform”. UPs using these verbs often have generic solutions like holographic billboards, magazine articles, newspaper articles, celebrity endorsements, concerts, TV programmes, video programmes, classroom lessons. These could be used with any underlying problem and so are called ‘generic’. Aim for a single verb in the KVP – more than one verb and you are making it too difficult to write solutions.
- ◆ Now you need to choose a supporting purpose to your KVP – the purpose must explain why you want to carry out the action in the KVP. The purpose starts with the stem – ie ‘so that.....’. You should only have one purpose. Again, if you have more than one purpose, you make it really difficult to write relevant solutions. The key is – never write ‘and’ in your KVP or Purpose.
- ◆ The next thing to do is to add the Future Scene Parameters (FSPs) of time, place and topic if you haven’t already included them. In the time parameter, we usually add “and beyond” to the date to give a broader timeframe in which to solve your UP.
- ◆ A correctly written UP about living under the sea might look like this:
 - ***Since the trainees are only allowed to return to the surface for 10 days every two months, HMW assist the trainees to overcome their inevitable homesickness so that they are able to settle into their new environment more quickly in 2049 and beyond?***

Can you identify the KVP, Stem, Purpose and Future Scene Parameters in the above UP?

I hope this has helped you with your UP writing. Get your coach to check the Coaches’ Guide or Key Tips for more useful information.

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