

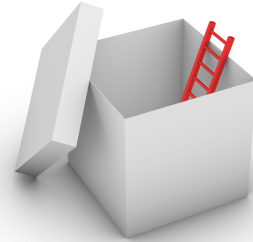
Framing and Reframing

The meaning of any event depends on the perspective (or frame) in which we perceive it. Reframing a situation allows you to see it from another perspective. By giving ourselves the flexibility to change the way we see something, we are giving ourselves the opportunity to achieve our outcomes more easily.

Reframing changes the way you perceive and therefore what you do.

Two great questions to help with reframing are:

- What else could this mean?
- What's good about this?



What follows is a brief introduction to different types of reframes and possible applications. Play with them and make them your own. Learn which ones work for you and the different situations you find yourself in. Be flexible and have fun

Context

The context of a situation such as the place or time or situation affects the frame. The example of receiving a hug from your doctor is an example of a context reframe. The behaviour is out of context of what normally happens in a visit to your doctor.

Content

In a content reframe, you change *the essence or the specifics* of the actual content of the situation. For example, you can change:

- the behaviour or
- give it a different meaning.

For example, the doctor may be hugging you to show that he really cares and that your health is important to him as a friend.

Other frames

The name of the following frames encourages you to see events/possibilities from another perspective – which inevitably creates choice.

Outcome frame

This is an excellent tool to use in meetings or when you have specific goals you want to achieve either alone or in groups. It frames the direction and the explicit result you want to achieve.

Question: What specifically do I want to achieve from this meeting/situation?

Even better option could be: What does the team / project want to achieve from this meeting?

Agreement frame

An outstanding skill to have, use the agreement frame regularly to ensure better communication, especially when conflict is a high possibility. This tool allows you to dissipate, align and redirect the energy.

Questions:

- *I agree and ...*
- *I appreciate and ...*
- *I respect and ...*

Relevancy frame

This can be used to ensure that you prevent diversion from the core purpose for your discussion or goal. If you have a goal or specific outcome in a meeting or have used the outcome frame and you want to check whether some new input is relevant, simply ask:

Question: How does relate to the outcome or goal we've agreed we're aiming for?

Or

This is a great point you have raised. Is it within our scope for today? Should we assign it to next week's agenda?

Contrast frame

This can be used in conjunction with/or to complement the Relevancy frame. It allows you to compare the value of various items to the decision-making process.

Question: How does this compare with/relate to?

Or

You are probably across this already, can you tell me how this compares with...

'As if' frame

This is a very useful frame to help people realise what it would be like if they achieved their outcome and get them out of a stuck state. The "As If" frames helps to associate to that outcome and by doing so; creates possibility.

Question: Imagine if you had achieved this goal completely in the best possible way. What would you see, hear, feel and say to yourself which would confirm that you'd already succeeded?

Back track frame

A useful frame to use when summing up the details discussed for the purpose of making a decision or checking agreement. Very useful in a sales situation when you want to move forward, this tool can be used to encourage alignment for the areas you have agreement on.

Question:

- *Let me see if I understand what you're saying ...*
- *As you said earlier, is something that you want, would you agree?*
- *So you agree that is something that would benefit us*

Ecology Frame

The ecology frame is a very useful frame to use when considering the outcome of a particular decision, action or behaviour. The ecology frame is the reality check and should be done when considering doing any behaviour. This is perhaps the most important reframe of all. It is a common thing to not think through fully the consequences of a decision. By using the ecology frame in your everyday interactions you.

Question:

- *So what would happen if you did x*
- *What could possibly go wrong??*
- *What wouldn't happen if you did x..?*
- *What wouldn't happen if you didn't do x?*
- *What would happen if your didn't do x?*

Again this could be lead with a sentence along the lines of,

You have probably already though of this, what would happen if...

Alignment frame

The alignment frame is very useful in making sure there are any hidden roadblocks to an outcome present that are unspoken or not in the open. By recovering these hidden roadblocks or unspoken misalignments within a group, you can get clarity and alignment about what you want and remove any nasty surprises in the future.

Questions for the Alignment frame

- *Is everyone in alignment on this issue?*
- *Is there anything that has not been addressed that could get in the way of a successful outcome?*
- *Is there any part of you that isn't happy with everything that has been discussed.*

If a misalignment or incongruity is found then that can be explored and changes and modifications made in order to ensure everyone's agreement and a successful outcome.

Using Reframing

Reframes are really good fun and they are the basis of a lot of humour. A really good reframe can change the way someone views a problem completely. Developing the flexibility in how you use reframes and your ability to quickly and easily jump between the frames is a key component of linguistic skill.

It's important to consider how the reframe will be received. Remember, the meaning of a communication is the response it gets.

So, with that in mind, there is no failure only feed back. Try another reframe.

Have fun!!



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