Using Frames

Depending on the type of discussion there are different possible approaches.

All will require using "more words" than may feel normal / comfortable.

Goal

Focus on enabling a productive conversation where:

1. There is a clearly understood objective (that doesn't necessarily mean agreement)
2. All points can be heard
3. Constructive challenges can occur
4. It's not personal, it's business

Why it matters

Adding 'more words' and providing a more robust 'frame':

- Sets clear context and expectations
- Creates alignment on purpose
- Clarifies desired end state
- Develops a collective sense of vision, goals, objectives, and strategy
- Answers initial questions / objections upfront

Pitfall

It's easy to rush and jump to the main point, especially if there are a lot of nods in the room, or time is constrained.

Don't.

Investing time up front to frame the discussion will lead to less time needed to discuss or "sell" the main point.

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Framing Strategy

Frame the discussion and purpose before getting to any of the potentially contentious elements.

1 Restate why we are here (what is the concern that we are addressing)

2 What is the desired outcome

3 What are the elements that we must keep in mind?

4 What are the possible challenges / objections that we are facing?

5 Outline possible strategies and their corresponding impacts (cost / risk)

6 Consider the road forward

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