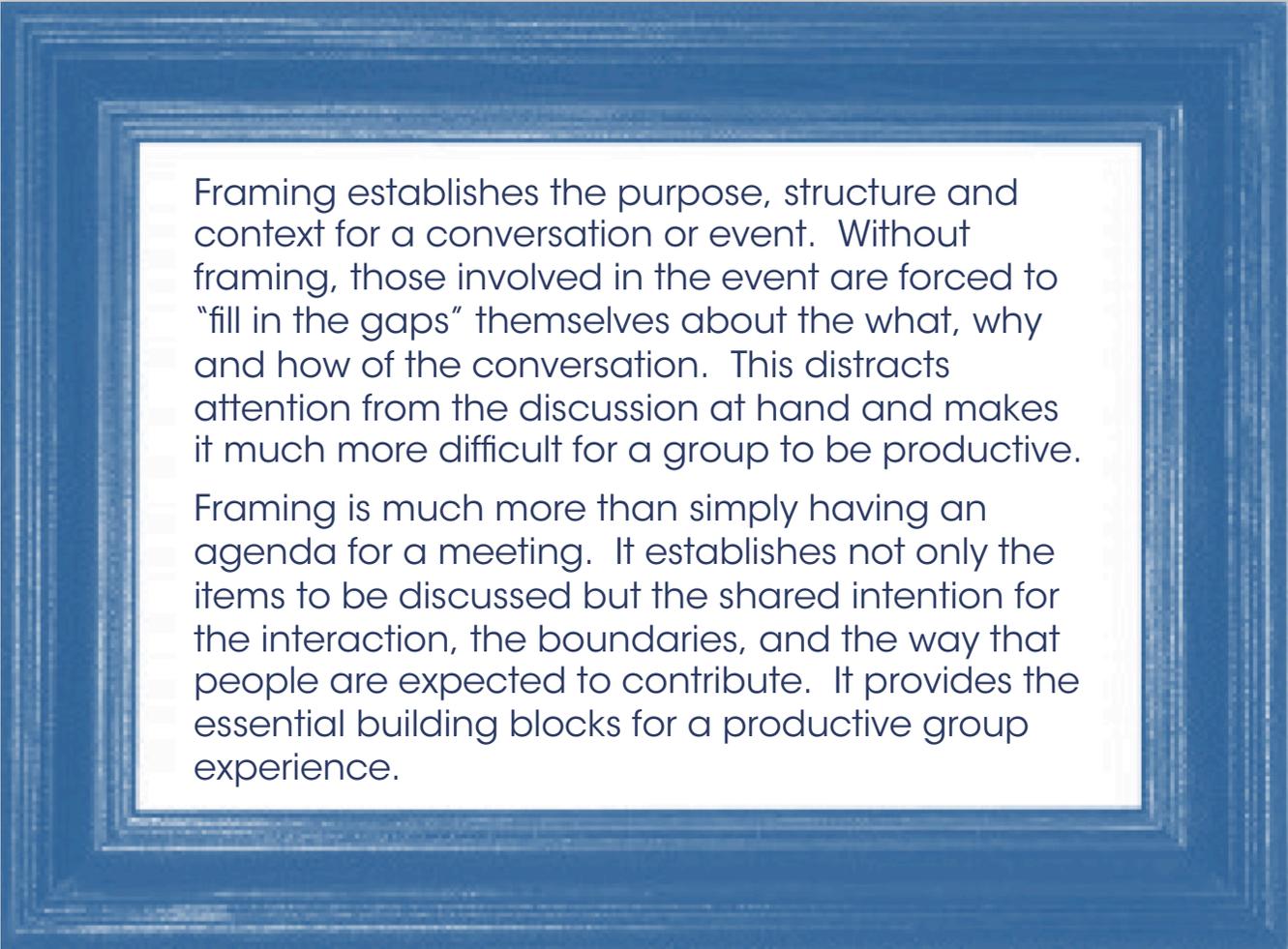


Lime Knowledge Bite

# Framing



# what is framing?

A blue frame with a double-line border surrounds the text. The text is centered within the frame.

Framing establishes the purpose, structure and context for a conversation or event. Without framing, those involved in the event are forced to “fill in the gaps” themselves about the what, why and how of the conversation. This distracts attention from the discussion at hand and makes it much more difficult for a group to be productive.

Framing is much more than simply having an agenda for a meeting. It establishes not only the items to be discussed but the shared intention for the interaction, the boundaries, and the way that people are expected to contribute. It provides the essential building blocks for a productive group experience.

# framing drives better results



When an issue or opportunity arises, the first step is to clearly articulate the issue AND to decide if this issue can best be resolved via coordinated group action. If yes, then next you must identify the right people to be involved.

Framing establishes the purpose, structure and context for a conversation or event. It provides the essential building blocks for a productive group experience.

“Interaction” includes: discussions, meetings, events, etc. All of which benefit from framing.

If the decision-makers align on commitments that connect back to the issue, it will lead to an understanding of the actions that are needed and set up clear accountability for those actions.

Framing drives the commitments and leads to better results.

A well-framed interaction provides the blue print for what needs to happen next and gives the group clearly defined actions.

Having a shared clarity around the group’s actions, increases the chances of those actions getting done.

When all of the previous steps have been taken, the group can reconnect in order to assess the results and declare victory on this issue and/or figure out what parts of the issue need to be revisited in service of getting the best results possible.

Framing is the foundation for coordinated group action

# the building blocks of framing



## **Purpose**

The reason for the interaction – should be one that everyone involved cares about in some way(WHY)

## **Objectives**

Specific outcomes or results that define success for the interaction (WHAT)

## **Approach**

The plan for achieving the objectives of the interaction and how time and resources will be allocated (HOW)

## **Roles**

The role each person will play and their ingoing accountabilities (WHO)

## **Ground Rules**

Offering of shared intent for how to behave together to achieve the objectives



# framing in practice

## Typical

### Meetings

- Sometimes have an agenda with timing, who's speaking and the topics that will be covered
- Often scheduled back-to-back causing people to arrive rushed and distracted
- Often lack a shared purpose or objectives – no clear view of what “good” looks like

### Phone Calls

- There may have been an email or invite with the title of the call, but that is often the extent of the information people have
- Materials have sometimes been provided in advance of the call, which people may or may not have read
- Since time is often a factor, the leader of the call may simply dive right into the content without making sure everyone on the call knows what is planned

### Problem Solving

- Teams inadvertently find themselves in a problem solving exercise without planning it
- Because problem solving conversations often happen haphazardly, people get stuck on their individual “problem-solving techniques” and don’t design the best approach for solving the problem as a group
- Smart solutions are missed or take longer to surface

## Well Framed

- Starting each meeting with a “check in” where everyone speaks helps get the group focused
- Providing clarity around the purpose of the meeting reminds everyone why it is worth their time to actively contribute
- Clearly laying out Individual roles and expectations at the start of the meeting gives the meeting the needed structure
- Framing typically takes 5 minutes

- Framing a telephone call can be done in a few minutes
- For example, the leader of the call could say, *“Thank you for being on the call today. Today’s call will be a success if we: share our the ideas for the offsite next month, get everyone’s feedback on those ideas, and compare calendars to align on who has time to lead the preparations for the offsite.”*
- Taking the time to frame the call puts people at ease because they know how they are expected to contribute and lets them feel more connected to the content

- Framing lets you declare, out loud, the specifics of the problem you are trying to solve
- Having the group voice their individual assumptions about the problem ensures that everyone is on the same page about what the problem is as well as the potential solutions
- Being clear about the amount of time you have to solve a problem defines the types of solutions that are viable – having 2 days to solve a problem is very different from having 2 months