STRATEGIC FRAMING FOR EFFECTIVE ACTION

"For purposes of advocacy, a story is only as good as the impact it has on how audiences understand an issue or get involved."

- Susan Nall Bales FrameWorks Institute

http://www.frameworksinstitute.org/

Step 1. What's your issue?

Describe the issue you're working to address in a few sentences:

Step 2. What's in your swamp?

How does the public currently perceive your issue?

How does their understanding get in the way of them seeing a solution?


"Nowhere in 'humpty dumpty' did it say he was an egg. Maybe your inability to think outside of what others have taught you is what's keeping you from putting him together again."

– Darnell Lamont Walker

Step 3. What's your big story?

What do people have to understand about the big picture of your issue?

How can you tell a story of many vs. a story of one?

Green Plants → Insects → Fish → Big Fish → Eagle → Bacteria
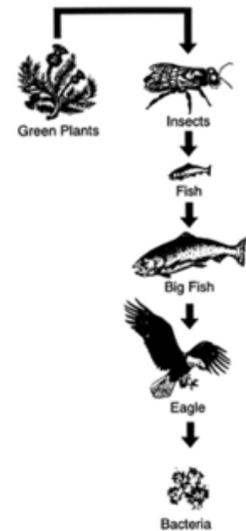
People can be both reasonable and opinionated on any given topic.

- When they are in **"reasonable mode,"** they are more likely to be open to new information and to problem-solving.

- **Rhetorical mode** is more overtly political or ideological. It reminds people of their hardened positions and political identities, if they have them, and turns many people off.

Experts and advocates lose credibility when they talk in rhetorical mode, as this violates the "disinterested" requirement for effective messengers.

- FrameWorks Institute (Cultural Logic) *http://bit.ly/1FaSbcr*

Step 4. Check your tone.

Are you writing in the "reasonable" or "rhetorical" mode? How might you shift your tone to improve reception of your message?

Step 5. Consider what values you want to call up.

Try reframing your opening statement with a "tested" value:

Fairness

Future preparation

Human potential

Progress

Ingenuity

Pragmatism

Workforce Preparation

Step 6. What's your Metaphor?

Solid metaphors help to deepen public understanding without triggering values, beliefs, or misunderstandings from the "swamp".

What's a metaphor that helps to explain the nature of your issue?

3 Tips for Telling Stories that Move People to Action

The Chronicle of Philanthropy

https://philanthropy.com/article/3-Tips-for-Telling-Stories/228559

Tip 1. Data are more powerful when woven into a story. (They can't explain the nature of the problem in isolation.)

Tip 2. Be careful when using vivid examples. (These tend to lead to episodic stories.)

Tip 3. Tell success stories about groups of people. (These tend to lead to thematic stories.)

Framing Higher Education

The FrameWorks Institute

http://www.frameworksinstitute.org/higher-education.html

Tip 1. Consider tapping into the values of fairness between places / groups, future preparation, and the common good.

Tip 2. Consider the explanatory metaphors of "orchestra" to explain the system, and "remodeling" to describe the work that must be done to improve it.