## THE ART OF FRAMING

## Managing the Language of Leadership

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# Framing:

## Seizing Leadership Moments in Everyday Conversations

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Leadership is a language game.

- Leadership is taking the risk of managing meaning.
- Talk is the resource used to get others (followers) to act.
- Learn to understand how you shape your own realities.

Learn how to become more effective in everyday conversation.

### Focus on Communication

#### Do you have a message?

- There should be one if communication is the central function of leadership.
- Construct the appropriate environment to get your meaning across.
  - Be thoughtful about your actions and words.
  - Be an effective spontaneous communicator.

## Frame Your Message

- Make sure your <u>language</u> is appropriate.
- Create <u>thought(s)</u> or reflection(s) = mental model(s) that are meaningful.
- Use <u>forethought</u> = get the person (people) ready to communicate with you. Prime them.

## 3 Chief Components of Framing

#### LANGUAGE

Apparent and obvious

### THOUGHT

- Reflection or internal framing
- Mental models are essential and important at the conscious level

#### FORETHOUGHT

- Prepares you for "on the spot" framing
- Assists in spontaneous communication or priming

## WHAT IS FRAMING?

- Union of thought and word
- Ability to make sense of a subject (leader)
- Ability to judge a leader's character
- Ability to judge a leader's significance
- Ability to choose one meaning over another
- Ability to manage meaning (share with others)
- Ability or power to distort meaning

## The Power of Framing

Increases the chances of achieving goal(s)

Requires initiative

Good for everybody

Opportunities for use are everywhere