

WEEK 8

Challenge: Reframe a Client's Issue

- ✓ First, read or listen to **Week 8: Reframe for Maximum Impact** in *It Starts with Clients* (pages 123-138 in the hardcover version)

Reframing is the art and science of defining the right problem, the total problem, and the total solution. For many different reasons, executives will often narrowly define their issue. It could be that the client works in a functional silo and simply doesn't have an enterprise-wide view. Sometimes, the client lacks experience in solving the issue. They may confuse symptoms for the root cause and/or underestimate what it will really take to fix it.

Assignment

Reframing a Client's Issue

Use the worksheet on the next page to develop the questions that will help you reframe a client's issue. At the top, write down the client's current framing of the issue. At the bottom, write down what a reframed version of the issue would be.

Reframing Questions

What is the client's current framing or definition of the issue?

Reframing Direction	Specific questions you'd like to ask your client
Learn more (e.g., "Why is this happening?")	
Clarify (e.g., "What exactly do you mean when you say...?")	
Challenge them (e.g., "Why do you feel this is a problem?")	
Explore assumptions (e.g., "Why do you believe this is true?")	
Reframe into strategy (e.g., "What business goals will this support?")	
Reframe into enterprise-wide implications (e.g., "Who else will be impacted by this?")	
Reframe into implementation (e.g., "What will enable you to implement this effectively?")	
Reframe into change management (e.g., "Who are the key stakeholders who need to be aligned and on board?")	

What is your reframed version of the issue?
