



STRATEGIC COMMUNICATION

by Caby Verzosa & Tom Fiutak

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.



FRAMING MESSAGES

FRAMING MESSAGES



Highlighting aspects of your change effort that resonate with stakeholder interests!



FRAMING



- Framing emphasizes some aspects of an issue and de-emphasizes others.
- Framing helps define issues and influences how stakeholders perceive them.
- The alternative framing of issues can influence perceptions of responsibility and lead to acceptance of new solutions.

FRAMING

- Framing emphasizes some aspects of an issue and de-emphasizes others, creating meaning.
- Framing helps define the problem and influence stakeholder perceptions.
- The choice of framing of issues can influence the responsibility assigned to the organization and the presence of new stakeholders.

We can increase the quality of communication interventions by purposefully framing our messages.

Less reactive; more responsive to stakeholder interests.

FRAMING MESSAGES



- What is the benefit (loss) for the stakeholder?
- “What’s in it for me?” (WIIFM)

MUTUAL GAIN FRAMES, A PURPOSEFUL SHIFT...



from
“WIIFM?”

to
“WIIFU?”

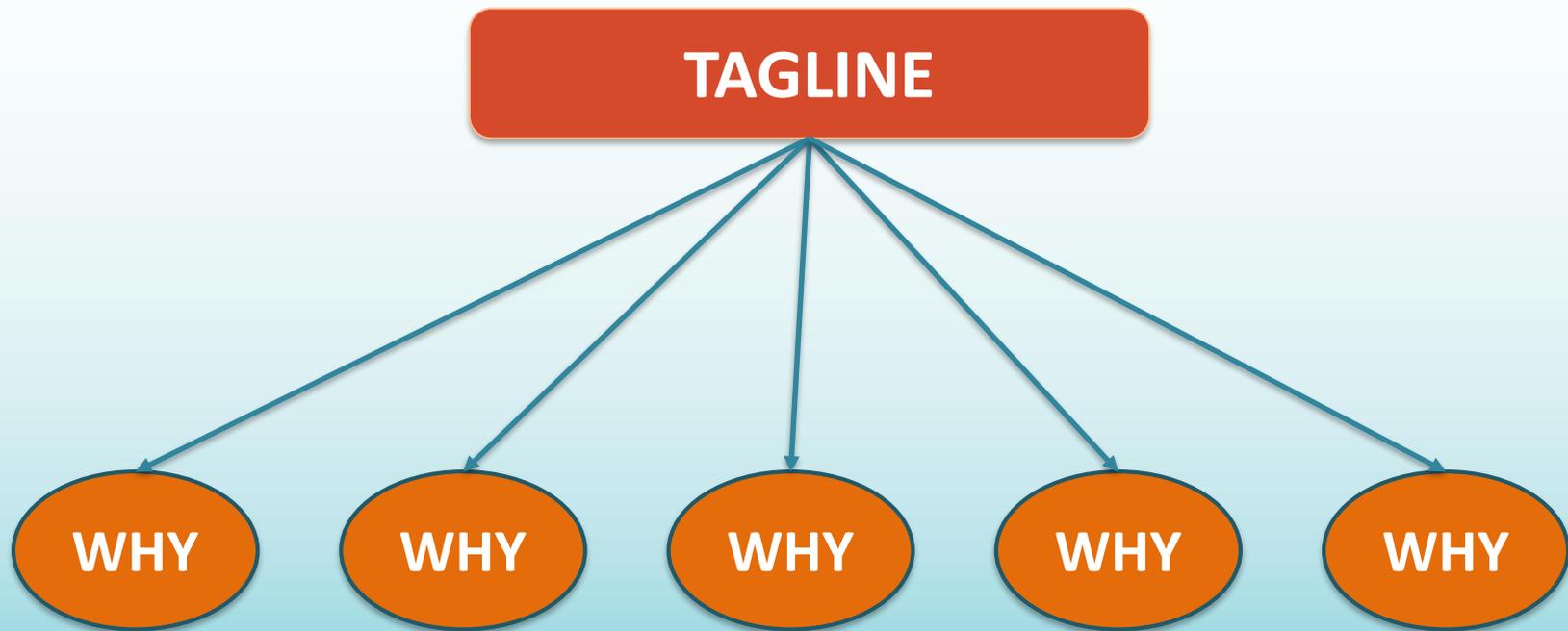
MUTUAL GAIN FRAMES

Framing messages based on:

- Shared Purpose...
- Rewards...



FRAMING MESSAGES





STRATEGIC COMMUNICATION

by Caby Verzosa & Tom Fiutak