



STRATEGIC COMMUNICATION

by Caby Verzosa & Tom Fiutak

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FRAMING MESSAGES

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**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 many different frames.
- Framing helps define the problem and influence stakeholder responsibility.
- The choice of framing of issues influences the choice of new responsibilities.

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?”

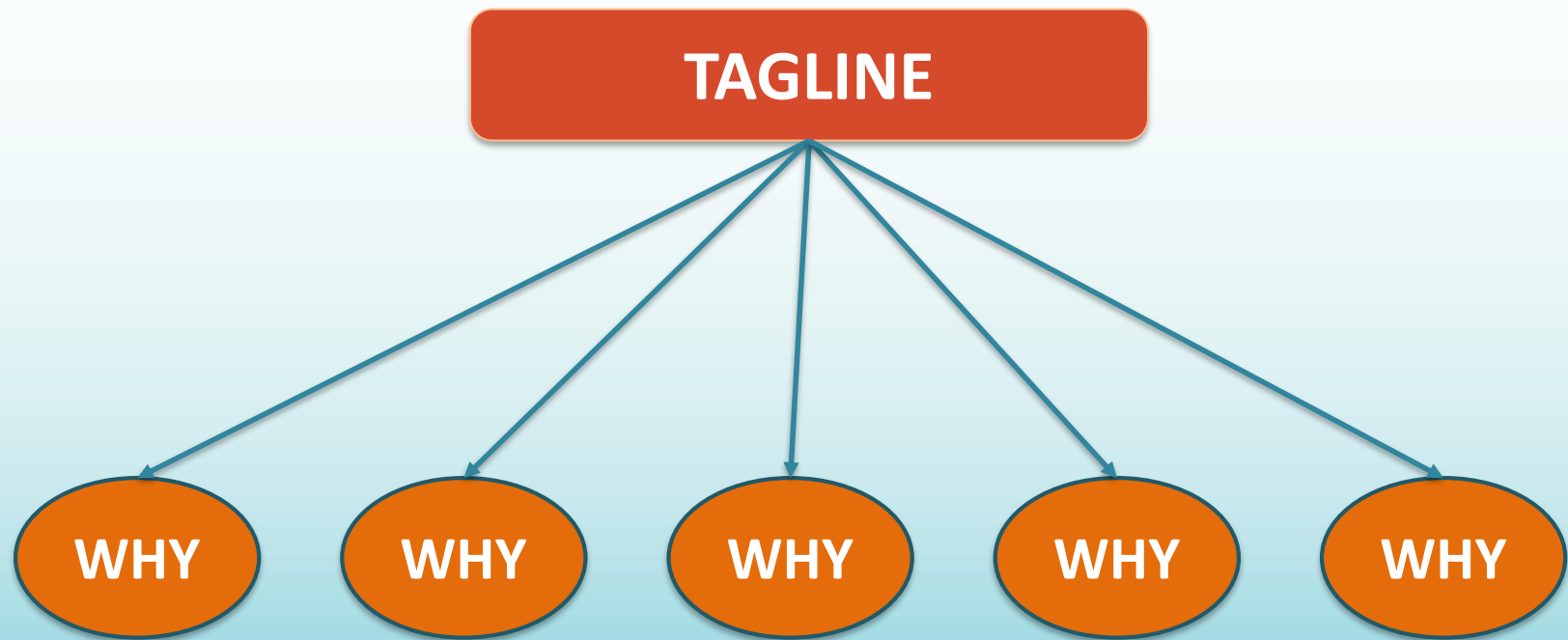
MUTUAL GAIN FRAMES

Framing messages based on:

- Shared Purpose...
- Rewards...



FRAMING MESSAGES





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