



REFRAMING

OVERTURN CONVENTIONAL WISDOM TO
DISCOVER NEW POSSIBILITIES

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REFRAMING



> WHEN NEEDED

> RATIONALE

I need to think differently

I need to effect a disruptive shift

I want to disarm the skeptics

- * Helps you to expose conventional wisdom that stands in the way of progress
- * Exploits the inability of others to think differently; the contrarian thinker sees new directions where others are blinded by the dominant, yet unchallenged logic
- * Trains your thinking to look at problems in fresh, unexpected ways to open up new solution spaces for new ideas

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> ESSENCE

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> POINTERS

- * Formulate and pick a strongly held Core Belief– a sacred cow, an obstacle, a cliché; place it in the center
 - E.g, Mauritius is a small and insignificant island in the Indian Ocean
- * Identify Supporting Beliefs (SB) – why do people believe this? Pick the 4 most intriguing SB's, place these in the corners
 - E.g, Small surface (2,000 km²); the main asset is 'sinking'; far away from everything
- * Overturn each SB: create 4-5 opposites for each SB. First start with grammatical opposite; then play with words to make variations; finally make it extreme. Logic is not required!
 - E.g, Small surface – huge waters; far away from everything – at the center of all shipping; small GDP – serious economic power
- * Pick the best opposite for each overturned SB. Now imagine a Reframed Core Belief that describes a world in which all 4 selected opposite SB's are true – “what if...”?
 - E.g, Mauritius is the largest ocean state in the world
- * Use the output to see a new solution space for your problem.

Sources of Inspiration: Reframing, the Art of Thinking Differently by Karim Benammar (2013)



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- * As inspiration for step 1, ask “What would people never say about (challenge topic). Why not?” the answer to this second question is a good core belief
- * Beware of taking a “I love my wife” core belief in step 1 – this is difficult to do a reframe on; use a negative rather than positive core belief – something that gets in the way of finding new ideas
- * In step 3, push yourself to go radical and extreme after first having formulated the exact grammatical opposite.
 - When generating opposites, your mind is your enemy. It will restrict the imagination and push towards realism. Force yourself to write down extreme opposites. If you feel your pen hesitating to write something down, that is when you are leaving the comfort zone. – write it down anyway!!!
 - Push yourself to come up with something that is really ridiculously extreme. If it makes you chuckle, you are on to something ! Having stretched your boundaries, it becomes easier to formulate opposite beliefs that are not necessarily logical
- * At the end of step 3, select the most interesting or daring overturned beliefs (not the most logical or feasible)
- * In Step 4, you should not write the exact opposite of the core belief. It has to be something new – a twist on the earlier situation. This does not have to incorporate all 4 overturned supporting beliefs, 2 or 3 is fine.