THE ART OF FRAMING

Managing the Language of Leadership

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Framing:
Seizing Leadership Moments in Everyday Conversations
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 *language* is appropriate.
- Create *thought(s)* or reflection(s) = mental model(s) that are meaningful.
- Use *foreshought* = 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