Rapid Reframing Brainstorm Worksheet

Date:

Name:

CHALLENGE	<u>ERFRAME</u>	
≫ what are you hearing?	P What mindset shift would help?	4550 Who can help? (You? Other Audiences?)
	To reframe, the audience needs to	What does the company/communicator need to
്പ് Who's saying/feeling it?	⑦ HEAR	Ø SAY
1.		
2.	HAVE	DO DO
3.		