Reframing

Change the Story, Change the Meaning, Change the Belief, Change the Behavior

Think of reframing as putting on a different pair of glasses. What would you see if you put on a pair of dark sunglasses when you are in a dark room? What happens when you remove them? When you switch your glasses, what you see changes.

Reframing does the same thing. It changes the story you tell yourself about what happens.

Step 1
Look at the story you're telling yourself and how it makes you feel.

Step 2
Let's assume you're feeling pain. The next step is to *consent* to that feeling: acknowledge it, be present with it, whether it's overwhelm upset, etc…

Step 3
Pop out and look at the story from a different angle: above, below, side-to-side. What else could this mean? How would that feel? What behaviors would that create? What beliefs would that reinforce?

Step 4
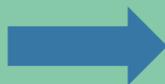Craft a *new* story. Test it to see how it feels. Does it feel expansive, empowering, helpful?

Reality is what you say it is. **What reality would you like?**

Reframing helps us craft a different reality that is more empowering and creates momentum.

If your old story keeps you stuck or in pain, you know you've done it right.

Old Story, Beliefs & Feelings ➡ New Story, Beliefs & Feelings

Imagine your spouse just made the morning coffee and without realizing it, spilled some on the counter. You could focus on the "bad" behavior, complain about the mess and have an argument, **OR** you could…

…change the **content** of the meaning you give the behavior.

"You spilling coffee means you were rushing to take care of me."

…change the **context**, and therefore the meaning you make.

"At least we have coffee to spill, unlike 80% of the world who cannot afford it.!"

The behavior and the facts of the matter are the same; we've just altered our self-talk to make different meaning. And after all, at the end of the day, do you care more about some spilled coffee or about your relationship?

In the same way, what do you care more about in business: *success as a team, or blame and shame?*