Notes

Why Framing Matters

Three Top Tips

• Lens (context)

• Core Values

• Motivating Emotions

Three Powerful Tools

• Words

• Images

• Metaphors
It’s not Enough to be Right: What leaders need to know about framing

In Real Life (putting it all together)

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What was most useful to you?

One action/idea/resource you want to follow up on

Resources to Learn More

Berkeley Media Studies Group
http://www.bmsg.org/


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