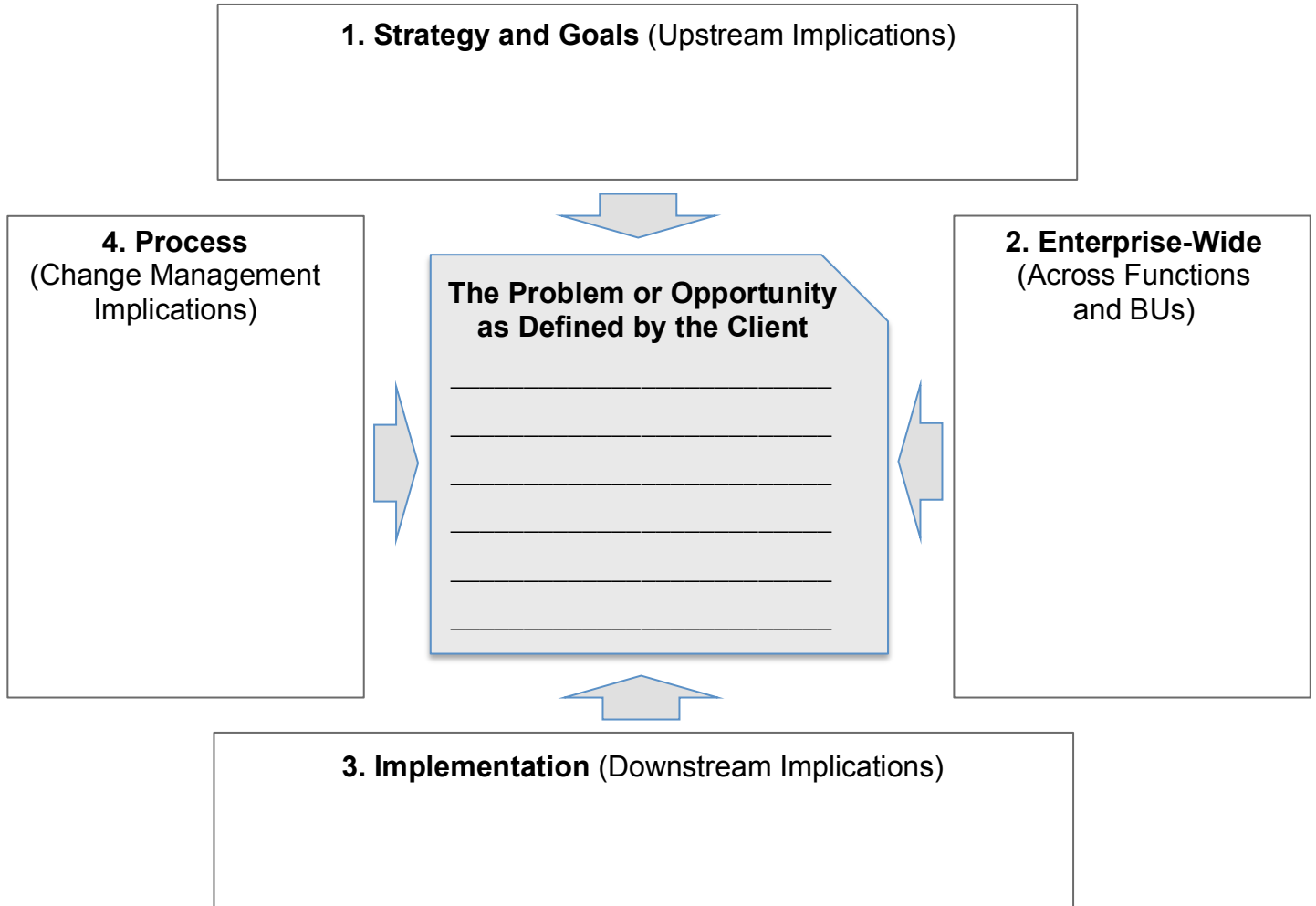


# Reframing a Client Opportunity

**Instructions:** At your table group, briefly share examples of new business opportunities people may be discussing with their clients. Choose *one* of them—ideally where the conversation is in its early stages—to work on as the focus of this exercise. In the box below, write down the problem or opportunity as defined by your client. Then, discuss the four different opportunities to engage in “expansive” reframing and make notes about them in boxes one to four. Next, think about potential “radical” reframing opportunities and also write these down. Finally, restate the reframed challenge in the box at the bottom of the page.



## Are there any Radical Reframing Opportunities?

1. Highlight Opposites \_\_\_\_\_
2. Reprioritize \_\_\_\_\_
3. Challenge Assumptions \_\_\_\_\_
4. Redefine the Root Cause \_\_\_\_\_
5. Show Inconsistencies of Belief \_\_\_\_\_



## *The Reframed Problem, Opportunity, or Solution Statement*



\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_