

***How do you talk with others
about sustainable food
systems?***

How about using a threat?

Compost or die!

***How do you talk with others
about your own deeply held
beliefs?***

Reframing with George Lakoff

NEW YORK TIMES BESTSELLER

"one of the most influential political thinkers
of the progressive movement"

Howard Dean

don't think of an elephant!

KNOW YOUR VALUES AND FRAME THE DEBATE

 **GEORGE LAKOFF**

FOREWORD BY HOWARD DEAN INTRODUCTION BY DON HAZEN

THE ESSENTIAL GUIDE FOR PROGRESSIVES



First.....

DON'T think of an elephant

Now

Think of a ***trunk***....

Is this what you thought of?



or



or



Moral of the story



The “frame” creates the context...

Moral of the story



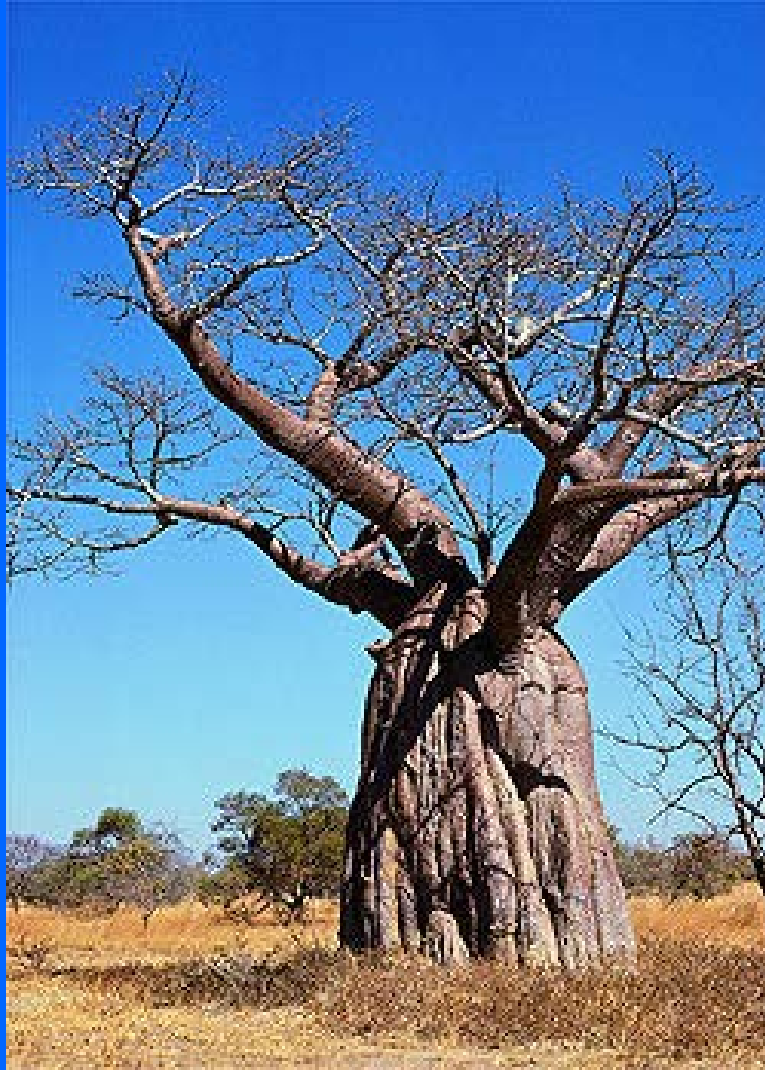
- Every word evokes a “frame”
- A frame provides meaning to a word
(a trunk or a trunk?)
- “Negating” the frame reinforce it

DON'T think of an elephant



This creates an “elephant” frame

To shift a frame, you can't negate it, but you might replace it with another



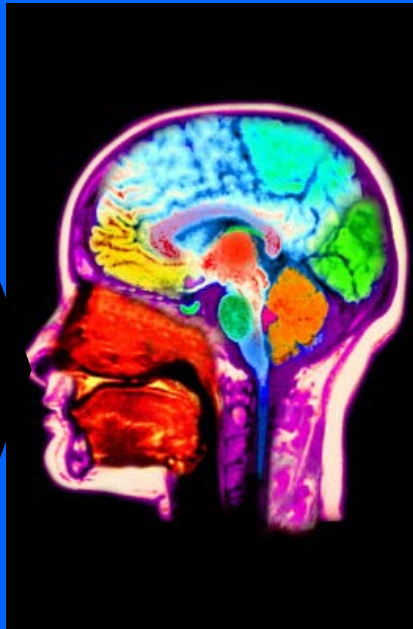
now

**Think of
a trunk**

Did you know that the Baobab tree can live for hundreds of years

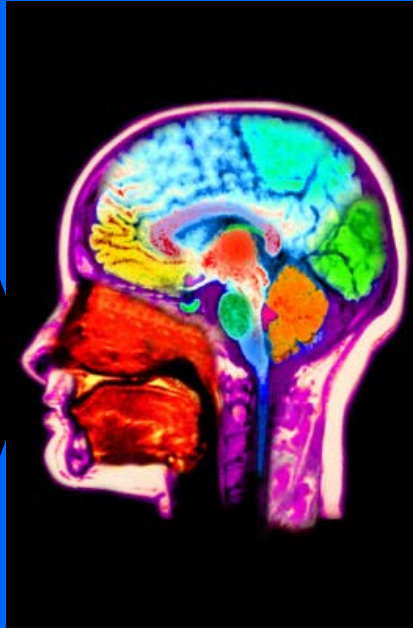
What frame do many people bring to the suggestion that we should “*buy local*”?

**Expensive
and
Inconvenient**
*(shopping hours
and parking)*



No its not!

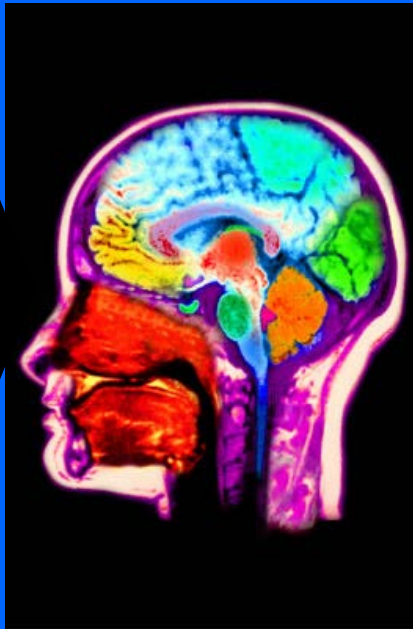
**Expensive
and
Inconvenient**



.... reinforces the frame!

Changing “frames” is possible....

**Local economy
Fairness
Quality
Community**



**Expensive
and
Inconvenient**

Out with the old – in with the new...

The technique....

1. Establish trust (listen and ask questions)
2. Get the listeners attention in a non-judgmental way (*hey did you know...*)
3. Frame the conversation based on common values (**Mental Models**)
4. Talk about **structures** that can be changed
5. Introduce necessary **patterns** of behavior
6. Tell a story (**about a specific action**)

Framing the conversation

- Must be honest
- Focuses on common values
- Connects with the listener
- Based on Mental Models!
- Tells a story