



FRAMES

The way we think about Information

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Information Overload ...!





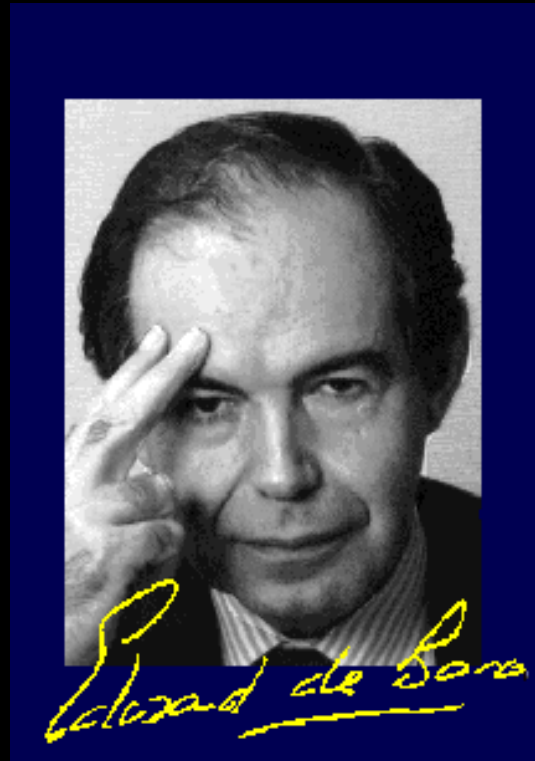
Aha...!

Why don't I use a single



@ a time

The Originator



Using a particular **FRAME @ a time**
when thinking about or looking at information

- Deliberately directing our attention on one thing
- Avoiding Information Overload
- Having a clear purpose & fulfilling needs
- More focus
- More effective
- Simplifying the way we look at information
- Avoiding distractions
- Getting most value from Information



**THE
6 FRAMES**

1





Triangle Frame

Using a  Frame we

consciously determine clearly the **PURPOSE** of looking at the information.

The purpose of the Triangle Frame is to emphasize the fundamental importance of being clear and laying out the exact basis of your need for information & your interaction with the information.



Purpose

What

What is the purpose of our information search or scan ?



Why

Why do we need this information ?
Why is this information of value?
Why will this information affect us ?

Where

Where should we look for this information ?
Are we looking at the right place?

Using a Frame in a meeting

“Ok team. I want to use the Triangle Frame here. We need specific information on heart disease amongst the youth.”

“Triangle Frames please. We will meet our prospective client tomorrow and we need to understand their requirement from the report in front of you.”

Look for
Purpose



2





Circle
Frame

Using a  Frame we

direct our attention specifically to the **ACCURACY** of the information at which we are looking.

The Circle Frame invites us to look directly at the fundamental accuracy of information and not to take accuracy for granted.



Accuracy

Using a Frame in a meeting

“Ok team. I want to use the Circle Frame on the statistics presented here in the report.”

“Please Circle Frame on that opinion will you.”

“Be careful with your assumptions guys. Use the Circle Frame to ensure the credibility of our report.”

Look for
Accuracy



3





Square
Frame

Using a  Frame we

consciously look for **ALTERNATIVE POINTS OF VIEW** or balanced view when looking at information.

The Square Frame suggests us to look at the information from another “side”, ie. from another perspective or in a different way.



Point of View

Using a Frame in a meeting

“Ok team. I see the report seems to be balanced. But, I’d like you to put on the Square Frame to see whether there is any bias on the conclusions.”

“My Square Frame tells me that this information is very one-sided. Please use the Square Frame to see from another angle. We may reach a different conclusion.”

Look for alternative
Points of View



4





Heart
Frame

Using a  Frame we

direct our attention to matters of INTEREST.

The purpose of the Heart Frame is to encourage us to make effort to note matters of interest when these are not quite so obvious.

You could call it also '*reading between the lines*'.



Interest

Using a Frame in a meeting

“Heart Frames everyone. I know this report is dull, but I want you all to use the Heart Frame to see whether there is anything interesting.”

“He is not good with the Heart Frame. He couldn’t see the great ideas underlying the proposal unless you point them to him.”

Look for Interest



5





Diamond Frame

Using a Frame we

clarify the **VALUES** of the information through direct attention.

The importance of values may be subjective, but the existence of values is not. Your Diamond Frame should reveal all possible values – even ones you do not give much importance to.



Value

Using a Frame in a meeting

“Ok Team. What have we learned from the discussion. What has been the value here. Let’s put our Diamond Frame.”

“Ok, let’s see whether there is any value of the information we just received. Diamond Frame please.”

Look for Value



6





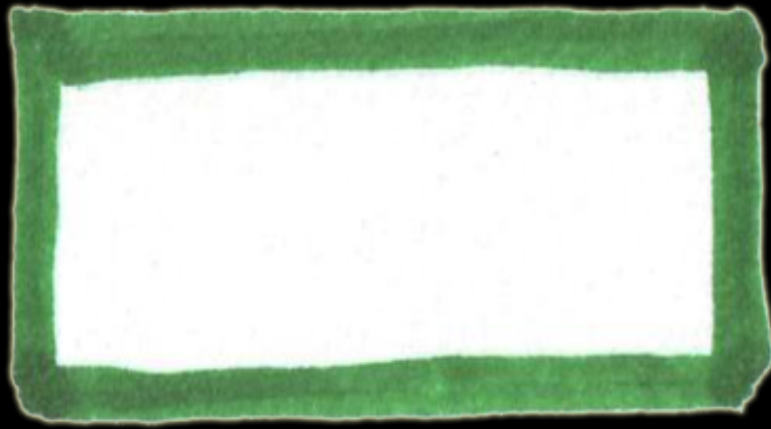
Slab Frame

Using a  Frame we

deliberately lay out the OUTCOMES and CONCLUSIONS from the information.

We can not assume that people will come to the same conclusion when faced with the same information.

We need to spell out the conclusion in a clear and deliberate manner.



Outcome & Conclusions

Using a Frame in a meeting

“Ok Team. Using the Slab Frame, tell me what is your conclusion.”

“Slab Frame please everyone. What are the outcomes of our discussion based on the information?”

“I think my Slab Frame conclusions are different from yours. Let’s discuss the differences.”

Look for Outcomes & Conclusions





Purpose



Accuracy



Point of View



Interest



Value



Outcomes

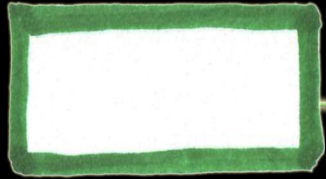


FRAME

in Mind Map

Outcomes

Purpose



FRAMES

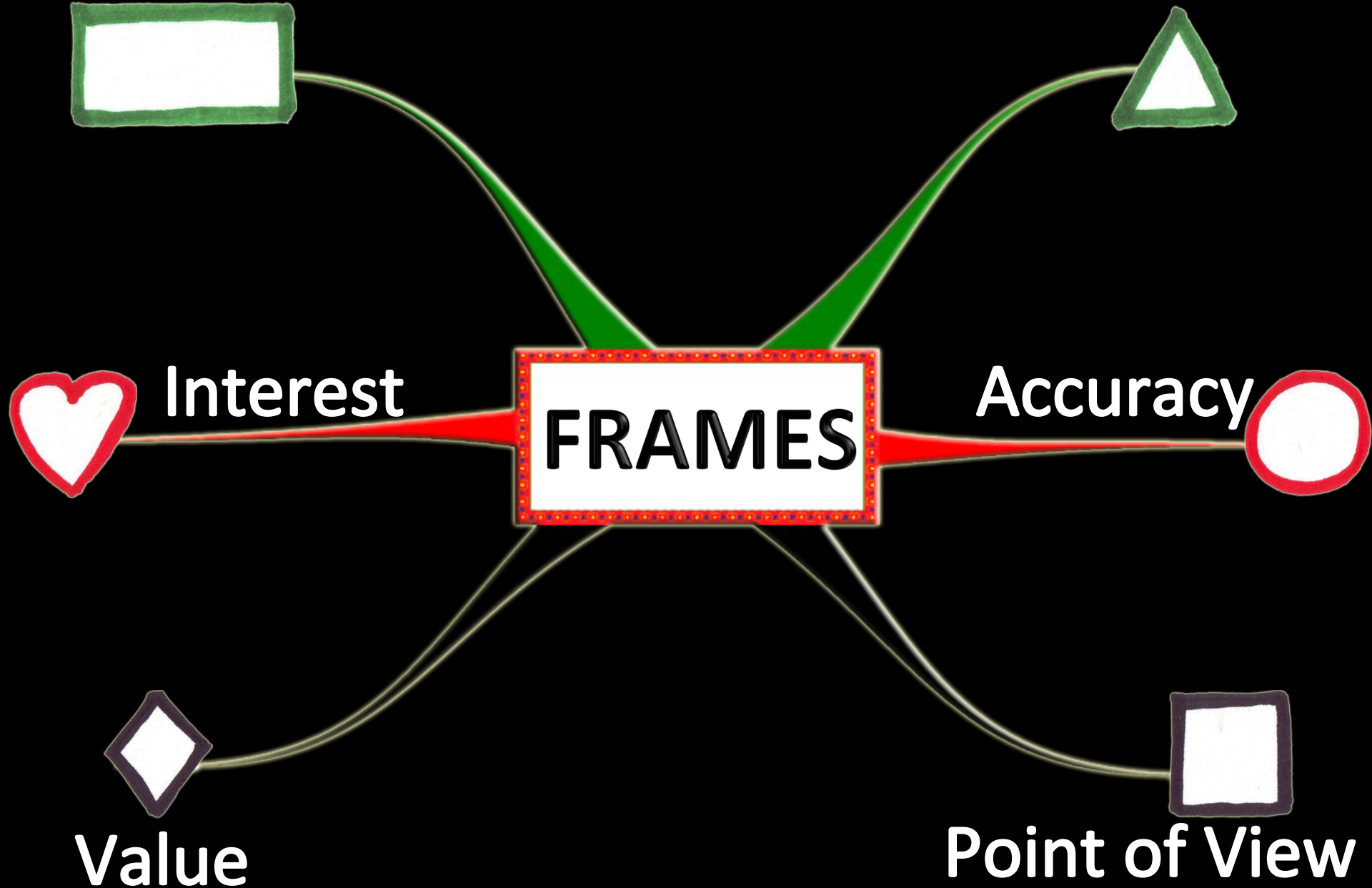
Interest

Accuracy



Value

Point of View



Have FUN...!



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