

## 2019 Management & Leadership Training Conference Framing & Messaging Worksheet

### FRAME ANALYSIS

**1. What is the issue you want to promote?** *(Eg, investing in Head Start, workforce training, prison reform, etc.)*

**2. Name the dominant frames (good and bad) that are associated with your issue.**  
*Think about arguments you hear when you make your case, what's on social media, how the issue is covered in the news, etc.*

**3. What common metaphors, images, and language could you use to tap into positive frames related to your issue?** *(Eg, we're all in this together, land of opportunity, little engine that could, etc.)*

## AUDIENCE ANALYSIS

1. Who is your primary audience?

2. What action do you want them to take?

3. VALUES. What connects them to the issue or your work?

Pick Your Top One!

4. BARRIERS. What's their best reason to say no?

Pick Your Top One!

## MESSAGE

**Audience:** \_\_\_\_\_

**Frame:** \_\_\_\_\_  
*(Thinking about frames about your issue – and your audience’s values – what’s the BEST frame to tap into for this issue?)*

**Connect (to values):**

**Persuade (overcome barriers):**

**Take Action:**