

Hello Talent@2030 You look nice

Bree Groff, CEO NOBL



Reframing

Change Your Story

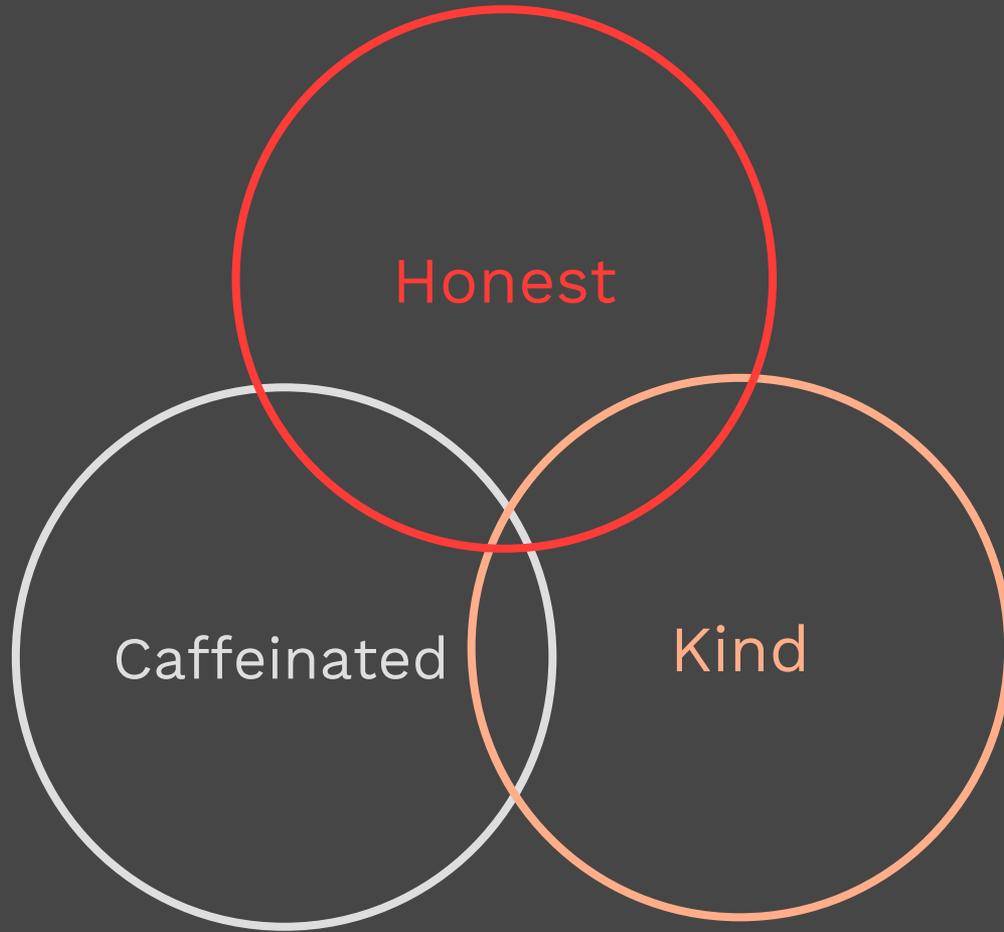
Change Your Agency

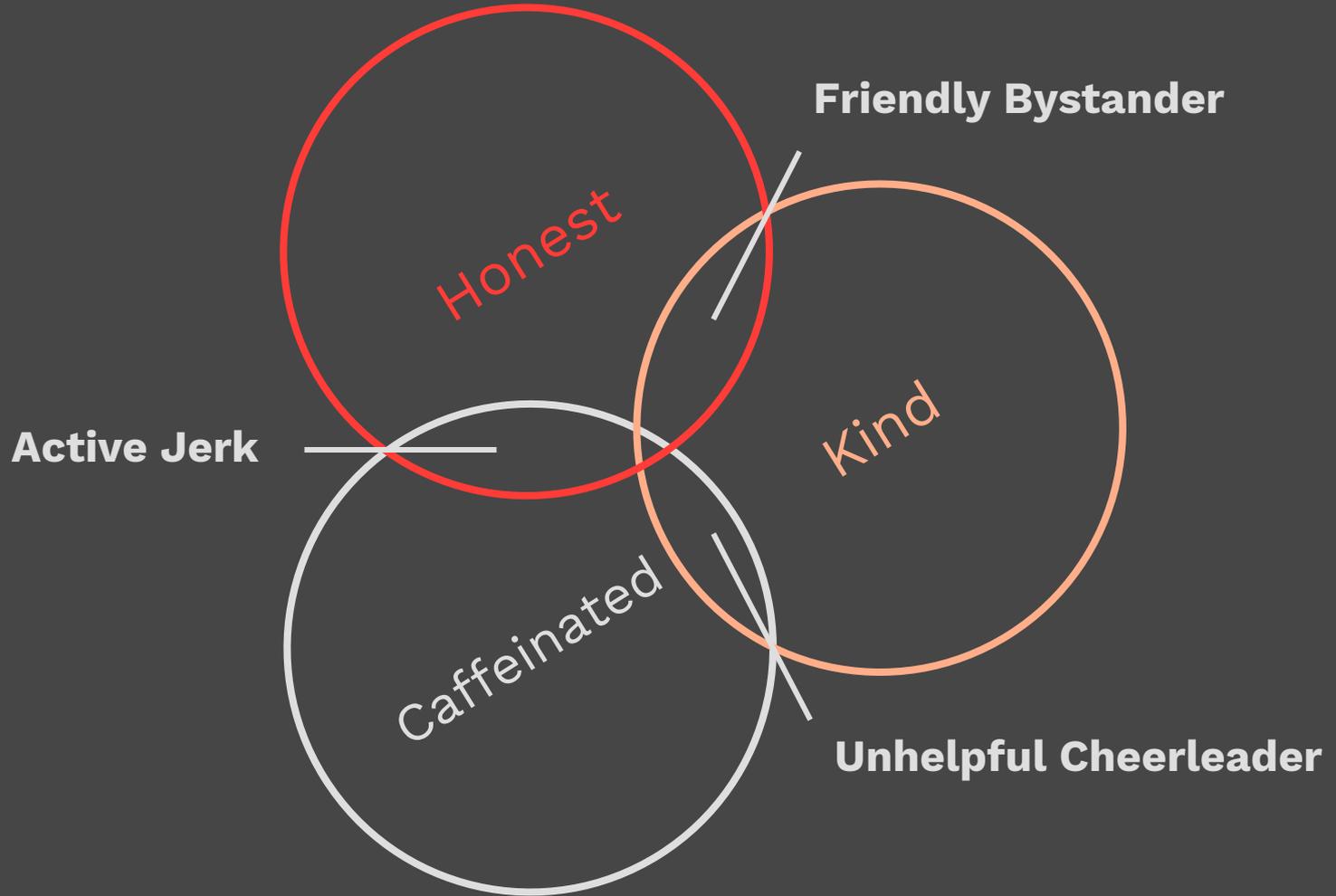
TOGETHER WE CAN DO IT!



Today's Agenda

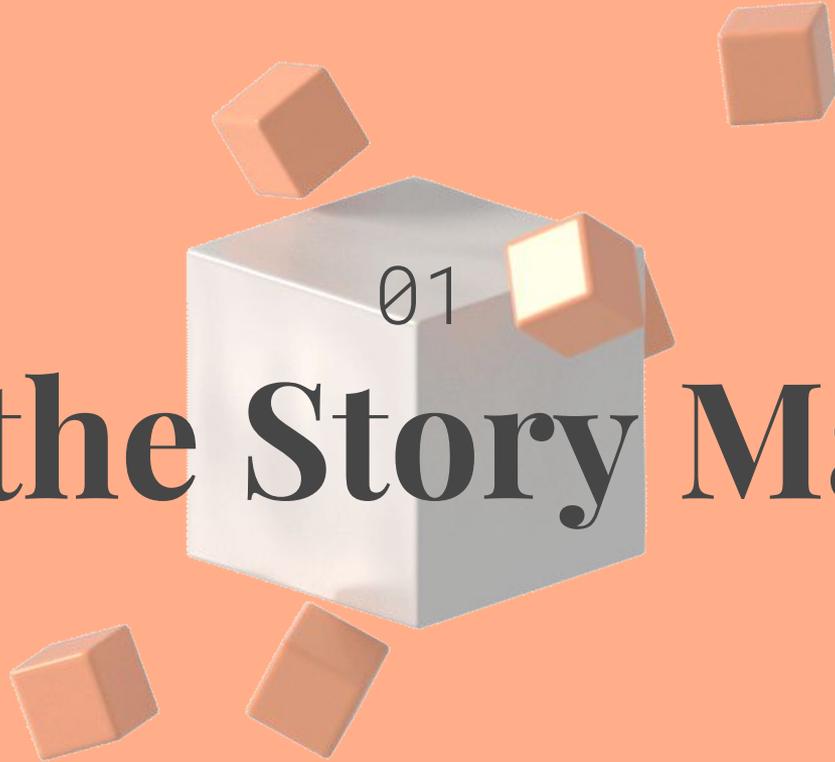
- Why the Story Matters
- How to Reframe a Story
- What to Do on Monday



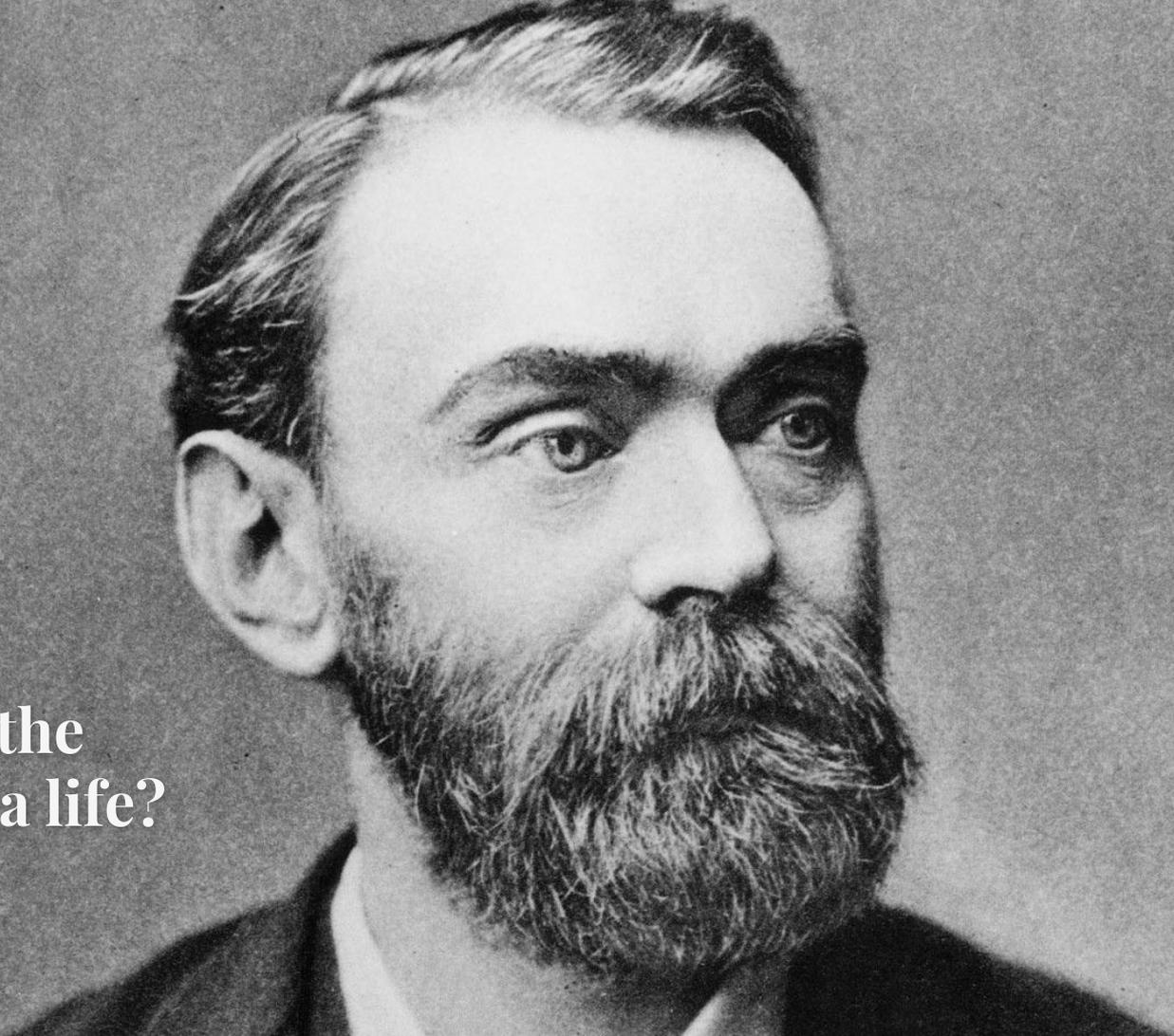


01

Why the Story Matters



What is the
story of a life?



**THE OVERARCHING GROWTH
STORY OF OUR COMPANY**

THE STORY OF ANY CHANGE

THE ROLE I PLAY

Organizational change is
individual behavior change,
at scale.

**THE OVERARCHING GROWTH
STORY OF OUR COMPANY**

THE STORY OF ANY CHANGE

THE ROLE I PLAY

02

How to Reframe a Story

USE CASES

Reframing

NOBΞ

1. To think differently, affect a disruptive shift, or disarm skeptics
2. To expose conventional wisdom - starting with your own
3. To inspire hope

Source of Inspiration: Reframing, the Art of Thinking Differently by Karim Benammar (2013)

Mauritius



Reframing Mauritius

Mauritius is a small, insignificant Island in the Indian Ocean

Reframing Mauritius

Small Island
(2,000 km²)

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Its main
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(island) is
'sinking'

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Small GDP
(€ 20B)

Reframing Mauritius

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Mauritius is the largest ocean state in the world

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Mauritius Now: A Reframed View on the Potential of Natural Resources

Responsible fishery management

Health products from seaweed

Offshore wind, ocean thermal and tidal energy

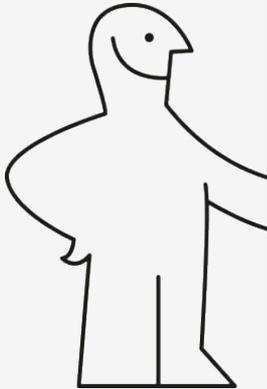
Server parks for big tech with energy



Name, Role & Company, Eggs

Reframing in 4 Steps

1. Determine your Core Belief
2. Map your supporting beliefs
3. Find opposites for each of your supporting beliefs
4. Construct a reframed core belief and define a solution space

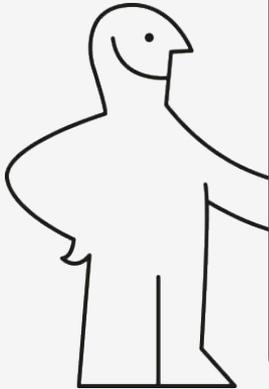




Pro Tips:

Forget Wordsmithing
Speak in plain English

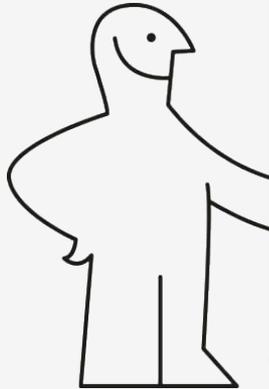
Identify a
blocker to
achieving
your agency
goals this
year



1. People at our agency always...
2. Recruiting will always be a problem because...
3. Agencies are struggling because...
4. Clients will never...
5. Turnover is inevitable because...
6. Those damn millennials always...
7. We can't fix our culture because...
8. We'll never win the best talent because...
9. Our competition is always...
10. We'll never be able to change because...
11. People won't collaborate because...
12. The whole industry is headed towards...

Reframing

Step 1: Determine your Core Belief

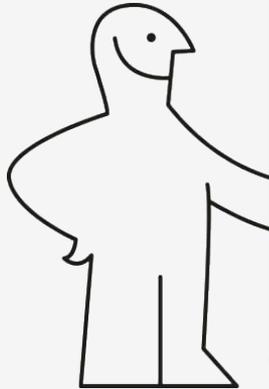


1. In a round in quick succession, share your statements
2. Each person gets 2 stars to vote: Pick juicy ones you want to play with!
3. Select the winner

Mauritius Example

Mauritius is a small and insignificant island in the Indian Ocean

Reframing Step 2: Define Supporting Beliefs



1. Individually, brainstorm many supporting beliefs (one per post-it)

Do this by asking yourself:

- Why do you believe this?
 - What makes this core belief true?
2. Share and select the four that are most interesting

Mauritius Example

It's a small Island, Mauritius' main asset is sinking,
Small GDP, Far from everywhere



Pros & Cons

Pros & Cons



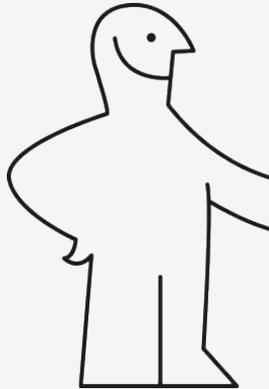
A group of diverse children in various Halloween costumes are walking outdoors. From left to right: a girl in a pink tutu and green top; a boy in a black skeleton costume; a boy in a red firefighter hat; a girl in a blue mask and black outfit; a girl in a black witch hat; a girl in a green and gold outfit; and a girl in a blue doctor's uniform with a stethoscope. In the foreground, a girl in a red polka-dot ladybug costume holds a yellow bucket. Other children are holding orange pumpkin buckets. The background shows a blurred residential building.

Pros & Cons

Pros & Cons

Ew 

Reframing Step 3: Define Opposite Beliefs



1. As a group, brainstorm opposite beliefs for each of the four selected supporting beliefs
2. Pro Tip: Start with the phrase, “Isn’t it amazing that...”

Mauritius Example

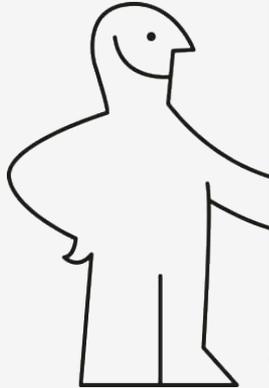
Small Island > Huge Waters

Talent Examples

Our people are too protective of their clients to collaborate → We are fiercely devoted to our clients, going to great lengths to serve them

Our people want promotions every year → Our people are passionate about growing their careers and that’s good for us and them

Reframing Step 4: Construct a Reframed Core Belief



1. Define a reframed version of your core belief. This is not a direct opposite of the original core belief.

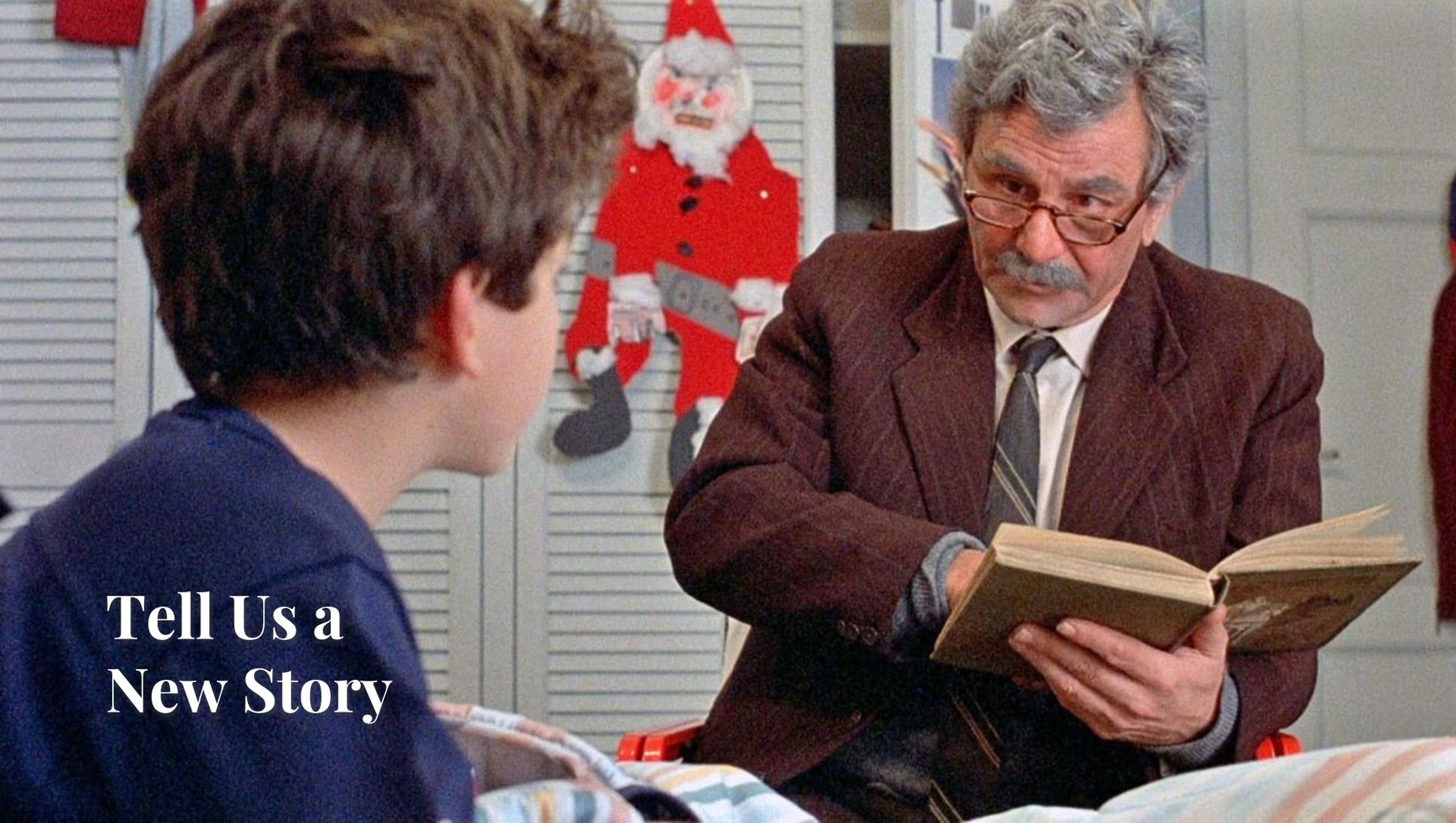
Do this by asking yourself:

- Considering these four beliefs, what would be my new core belief?

2. Pro Tip: HIDE your original Core Belief to do this!

Mauritius Example

Reframed core belief: Mauritius is the largest ocean state in the world

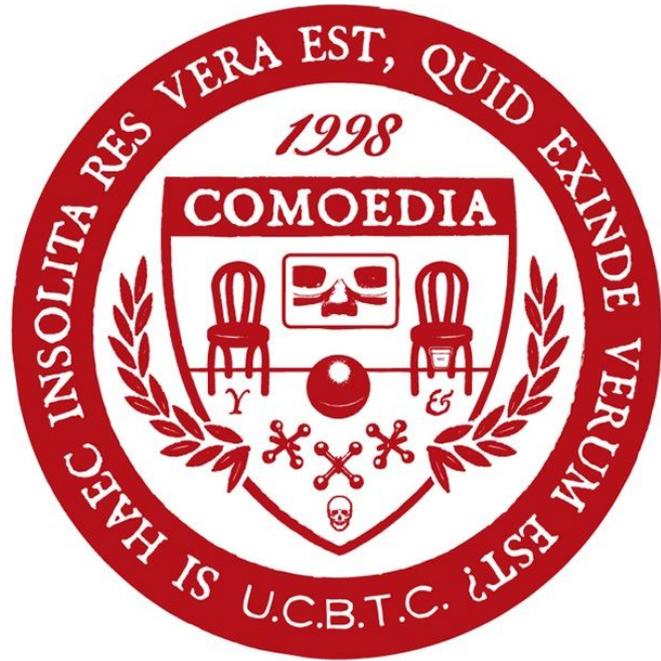


**Tell Us a
New Story**



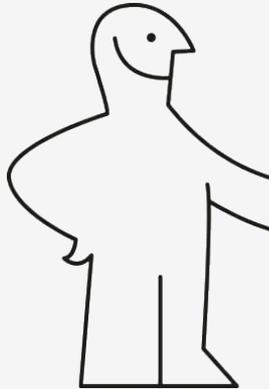
**UPRIGHT
CITIZENS
BRIGADE
THEATRE**





If this new story
is true, what else
is true?

If this new story is true, what else is true?



1. Individually, write 2-3 ideas for what you can now do in this new reality and share in a round.

Mauritius Example

Because... Mauritius is the largest ocean state in the world

We can... build wind farms, harvest seaweed, etc.

Talent Examples

Because... Only agencies can keep the kind of curious, ambitious talent that gets bored in-house

We can... Offer a shadow day program in which you can spend a day “peeking in” on another client team for inspiration

You know, lots of people say _[original core belief]_, and they're not entirely wrong. __[One supporting belief]__, and __[another supporting belief]__.

But we've never been ones to simply nod along.

It strikes us that __[new supporting belief]__, and __[another new supporting belief]__. Which means, that in reality, __[new core belief]__. And isn't that amazing! In a world where that's true, we can explore __[new idea #1]__ and __[new idea #2]__ and __[new idea #3]__.

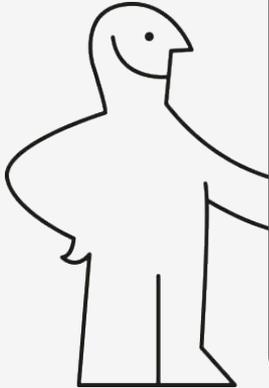
Where there is a new story, there is possibility.
And we choose possibility.





What to do on Monday

What to do on Monday



1. Take your reframed story in madlib form
2. Share it aloud in a meeting with all the context
3. Ask:
 - a. What other stories that we tell ourselves might not be true? Or confining? Or outdated?
 - b. What is the new perspective you see?
 - c. What's the first, smallest step we can take to tell that new story or test a new approach?



Thank You

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Join our newsletter → nobl.io

NOBΞ

Reframing

Supporting Belief

Supporting Belief

New Supporting Belief

New Supporting Belief

Core Belief

New Core Belief

New Supporting Belief

New Supporting Belief

Supporting Belief

Supporting Belief

Reframing MadLib

You know, lots of people say _____, and they're not entirely wrong. _____, and _____.

But we've never been ones to simply nod along.

It strikes us that _____, and _____ . Which means, that in reality, _____ . And isn't that amazing! In a world where that's true, we can explore _____ and _____ and _____ .

Where there is a new story, there is possibility.
And we choose possibility.