

Framing & Counter-Framing

Set the frame you want your fight to live in, then build the counter-frame that replaces your opponent's question instead of arguing inside it.

Set Your Frame

Your frame

Write the one-sentence question you want everyone answering — not 'should we approve X' but the deeper question underneath it.

Can you win inside it?

Check: does this frame put the facts on your side, not just make for a dramatic sentence?

Their Frame

Opponent's frame

Write the frame the other side is using or will use.

The trap

Name the version where you'd accidentally argue inside their frame — e.g. denying it ('we're not against growth').

Counter-Frame

Your counter-frame

Write a different question that replaces theirs — not a denial of it, a new ground to stand on.

Before you use it

I didn't just negate their frame — negating reinforces it

My frame reflects a true dimension of the issue, not one invented or one that hides something real

I can repeat this frame with discipline until it's the one the room is thinking in

Framing is choosing which true dimension of the issue the decision gets made on. If your frame requires the public not to know something true, it has crossed into deception.