



Impact of Frames on Perception and Behavior:

Our Frames are the lenses we wear when we look at life – Ours and our clients

Gain Frame

Increased energy and motivation

- More likely to take action and seize opportunities
- Focus on progress and advancement
- Generally more optimistic outlook
- Efficient use of energy towards goals

Loss Frame

- More energy spent on worry and risk assessment
- Tendency towards caution and inaction
- Focus on potential problems and obstacles
- Generally more pessimistic outlook
- Energy potentially wasted on negative thoughts

the psychological theory of "Prospect Theory" developed by Daniel Kahneman and Amos Tversky. This theory suggests that people make decisions based on the potential value of losses and gains rather than the final outcome.



Don't work the LOSS FRAME

- Clients often come to a session with a story & negative mindset. They tell the story in the now moment, and often stay negative
- It's tempting for a Coach to drive straight into the issue, asking more about what's problematic – **BEWARE!** – this can backfire
- Feeding a negative situation with negative inquiry can often make things worse.
 - we risk deepening their negative thoughts and emotions.

What's not working ? What is sad? Who is bad? What is stressful ?

By shifting from negative to positive inquiry, we can help clients move from problem-focused thinking to solution-oriented mindsets.



Dealing with LOSS FRAME Mindset

Expressions of loss frame

'Don't want LF' – Flip, Assume you want PF, ask ?

“Was feeling LF” – How are you feeling now?

“Still feeling LF” – In order to move forward, in this conversation, how would you rather be?

Listen for the Loss Frame.
Kp it lightly.
If predominant then ...

Our questions can shape the outcome of a coaching conversation. Move the mind to **POSITIVE AGENDA**

Positive Inquiry for Mindset Change



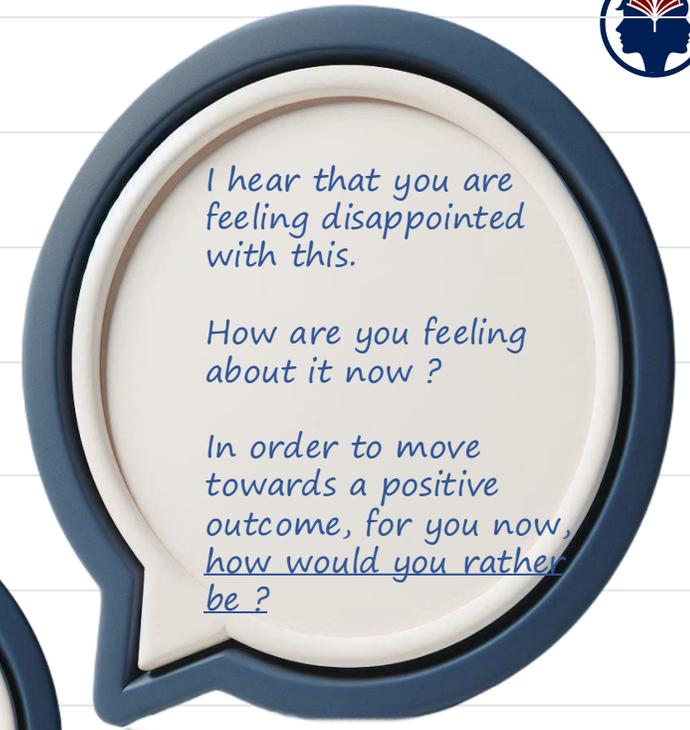
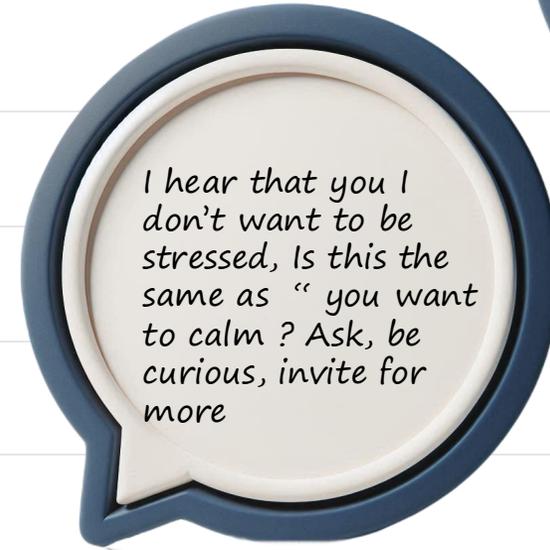
Step 1 – I hear, you were (loss frame)
...How are you feeling about it NOW?

Step 2a – (if still loss) Empathize or
Acknowledge the loss frame / negative
mind state

Step 2b – “In order to move towards
a positive outcome for you now –
How would you rather be?”

ALTERNATIVELY

If client expresses loss frame as
“Don’t want”. Feel free to flip it and
ask if it’s the same thing -ASSUME &
ASK



.FLIP WORDS - Be Relaxed / calm ?
Being ok, Be in harmony ,Being
courageous , Bring fine with it ...