



THE FIRST MINUTE

PRACTICAL COMMUNICATION

PRACTICE EXERCISE: Framing – Putting it all together

Activity: Identify the next five important work messages you need to deliver and write them out using the Framing structure below.

Tip: You can use recent examples of messages you have already delivered and try to improve on them, or think about something important you need to communicate today or tomorrow. If you are struggling to find examples, look through your recent emails and find a topic you know, then write the Framing for that topic as if you need to tell a stranger

FRAMING = CONTEXT + EXPECTATIONS + BOTTOM LINE UP FRONT

Framing #1

- **Context:**
- **Expectations:**
- **BLUF:**

Framing #2

- **Context:**
- **Expectations:**
- **BLUF:**



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Framing #3

- Context:
- Expectations:
- BLUF:

Framing #4

- Context:
- Expectations:
- BLUF:

Framing #5

- Context:
- Expectations:
- BLUF:

CHALLENGE: Now you have practiced on paper, go out and use what you've written in your next work conversation whether it is with a team member, a colleague or your manager. Try framing and see if your audience is more engaged right from the start.