

Reframing (NLP)

From Wikipedia, the free encyclopedia (Redirected from Reframing)

*This article is about a Neuro-linguistic programming method.
For reframing in cinematography, see Reframing (filmmaking).*

The term Reframing designates a communication technique which has origins in family systems therapy and the work of Virginia Satir. Milton H. Erickson has been associated with reframing and it also forms an important part of Neuro-linguistic programming. In addition, the provocative therapy uses reframing with an emphasis on humor.

Another meaning or another sense is assigned by reframing a situation or context, thus sees a situation in another frame. A frame can refer to a belief, what limits our view of the world. If we let this limiting belief go, new conceptions and interpretation possibilities can develop.

Psychotherapists trained in in the reframing by communication attempt to let scenes appear in another point of view (frame) so that someone feels relieved or is able to deal with the situation better.

An example of this is the reframing of the role as a passive victim ("the craze overcomes me") into an active role, from which different decisions than so far can be made ("can you now see the situations out, in which you decide your course of action?"). Other examples are the reinterpretation one than negatively noticed behavior ("my mother constantly interferes into my life.") in a positive ("your mother would like to thus protect you"), or a sensitization going by that "a well meant" behavior releases negative effects with the target object.

Anthony Robbins wrote, "A signal has meaning only in the frame or context in which we perceive it."¹ For example, if a person is resting in bed and hears his bedroom door open, that exact same noise will have two totally different meanings to him and evoke drastically different reactions depending on whether (1) he is alone in a locked house, or (2) he had previously invited his friend over and left the back door to his house unlocked. According to Anthony Robbins,

[I]f we perceive something as a liability, that's the message we deliver to our brain. Then the brain produces states that make it a reality. If we change our frame of reference by looking at the same situation from a different point of view, we can change the way we respond in life. We can change our representation or perception about anything and in a moment change our states and behaviors. This is what reframing is all about.²

Examples

For example, say a university or college student breaks his leg during summer vacation. He is crestfallen, because he can no longer play tennis and golf with his family and friends. A few days later, he realizes that he now has the quiet, alone time to learn how to play the guitar, something he had always wanted to do but had been too busy to attempt. He then discovers he has a great aptitude for music and becomes a decent guitar player by summer's end. One year later, he changes his major to music. After graduation he embarks on a successful music career. Years later, his friends recall how unfortunate his leg fracture was that summer, and he says, "Breaking my leg was the best thing that ever happened to me!" From then on, whenever he is disabled by injury or illness, he recalls the lesson and is far less despondent over his temporary disability than he otherwise would have been, as he takes the opportunity to do something novel.

Six step reframe

The six-step reframe is a pattern for changing unwanted habits and behaviors developed by John Grinder, the co-founder of NLP.³ It involves:

1. Identifying the context where the unwanted behavior pattern occurred,
2. Establishing unconscious yes/no signals,
3. Confirming that the behavior has a positive intent,
4. Finding a number of ways of fulfilling the positive intent,
5. Selecting the best of the possible alternatives generated in step 4,
6. 6. Checking that the selection is ecological, that is, it is acceptable to the individual and in relationships to others.

*Please help improve this article or section by expanding it.
Further information might be found on the talk page. (January 2007)*

Context reframing

The meaning of any behaviour or event exists only in relationship to the context in which it occurs.

Every behaviour is appropriate in some context. With a context reframe a person takes the disliked behaviour and asks, "Where could this behaviour be useful?" or "In what other context would this particular behaviour be of value?"

A context reframe leaves the meaning of a behaviour the same and shows how it could be a useful response in a different context.

For example:

- A: "I procrastinate all the time; I just can't get things done."
B: "That's a great skill to have; especially when you apply it to overeating - just put off having that second helping. Lucky you."

Value reframing

In brand management and marketing terms value reframing means giving a new value to a product/service by finding a new market/context. Such as crossing ski jumping and collating IBM punchcards.

Footnotes

1. Anthony Robbins, *Unlimited Power* (New York: Ballantine, 1987) 291.
2. Robbins 291.
3. Grinder, John & Carmen Bostic St Clair (2001.). *Whispering in the Wind*. CA: J & C Enterprises.

See also

- * Frame
- * Therapeutic metaphor
- * Milton H. Erickson

References

- Bandler, Richard; Reframing: NLP And The Transformation Of Meaning 1983; Paperback
- Andreas, Steve & Faulkner, Charles; NLP: The New Technology of Achievement by NLP Comprehensive Feb 19, 1996; paperback
- Ellerton, Roger PhD CMC; Live Your Dreams... Let Reality Catch Up: NLP and Common Sense for Coaches, Managers and You Jul 6, 2006; paperback