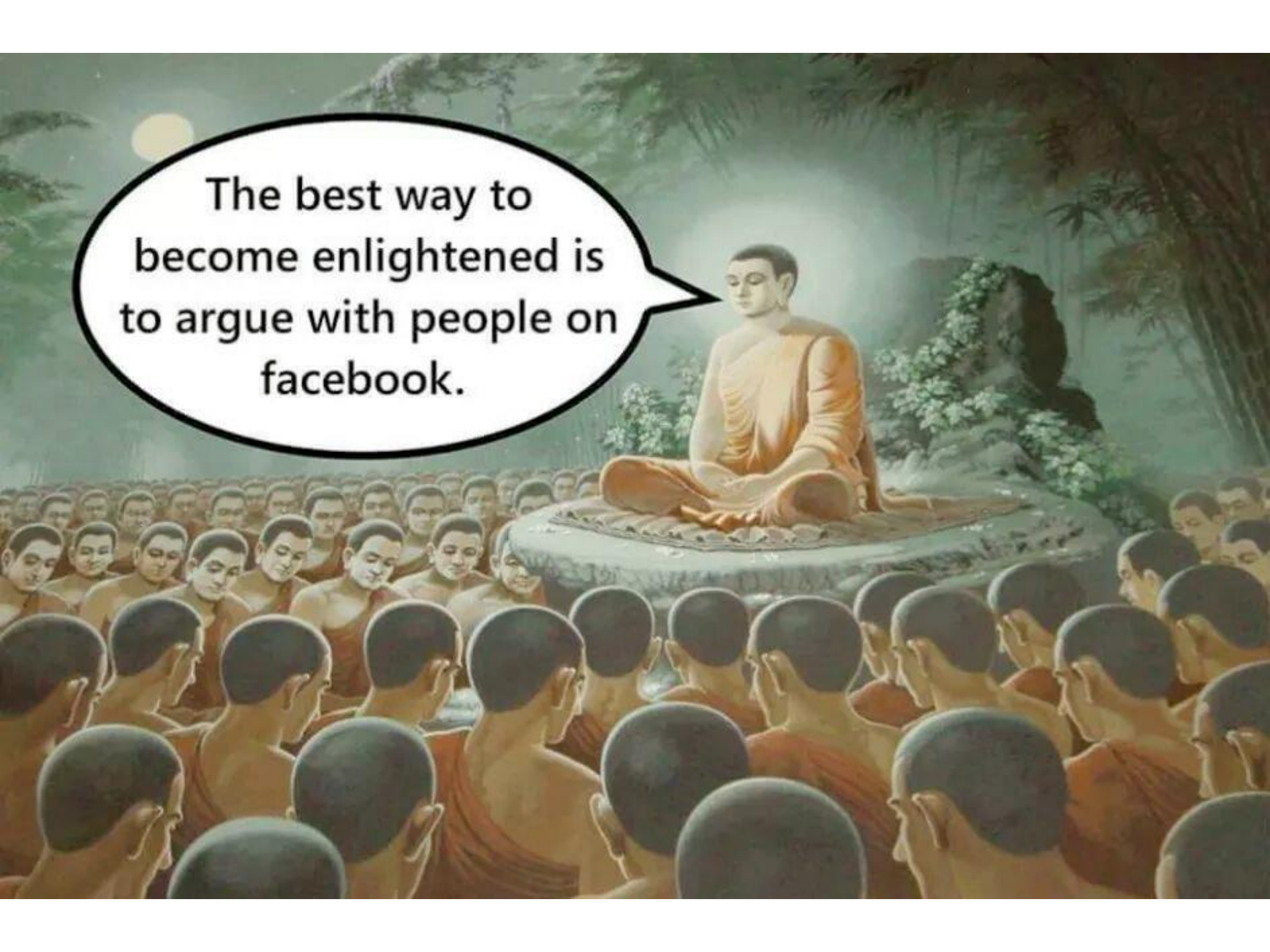




Mental frames

How they're constraining societal communication and problem solving and what you can do about it

Karen MacClune and Chris Allan

A Buddha figure is seated in a meditative posture on a large, flat rock in a lush, green forest. The Buddha is wearing orange robes and has a serene expression. In front of him, a large crowd of monks, also in orange robes, is gathered, many with their hands pressed together in a prayerful gesture. The scene is set in a misty, forested area with tall trees and a soft, ethereal light. A large speech bubble is overlaid on the left side of the image, containing the text: "The best way to become enlightened is to argue with people on facebook."

The best way to become enlightened is to argue with people on facebook.



VALUES

- Fairness
- Equality
- Responsibility
- Justice
- Safety
- Order
- Freedom
- Loyalty



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PERSPECTIVE

"The big challenge in trying to change how people think is that their minds rely on frames, not facts."

- Alan Deutschman,
Fast Company

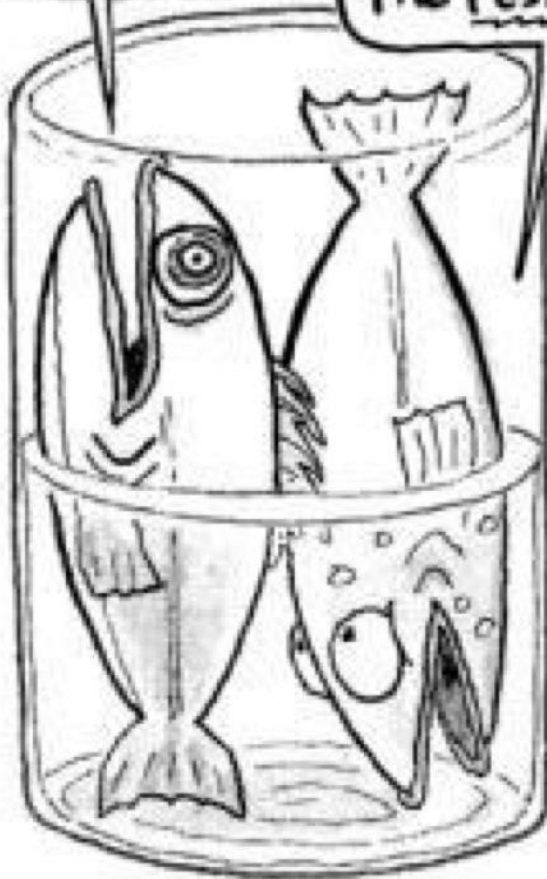


Like a pane of glass framing
and subtly distorting our
vision, mental models
determine what we see.

Peter Senge

WHOA! HALF
EMPTY! DEFINITELY
HALF EMPTY!!

JUST LISTEN
TO YOU! ALWAYS
THE PESSIMIST!



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There are two truths to
every polarity, both of
which are accurate but
neither of which is
complete



"Dear Mr. Gandhi, We regret we cannot fund your proposal because the link between spinning cloth and the fall of the British Empire was not clear to us."

Written by *M. M. Rogers* and illustrated by *Artu R. Fatzal, Wahyu S., Ary W.S.*
Creative team for Search for Common Ground in Indonesia



Veer

	Morality	Child Development	Justice
Nurturing Parent	Understanding, respecting, and helping other people	Children will develop best if allowed to question their parents' decisions and to hear justifications for their parents' rules.	The world is not without justice, but it is far from the ideal of justice. We must work hard to improve everyone's condition.
Strict Father	Strong moral character, which requires self-reliance and self-discipline	Children develop self-discipline, self-reliance, and other virtues primarily through rewards and punishment, a system of "tough love".	The world may be a difficult place to live, but it is basically just; people usually get what they deserve.
