

# Change *the Frame*

Strategy: when to stop improving the answer and change the question.

*"Your special brand of cutting to the chase was just the wake-up call our audience needed to hear."*

Nancy Butler, Editor in Chief, Sleep Savvy

*The way you see yourself determines your future, and your future is where most of the value of your firm lives.*

## The premise

What you want, as a leader, has a way of becoming the company's strategy. And every company runs on a picture of what business it is in, its frame, that almost nobody has said out loud.

### FOR

An owner who has been told the plan is sound but can't say why it still feels wrong. Summits, offsites.

### NOT FOR

Not a fit if the team wants this year's plan blessed, not questioned.

## THE PROOF AND TESTIMONIAL

### Keeping pressure off our customers' people



Maier America, 2018

Maier sold rotary joints, and talked about its product as keeping pressure in the joints. Every parts conversation was a price conversation.

*"He helped us see that what we're really doing is keeping pressure off our customers' people."*

*"Mike didn't just hand us a report; he delivered a sales presentation to our teams in Germany and Atlanta that our people are still talking about."*

Rob Kuehl, CEO, Maier America, 2026

## How the hour runs

- 1 **Open.** A restaurant built around 90-minute table turns. A hybrid driver who coasts the hills and gets the mileage nobody else can. Small frames, changed on purpose.
- 2 **Turn.** Then the big ones: Kodak, and Kennedy, who was offered a space station and chose the moon. Everyone takes their own strategy and asks: *What does this depend on?* Then: *If one of those leaned a different way, what could be better?*
- 3 **Close.** Worksheets that retell the stories with room to try your own, to share with colleagues on Monday.

## What you leave with

- **Say it out loud.** The frame your company is running on. Most people do it for the first time here.
- **Write down two or three frame changes,** and ask your direct reports and confidants for reactions.
- **Stop drawing a straight line from today.** The field guide *Change the Frame* goes home with everyone.

**Keynote**, 45 to 60 minutes, rebuilt for your audience. **Workshop companion**, 90 minutes to a half day. A planning call first. Every attendee gets a digital copy of the presentation, the worksheets, the questions, and any other session materials. **Watch Mike:** [storyminers.com/speaking](https://storyminers.com/speaking).

Keynotes start at \$15,000, U.S. travel included.

[Check a date](#)

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