# Reframing Framework: Shaping Systemic Projects

Transforming from Simple or Complicated Content and Contexts, to Complexity Resillient Private Sector Projects.

**What is this?**
The reframing framework and canvas describe the reframing of a project context and content to be more systemic. It helps to determine if reframing should occur, what elements in and of a project should be reframed, and to create tactics. Regardless of what phase the project might be in.

**In what context can it be used?**
This tool is meant for design consultancies reframing projects received by the client (vs. actively approached by the consultancy) who operate within the private sector.

**Who is it for?**
Business Developers, Designers, and Sales in design consultancies: anyone in charge or part of the pre-execution, executing, and/or following up (on) the project who knows systemic design practices and approaches in design consultancies where the user needs help to apply systemic tools and methods within a project that initially follow traditional approaches. The primary focus is, therefore, on consultants that are either new in systemic design or of which they or the company has not performed much reframing in such projects and need to become familiar with reframing to a more systemic project. Or anyone who can use some help to make sense of the current state of a project within transition.

**What are the outcomes?**
The goal of the canvas is for employees working in a design consultancy with systemic design knowledge to navigate how to reframe a project to be more systemic through manageable steps they can make. With the canvas, users can:
• Guidance while Reframing
• Vision on Next Steps
• Alignment & Understanding of the Project's Goal

**When can it be used?**
This tool is made so it can be used in whatever phase of the project process: pre-execution, execution, and even follow-up.

## Tools

Explenation booklet

Canvas

## Foundations

**0.** Establish Internal Alignment on Systemic Design.
• What are the approaches, modes of practice, processes and methods and tools that get applied?
• What competences and knowledge are needed in the office?
• How can we align this knowledge among our employees?

Establish Internal Alignment on (Systemic) Impact.
• What is the type of impact we strive for?
• How could that look like?
• What are preconditions to make that happen? What needs to change?
• What are strategic priorities? (prioritised domains/actors/sectors)
• What can we do to create this impact?

Implement Faciliatory Elements that Enable Systemic Design
• What is our strategic plan concerning systemic impact?
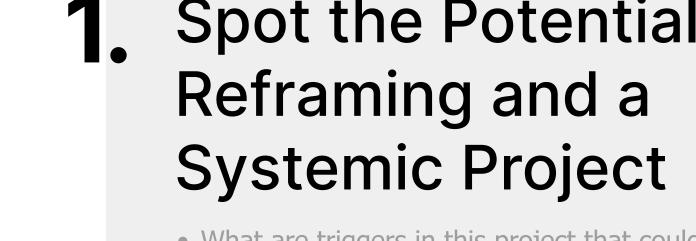• What competences and knowledge are needed in the office?
• What current practices are there in the organisation that might need to adapt or change?
• What have we learned from projects that need to be applied within the organisation?
• What other elements are important to facilitate for systemic design projects?
• What actions and resources are needed to facilitate for this change?

## Reframing

**1.** Spot the Potential for Reframing and a Systemic Project
• What are triggers in this project that could indicate room for a (different) systemic design approach?

Spot the Potential for Systemic Impact
• What is the initial goal of this project?
• to which higher goal does this project contribute?
• does it align with the client's vision of impact?
• does it align with the consultancies' vision of impact?
• How can the project outcome contribute to this impact?
• Based on the impact that should be created, what should be the new project goal?

**2.** Assess the Feasibility of a Systemic Project
• What elements are in place and which need to be catered/accommodated for of how the project is set up?
• What factors might make implementation and impact hard to achieve?
• What impact can be achieved through the project as is?
• Is reframing a valuable choice for us, actors and/or the client?

**3a.** Reframe & Accommodate Project Content
• What insights trigger a reframe?
• What should be the new problem(s) focus?
• What should be the project problem(s) boundaries/scope?
• What should be then be the project's delivery?
• What approach should be used to come to this delivery?
• Based on the impact that should be created, and the revised project aspects, what should be the new project goal?
• How to accommodate for these elements?
• What are methods, tools & tactics could be applied to reframe?
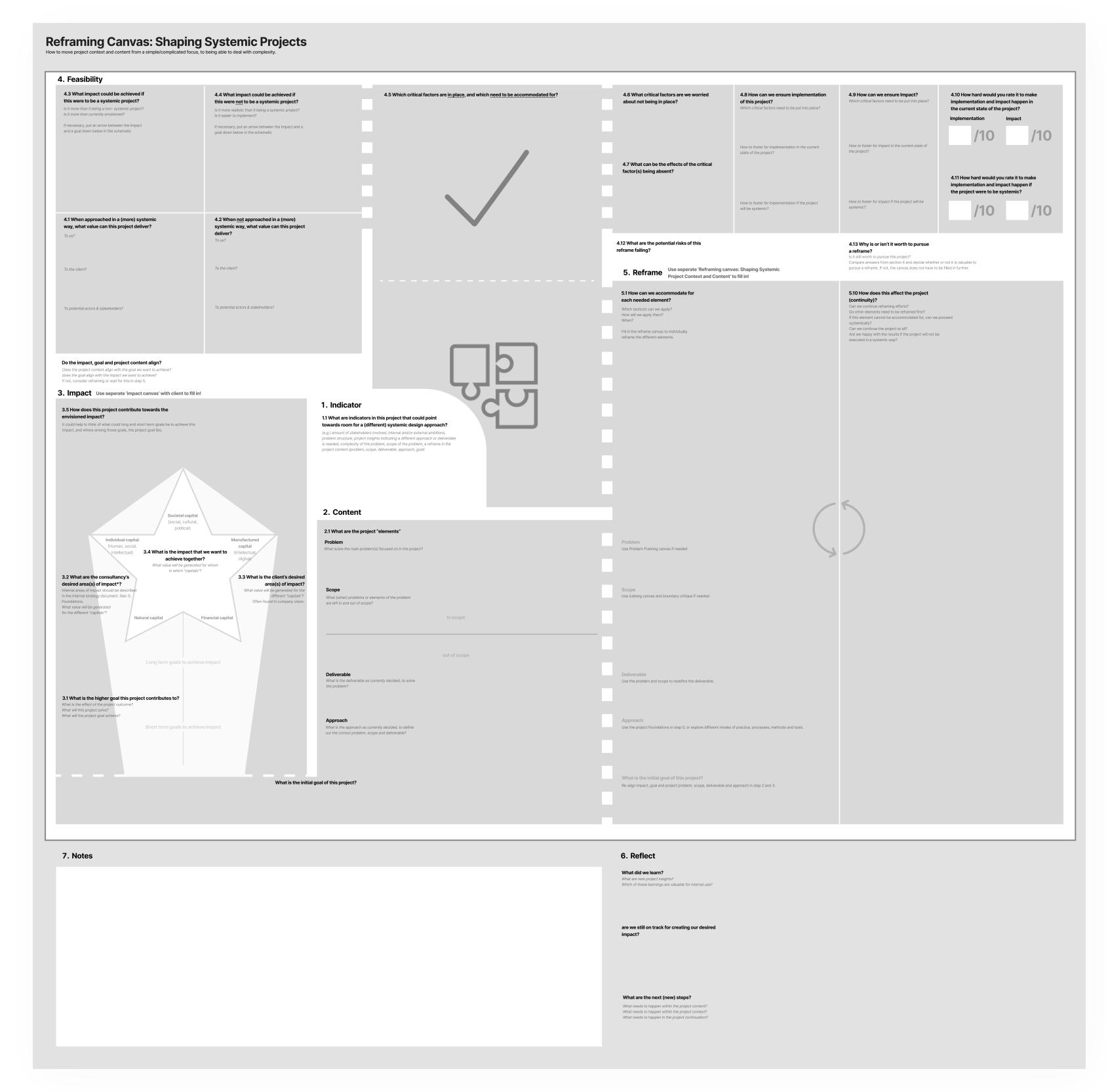
**3b.** Reframe & Accommodate Project Context
• How to accommodate for these elements?
• What are Tactics that could be applied?

**5.** Continuous Learning, Reflecting and Evaluating
• What have we done?
• What did we learn from it?
• Does we still achieve the envisioned goal & impact?
• What do we need to do differently?

**4.** Continue Project (in a Systemic Way)
• Can the reframe be executed in the current phase of the project?

*(circular diagram labels:)* 5. Continuous reflecting & learning · 4. Continue in a systemic way · 3a. Reframe in the project · 3b. Reframe of the project

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Reframing from Complicated to Complex contexts: A framework to assist Consultancies in leveraging Systemic Design in Private Sector Projects

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