



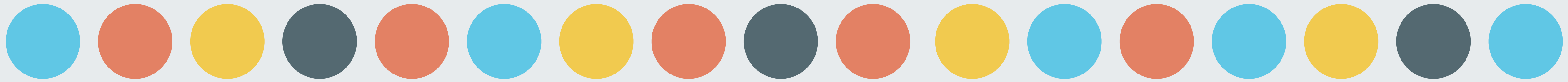
# Moving Mindsets:

*What it takes to change  
culture*

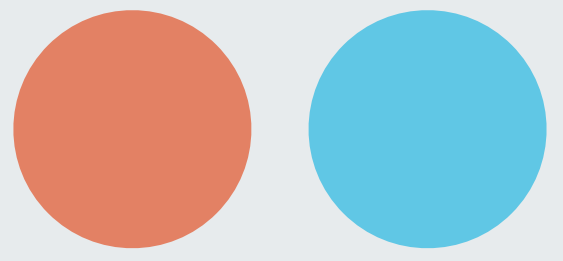
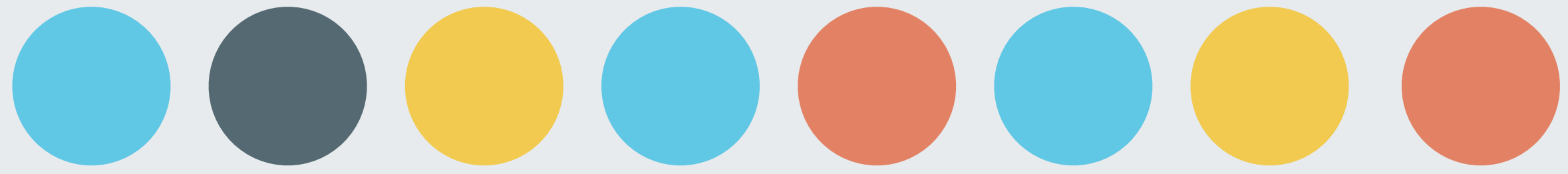
# FrameWorks is on a mission...

to advance the nonprofit sector's capacity

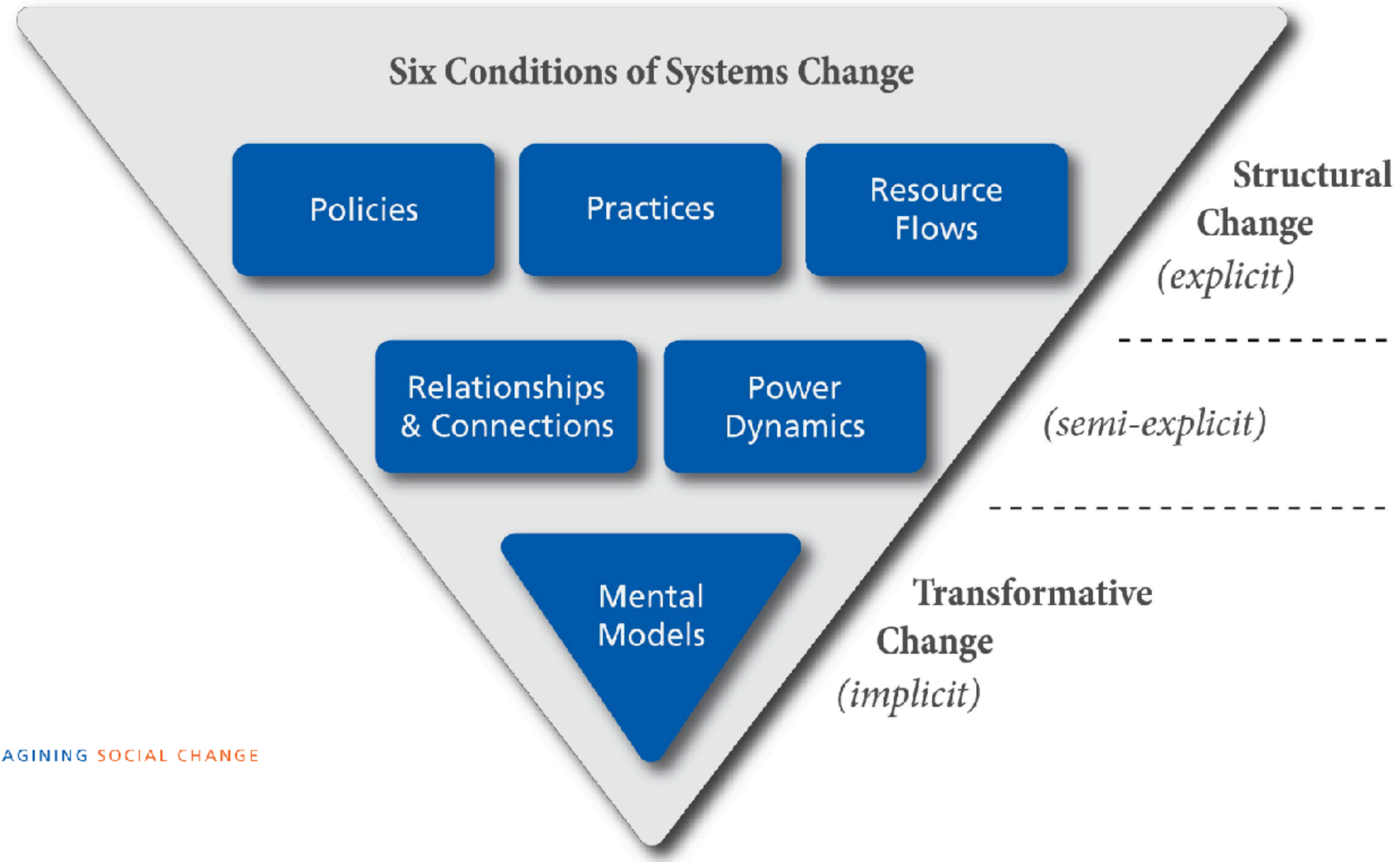
to **frame the public discourse** on social and scientific issues



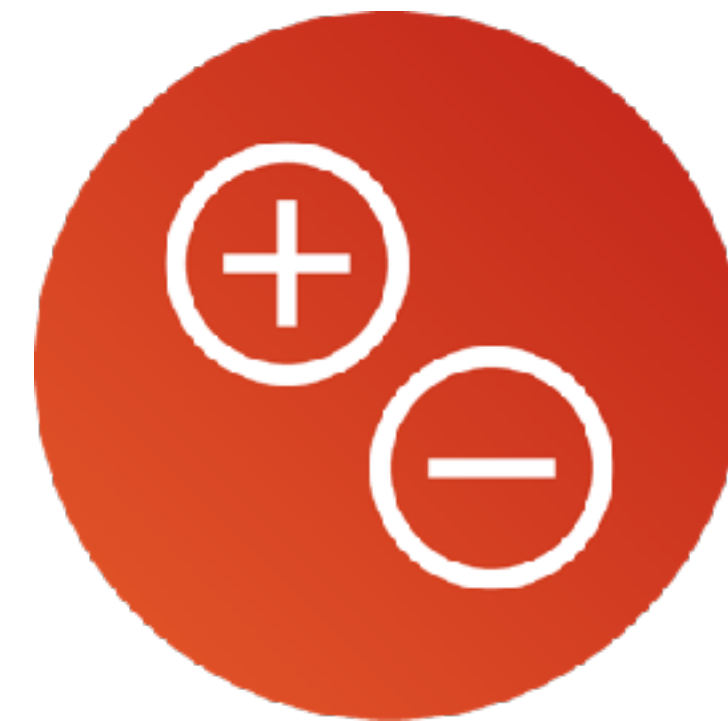
# **What are mindsets and why do they matter?**



# Mental models / mindsets are key to systems change



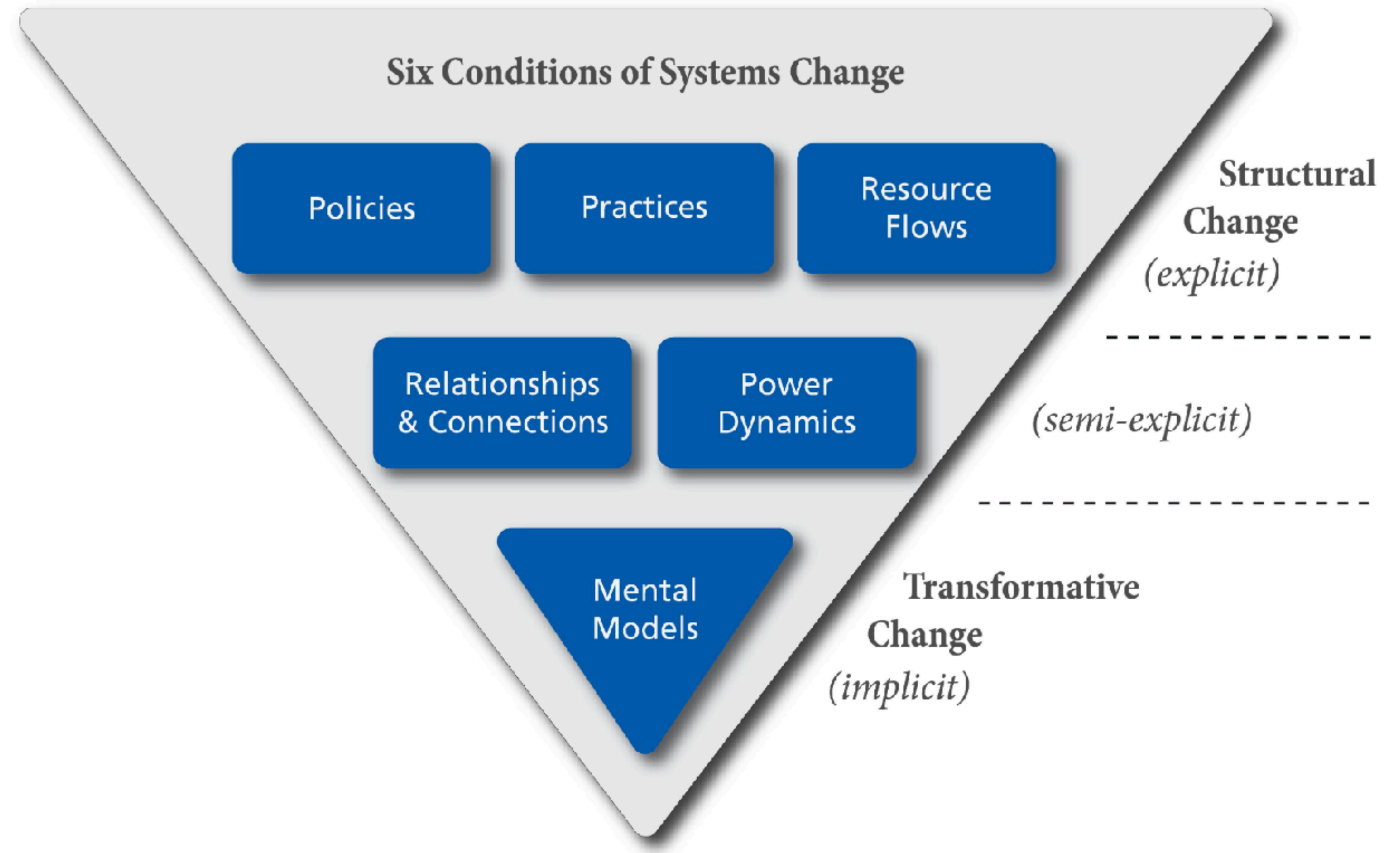
# cultural mindsets are...



# How do mindsets shape systems?



*Consumerism:  
We get what we need through  
commercial transactions.*

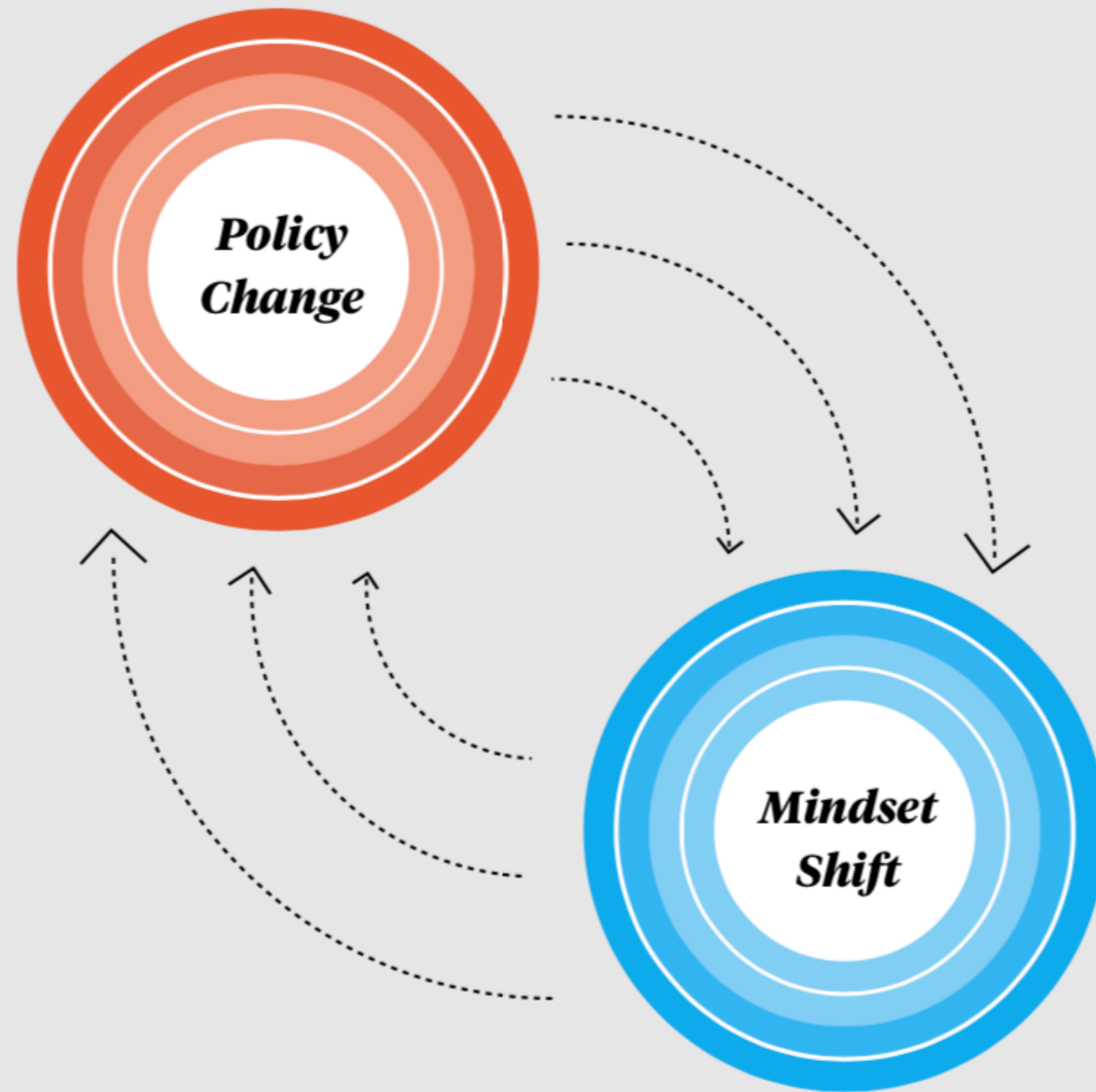


# Reframing changed mindsets

- When the issue of same-sex marriage was framed as a matter of “rights,” straight Americans rejected the idea
- When advocates reframed the issue as one of “love and commitment,” public mindsets shifted and led to major policy change

*Love. Commitment. Family.*  
WHY MARRIAGE MATTERS







# To shift mindsets, it's important to:

- Know **which mindsets** you're trying to move
- Know **the direction of change** you want
- Know **whose mindsets** you're trying to move



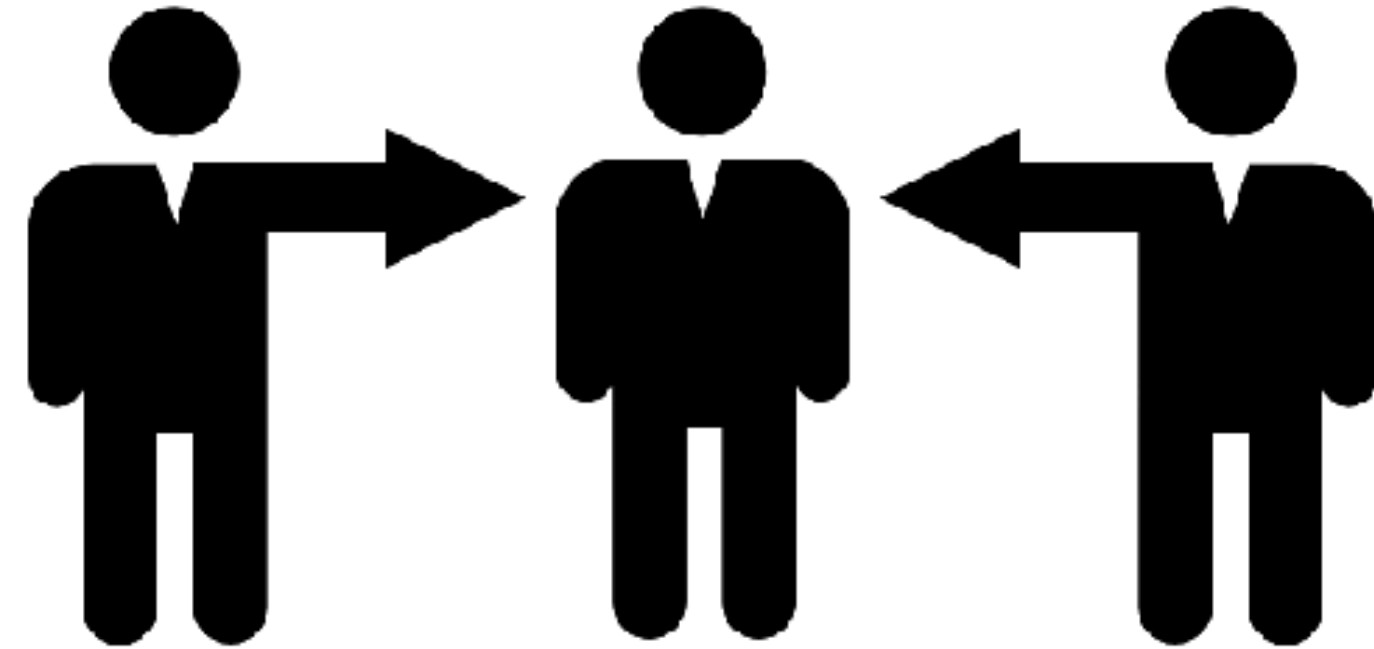
**What needs to “move” exactly?**

# Common mindsets can limit support for change

*Icons from the Noun Project*



***Individualism***



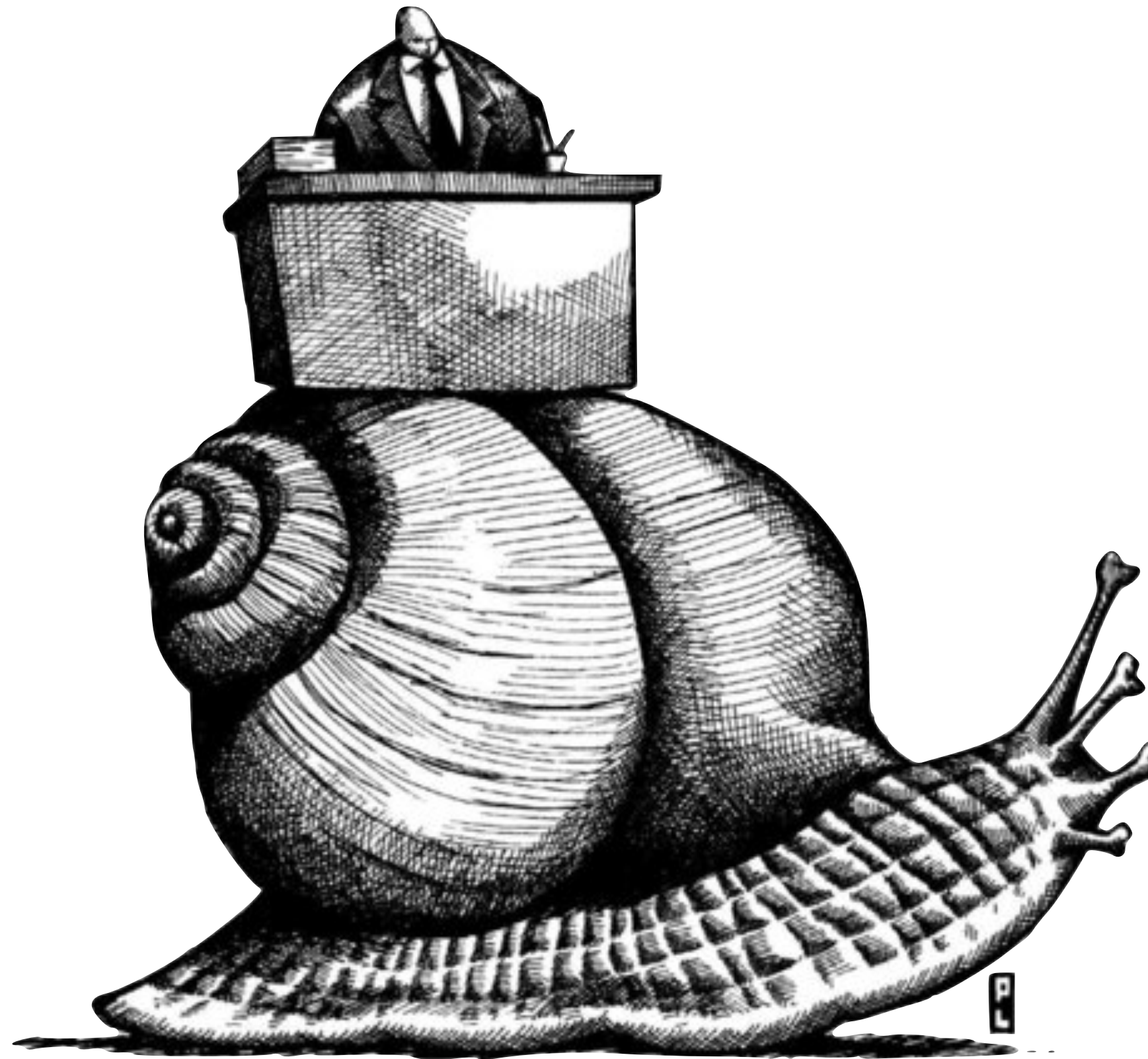
***Otherism***



***Fatalism***



Mental models of public sector  
shape thinking about systems reform

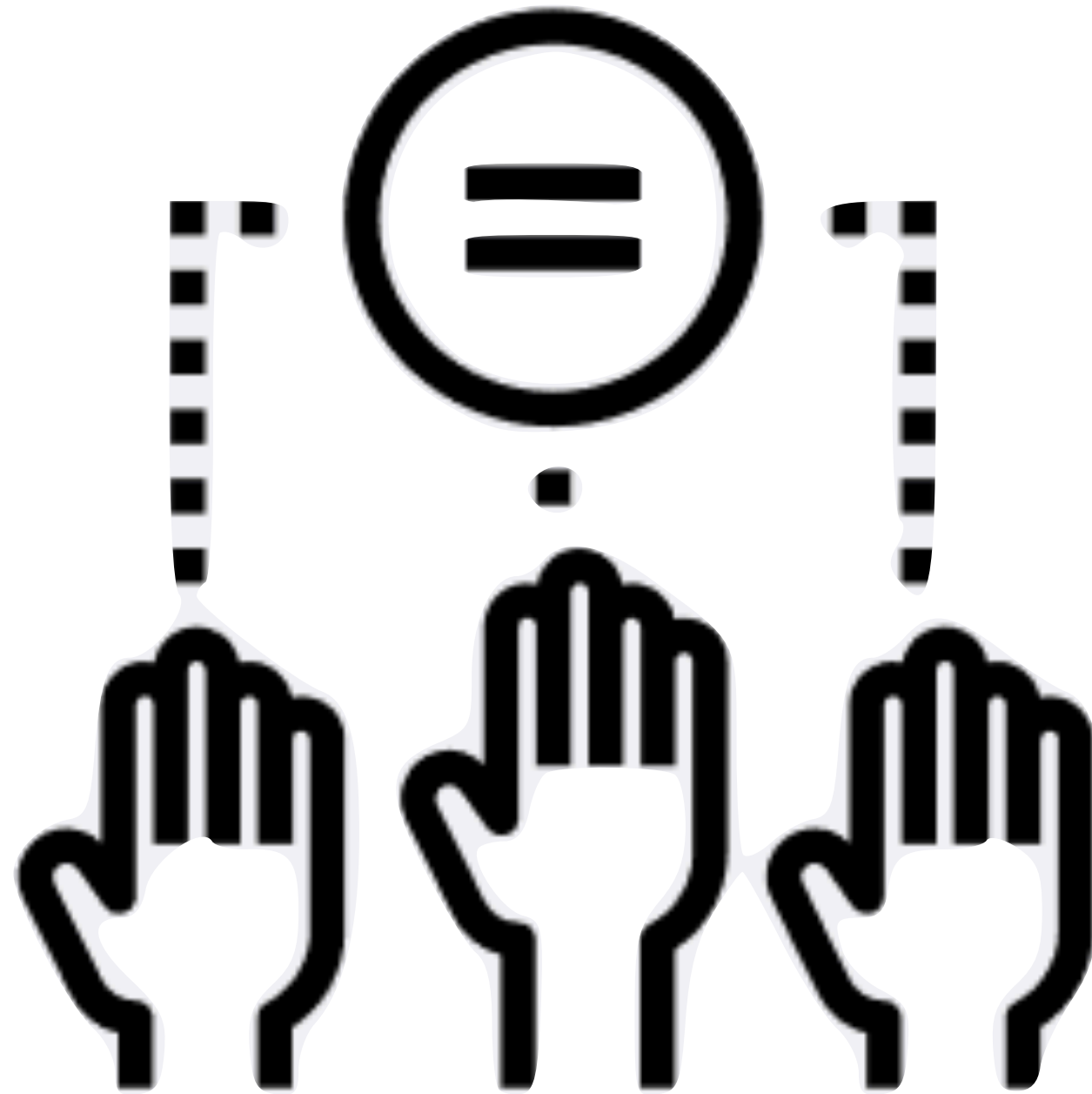


# We can reinforce more systemic mindsets

*Icons from the Noun Project*



***Context***



***Togetherism***



***Can-Do***

## From this

Individualism

Otherism

Fatalism

## To this

Context

Togetherism

Can-Do

# Mindsets can move in different directions

Change in boundaries



Less salient over time



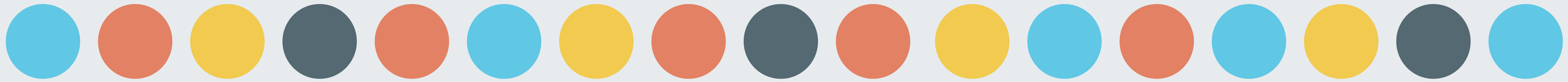
More salient over time



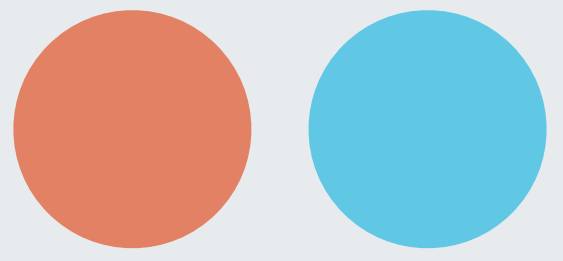
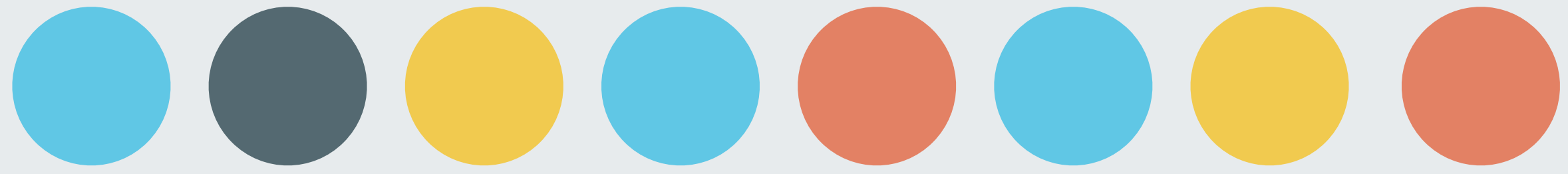
Permanent replacement







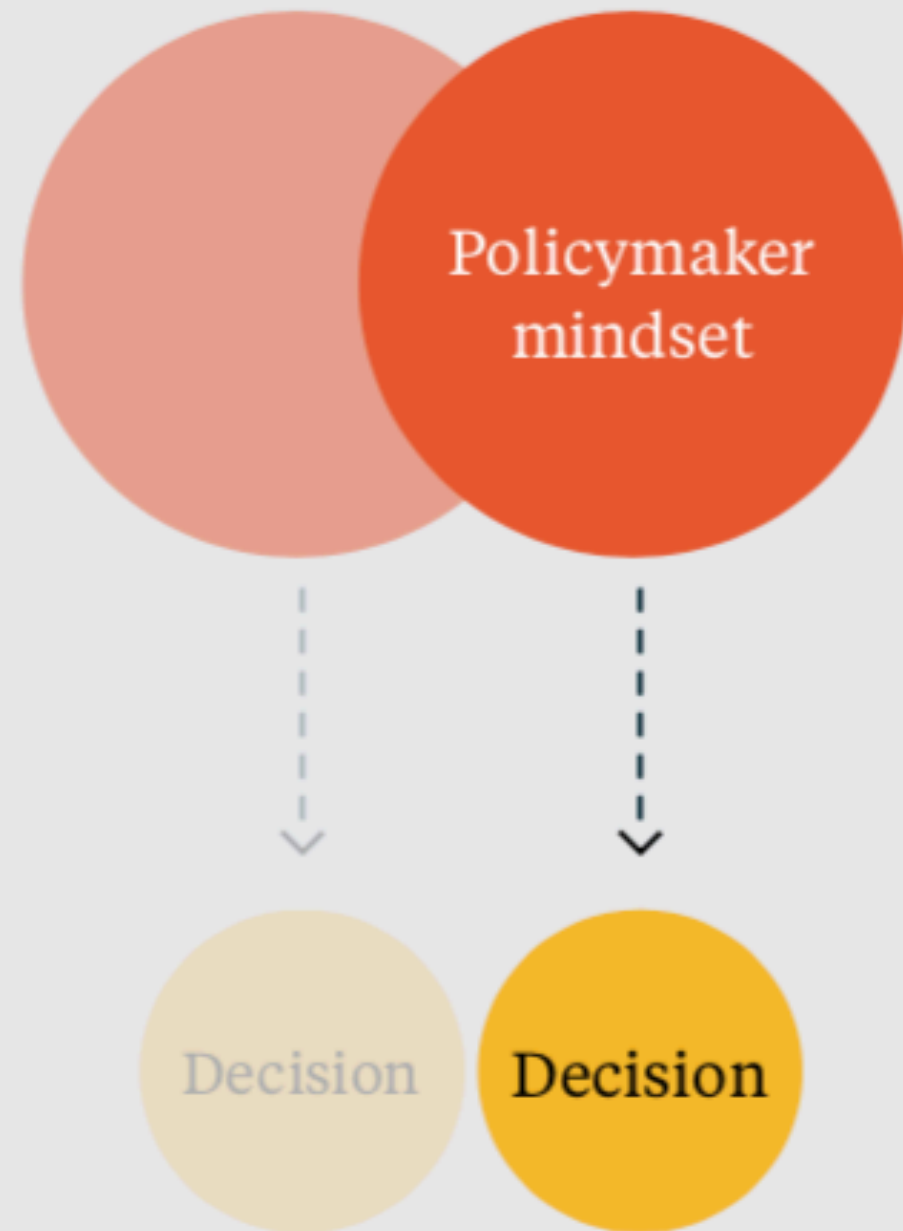
# **Whose mindsets are we moving?**



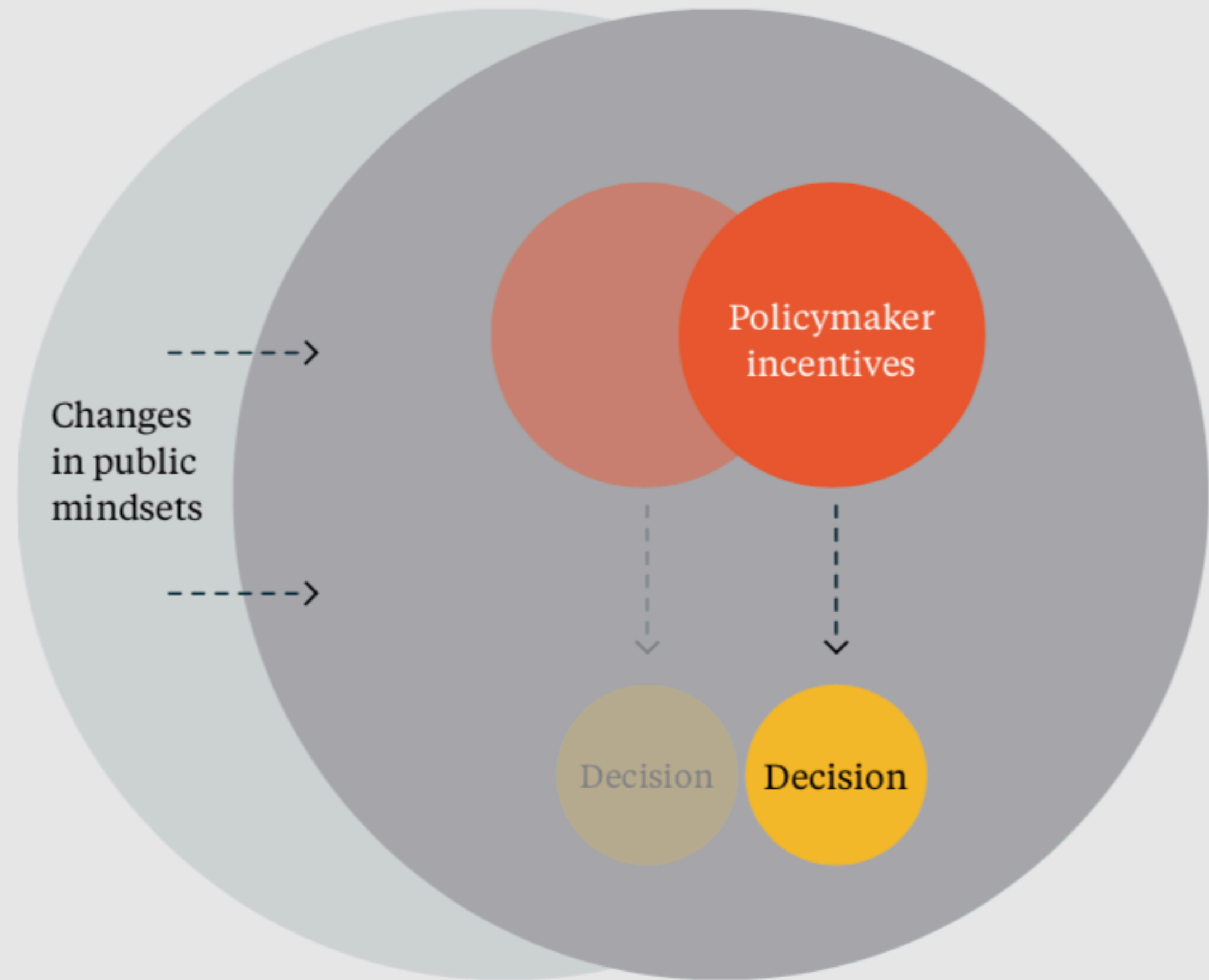
# Mindset efforts should focus on public because...

- Policymaker decisions are (sometimes) responsive to public mindsets
- Policymakers share many (most) mindsets held by the public
- Moving public mindsets creates durable change

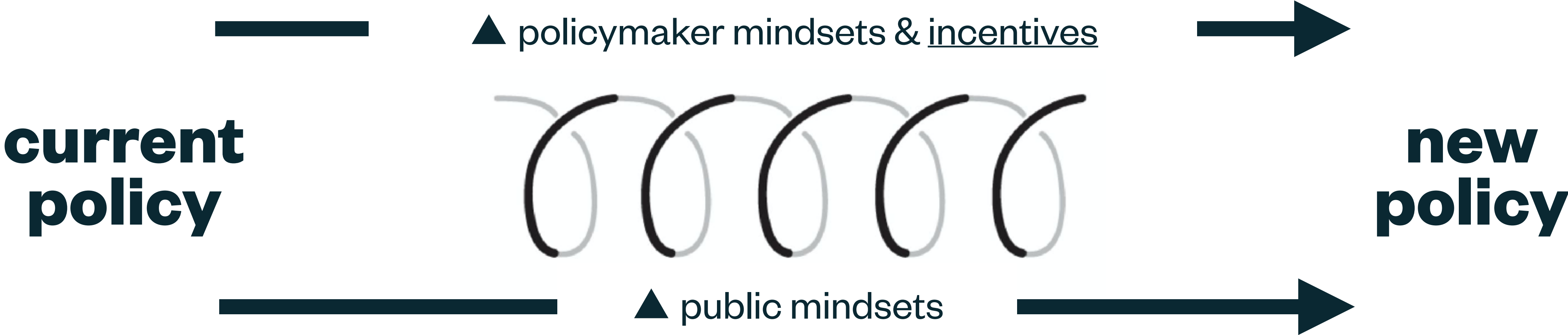
**Policy is changed  
either via a change in  
a policymaker's mindset,**

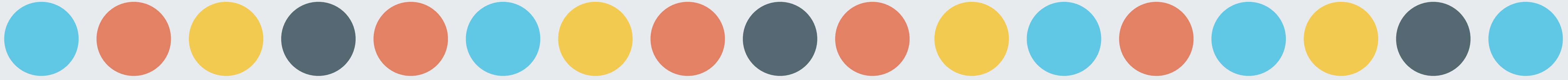


**or when public mindsets create  
pressure on a policymaker  
to make a different decision.**

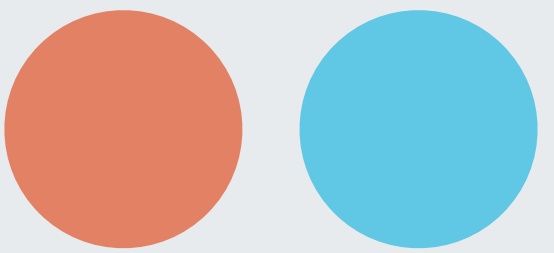
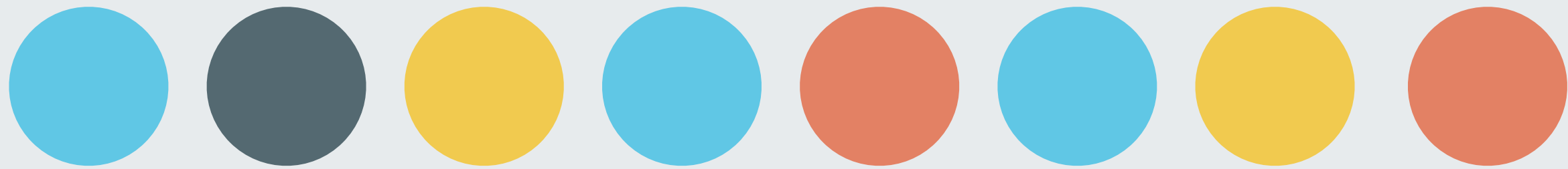


# Ideally...





# How to get started



# Questions to shape your strategy

- **What mindsets** do I need to move, and in what direction?
- What are **changes I need to make**?
- What are **changes I need to catalyze** elsewhere?
- **Who needs to come along** (or be brought along?)

# Individualistic themes to clear out of messaging

## AUTONOMY

self-sufficient

able to meet own needs

independent

less dependent

reduce dependency

## COMPASSION

struggling families

needy families



## Framed with Fatalism

As lawmakers wrestle with the budget, funding for vital services are at risk of being gutted. The cuts proposed would shut the door to critical services for hundreds of thousands of families across the state. But then what? Families in need are not going away. Cutting in the dark is never a good idea.

## Reframed with Can-Do

As our policymakers use our most important civic tool for peering into the future - our public budget - we must make it a priority to attend to our state's most important asset - our human potential. To do that, we must maintain and protect the initiatives that foster people's potential.



# Use a broad, generous “we”

*framed with “othering” language*

Efforts to prevent isolation among the elderly population are critical.



*reframed with “togethering” language*

We need ways to stay connected to our communities as we age.

Transition-age foster youth require supports beyond their 18th birthday.

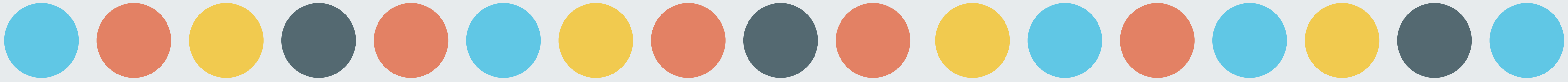


We all need support in times of transition. Our young people in foster care are no exception.

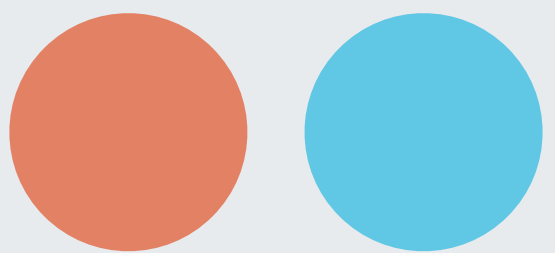
Black women are up to three times more likely to die from pregnancy-related health complications than white women, even when controlling for socioeconomic status.



Every expecting mother should receive safe, respectful maternity care. We need to change the fact that Black women can't count on this essential care.



# How to stay with it



Repeat, repeat, repeat...  
without sounding repetitive.

# The framing of human equality over time



1867

"If it is not a fit place for women,  
it is unfit for men to be there."

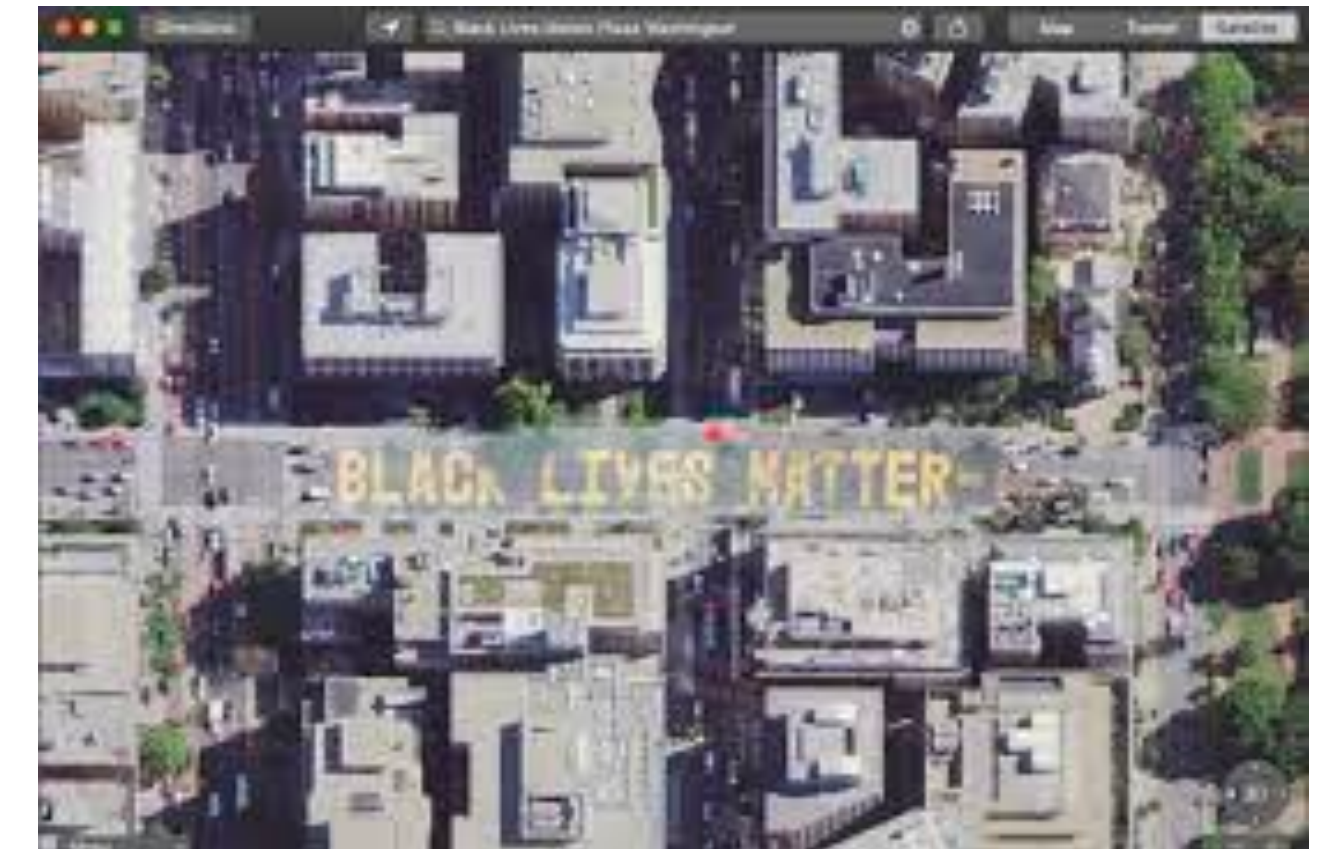
-Sojourner Truth



1948

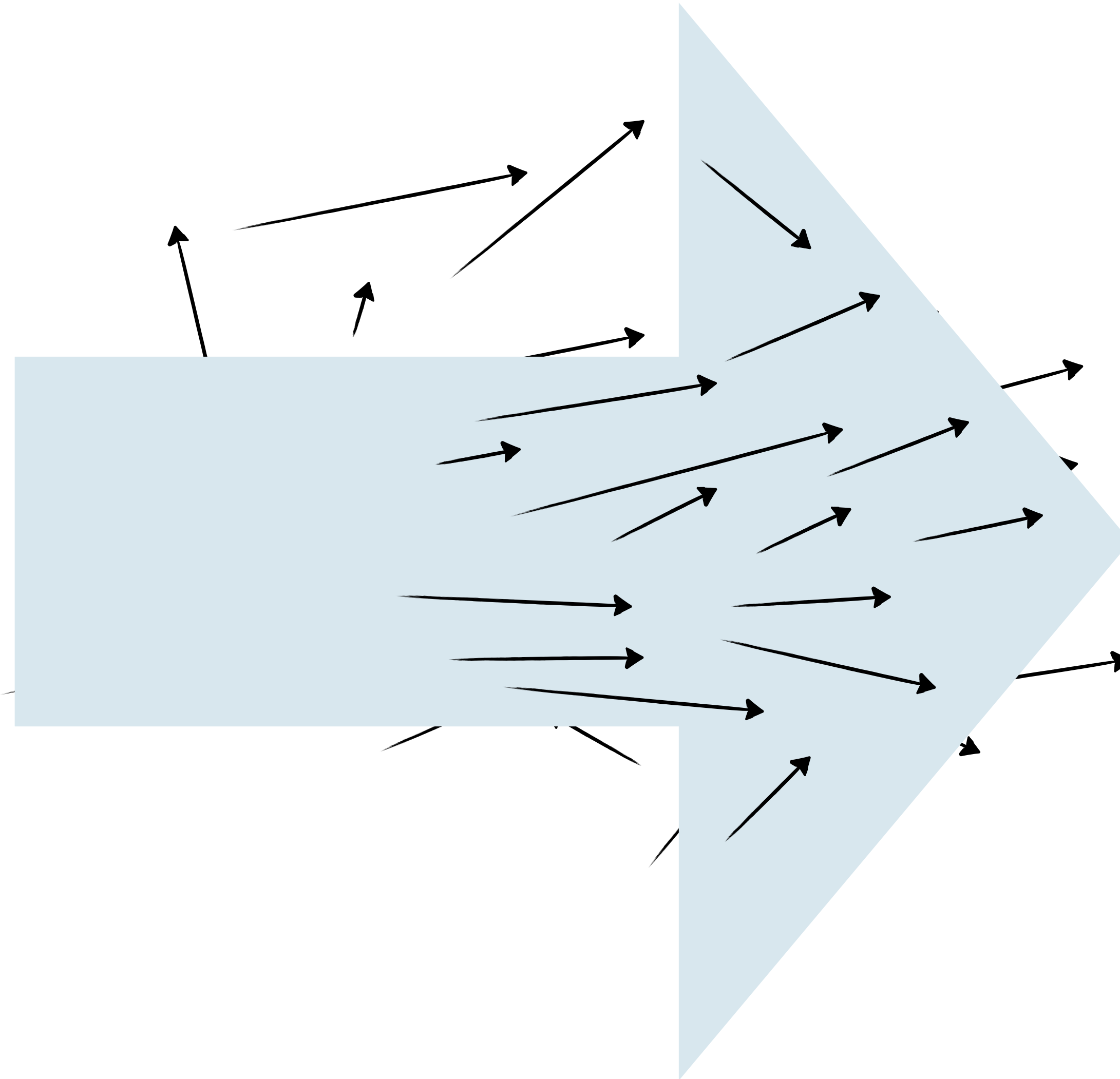
"All human beings are born free and  
equal in dignity and rights."

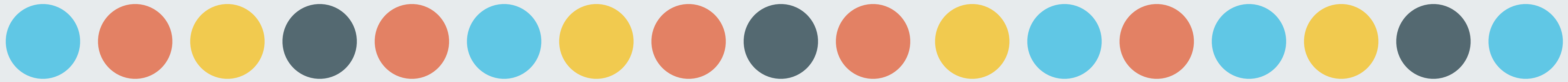
-Universal Declaration of Human  
Rights



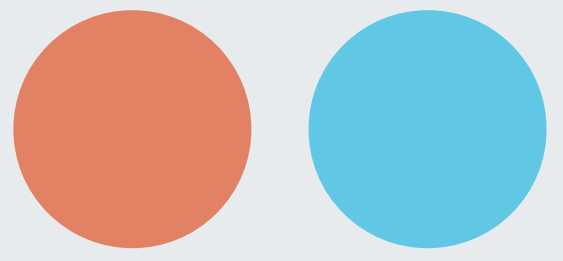
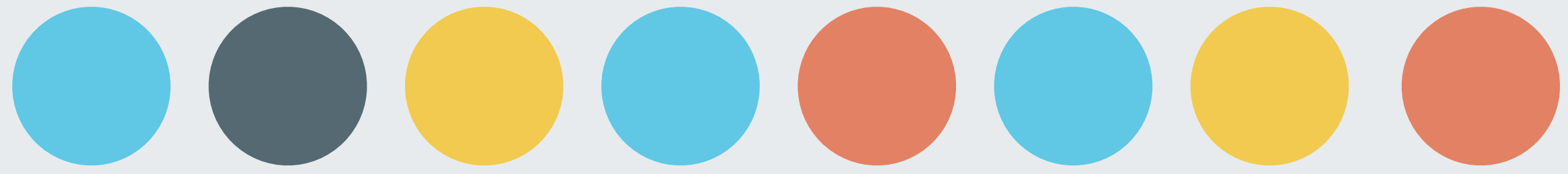
2020

"Black Lives Matter."  
-Movement for Black Lives





# Concluding thoughts



# Keep learning with us!

June 6: Talking about economic wellbeing: New strategies for new times

Sept 5: The power of a shared story: Lessons from the early childhood movement

Nov 14: We agree there's a problem, but how do we fix it? Reframing housing issues



“

**The world changes according to the way people see it, and if you can alter, even by a millimeter, the way people look at reality, then you can change the world.**

**James Baldwin, 1979 *New York Times* interview**

”



# About FrameWorks

The FrameWorks Institute is a nonprofit think tank that advances the mission-driven sector's capacity to frame the public discourse about social and scientific issues. The organization's signature approach, Strategic Frame Analysis<sup>®</sup>, offers empirical guidance on what to say, how to say it, and what to leave unsaid. FrameWorks designs, conducts, and publishes multi-method, multidisciplinary framing research to prepare experts and advocates to expand their constituencies, to build public will, and to further public understanding. To make sure this research drives social change, FrameWorks supports partners in reframing, through strategic consultation, campaign design, FrameChecks<sup>®</sup>, toolkits, online courses, and in-depth learning engagements known as FrameLabs. In 2015, FrameWorks was named one of nine organizations worldwide to receive the MacArthur Award for Creative and Effective Institutions.

**Learn more at [www.frameworksinstitute.org](http://www.frameworksinstitute.org)**