



How are you connecting FB to the challenge the client is facing?
How are you connecting from the FB POV on social to the client objective?



Use questions to move up (reframe) the conversation with the client to a higher level—or drill deeper into the core need if the discussion is too far from the core marketing or business need.



Framing the problem

Articulate the issue, challenge or need of the client



Probing questions

- How do you understand the issue based on how I've describe it?
- How could we reframe that issue in a new way?
- What's another way to look at this issue?
- Why do you think we continue to frame the issue in the way we are currently?
- What might be the consequences if we don't look at this issue in a different way?



(re)Framing the problem

See the issue or problem in a new way to uncover solution or new idea

Case study: P&G Swifter

P&G's customers had always wanted cleaner floors, and from P&G, the preferred solution was always stronger, better detergents. Then Craig Wynett, head of new ventures at P&G, and his team reframed the clean floor problem. What if the most important factor for getting a floor clean is not the detergent — but the mop? The result of this reframing was the introduction of the Swiffer, a floor-cleaning system that became one of P&G's hottest-selling products ever. This success would not have been possible without the new ventures team's willingness to reframe the challenge.