



# Communication Frameworks

How high-performing leaders make messages land

<https://readytorise.global/>

## # 1 Start in the middle

### Use when: You Need Instant Engagement

#### What

Begin inside the moment, not the backstory.

#### Why

Tension wakes attention.

#### The Framework:

In medias Res

#### Example

"I was in the boardroom when the numbers appeared."

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## # 2 What is → What could be

### Use when: You're Asking for Change

#### What

Contrast today with tomorrow.

#### Why

Contrast creates urgency.

#### The Framework

Sparklines

#### Example

"This is where we are. This is where we're going."

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## # 3 Stories inside stories

### Use when: Explaining complexity

#### What

One story sits inside another.

#### Why

It holds attention and adds depth.

#### The Framework

Nested Loops

#### Example

A client story inside a strategy update.

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## # 4 Flip the assumption

### Use when: You need to reframe

#### What

Start with a belief — then challenge it.

#### Why

Insight sticks when thinking shifts.

#### The Framework:

False Start

#### Example

"We thought it was a skills issue. It wasn't."

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## # 5 Different threads, one truth

### Use when: Aligning people behind a decision.

#### What

Multiple strands lead to one conclusion.

#### Why

The message feels inevitable.

#### The Framework:

Converging Ideas

#### Example

Market signal + team story → same insight.

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## # 6 One idea, many angles

### Use when: The message really matters.

#### What

One message, multiple examples.

#### Why

Repetition builds belief.

#### The Framework:

Petal Structure

#### Example

One value shown three ways.

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Under pressure, clarity wins.

#### Use when

The message matters

The stakes are high

Attention is limited.

**Pick one. Use it deliberately. Repeat.**

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