



Communication Frameworks

How high-performing leaders make messages land

<https://readytorise.global/>

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."

<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."

<https://readytorise.global/>

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."

<https://readytorise.global/>

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.

<https://readytorise.global/>

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."

<https://readytorise.global/>

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.

<https://readytorise.global/>

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.

<https://readytorise.global/>



Under pressure, clarity wins.

Use when

The message matters

The stakes are high

Attention is limited.

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

<https://readytorise.global/>