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# Reframe: Shift The Way You Work, Innovate, And Think



## Synopsis

“Why not? What if? If those questions give you pause, it might be because you’ve been carrying around the wrong frame. In this personal book, Mona Patel wants to outfit you with a new way of seeing and working.” -Seth Godin, Author of Your Turn  
“Part business, part personal development, Reframe is full of practical ways to jumpstart innovation.” -Adam Grant, Wharton Professor and New York Times bestselling Author of Give and Take  
What if we could affect profound positive change by creating more innovative companies? Too many people feel stuck at work. They have ideas that could really disrupt the market and help their companies create beautiful, innovative, game-changing products and services, but a host of reasons hold them back. This book dives into those reasons, and offers a techniques to help people unlock their creativity and generate brilliant ideas. It’s a philosophy and methodology used successfully for years with Fortune 500 clients, and it’s the driving force behind the incredible growth of Motivate Design, a leading user experience design agency. In Reframe, the CEO, Mona Patel, shares her recipe for the first time, along with the compelling story of how she got there, on how to spark innovation and creativity anywhere, anytime. Those who are disappointed by the stagnation that plagues companies trying to be innovative will find fun and highly effective ways to remove mental, professional, and organizational barriers and bring out (and condition) each employee’s creative muscle. The goal of Reframe is to help you see the difference between facts and beliefs, impossible and possible, and problems and opportunities. The shift in how you see things changes everything. Case studies, advice from years of strategic design and innovation consulting, and a how-to guide for a unique creative framework, provide convincing evidence that your organization’s next big idea is around the corner. This book will help you conquer roadblocks, identify opportunities and generate brilliant ideas.

## Book Information

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## Customer Reviews

Albert Einstein said, "We cannot solve our problems with the same level of thinking that created them". If you want to achieve more in life and work, you will need to approach solving the issues with a different mindset. You will need to Reframe " to shift your approach. Intellectually, most people recognize this truth. But our culture has taught us to conform, to think and act within certain guidelines. What we need is a new approach, a guide to take us from the theory of reframing to the actual process. Mona Patel, author of Reframe: Shift the Way You Work, Innovate and Think, has written a book that guides the reader through the process of reframing. Ms. Patel is the founder and CEO of the very successful design agency Motivate Design. She has distilled the essence of her work experience into an easy to read book which will help anyone become better at unleashing their innate creativity. One of the first blocks to becoming more creative is to recognize and examine the excuses we use to keep us stuck. Ms. Patel has identified 8 excuses personas " The Brat; The Bullied; The Blamer; The Bottleneck; The Sheep; The Slacker, The Square; and The Scaffold. She explains the characteristics of each persona. We generally are some combination of the different personas. It would be difficult to not identify with some or all of these at one time or another. One of the more profound lines in the book is found when she describes the Bottleneck " "Being busy is a choice". There is a lot of foundational work presented in the first six chapters. Then Ms. Patel gets to the heart of the book " The What If Technique. Her career and success has been built around using the What If Technique. There are four steps to the WIT.

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