

⚡ Bright

Growth Mindset

Drive Real Business
Results Through
Continuous Learning

⚡ Bright

Reframe. Re-think. Re-energise.

The Reframe Cards are purpose created to enable you and your team to have a different kind of conversation. Encouraging you to re-think strategies or tactics that will allow you to find the insight and highlight learnings that you can take forward to optimise and iterate to generate different outcomes.

The first instalment for our Reframe Cards focuses on how to have conversations that centre around growth mindset and how to empower your team to change their frame of mind.

By changing their frame of mind to continually learn and grow, you can yield real business results and make a positive impact on your businesses bottom line.

Reframe Cards: **GROWTH MINDSET**



**What can we take away
from this 'failure'?**

Hint: Seek the valuable
insight to drive growth.



Reframe Cards: **GROWTH MINDSET**



How can we better understand and meet our audience's wants and needs?

Hint: Take a step back and re-evaluate your approach.



Reframe Cards: **GROWTH MINDSET**



**How can we turn this
great idea into a
measurable experiment?**

Hint: Test your assumptions and drive
data-driven decision making.



Reframe Cards: **GROWTH MINDSET**



What actions can we take today to make progress towards our goals?

Hint: Focus on the outcomes, not just the outputs.



Reframe Cards: **GROWTH MINDSET**

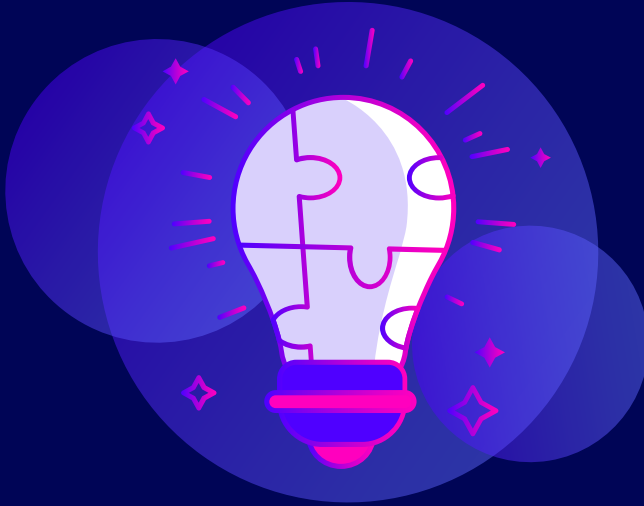


**What can we do
differently tomorrow to
tackle today's
challenges?**

Hint: Embrace the challenges and turn
them into opportunities for growth.



Reframe Cards: **GROWTH MINDSET**



Team Brainstorm: Let's schedule a brainstorming session to address this challenge together.

Hint: Collaborate with your team and leverage their expertise to find solutions.



Reframe Cards: **GROWTH MINDSET**

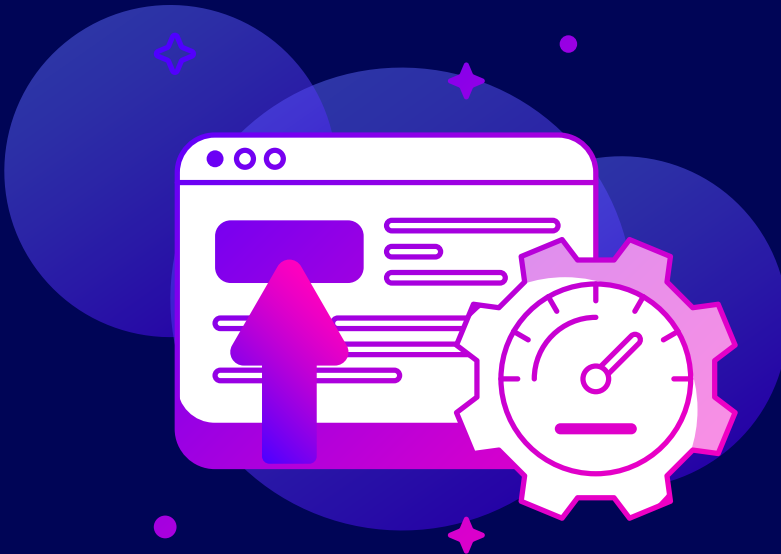


Celebrate Success: What was the biggest win of this project for you?

Hint: Take time to celebrate and acknowledge your hard work and achievements.



Reframe Cards: **GROWTH MINDSET**



Elevating Performance: How can we improve our performance and up our game next time?

Hint: Always strive for excellence and continuously optimise your approach.



Reframe Cards: **GROWTH MINDSET**



**Engagement Matters:
Would you engage with
this marketing activity?**

Hint: Critically review your work and ensure it resonates with your target audience.



Reframe Cards: **GROWTH MINDSET**



Team Dynamics: What have we learned about how we work as a team?

Hint: Reflect on your team dynamics and identify areas for improvement.



We hope you found our reframe cards beneficial and that they encouraged you to have conversations with your team that will help produce valuable marketing outcomes and drive greater marketing effectiveness.

If you're looking to inject agile marketing to energise and empower your team and transform the way you work, please contact a member of the Bright team to discuss how we can support you.

Hello@brightinnovation.co.uk

