

The Frame

All employee-owners at Harcros were introduced to the Frame during the initial WHY workshops or via the Owner's Manual as part of the new hire onboarding process.



We need to stop believing everything we think, build the muscle to PAUSE before we act, and practice trying on different narratives and ways we SEE situations—that might lead to better outcomes (i.e., move naturally to a more effective DO).

Lasting change doesn't come from simply DOING things differently; it comes from SEEING or THINKING about things differently.