



Framing Questions – Some Great Examples

Appreciative framing questions are key to the kinds of complex work that needs to happen to transform organizations, companies, or communities. This page compiles some of the great questions we've seen or heard (we've used "Midville" in the place of the actual name one to add, [let us know](#)).

Make sure to test your question in advance to make sure it will capture the group's imagination.

Strategic Doing framing questions:

A non-profit organization: Imagine a community where agencies and systems don't re-traumatize those with trauma histories. What would that look like?

A Chamber of Commerce: Imagine that "the business of doing business" in Midville was simple. What would that look like?

A public workforce agency: Imagine that residents had a clear pathway to in-demand job opportunities in the area. What would that look like?

Local government: On average only about 20% of the U.S. population has a high level of trust in their local government. What if the community in Midville were well above that 20% mark? What would Midville look like if the vast majority of our residents found our local government to be responsive, transparent, and trustworthy?

A university: Imagine that our students graduated with strong skills in innovation and creativity as well as a commitment to the Jesuit tradition of arts. What would that look like?

An advisory board to a university: Imagine that employers in our region rarely had to recruit at schools other than Midville State to find the best talent. What would that look like?

A manufacturing company: Imagine a plant with zero unplanned downtime. What would that look like?

A group assisting local governments statewide: Imagine if our state's local governments passionately advocated for the work we do. What would that look like?

A regional development initiative: What would it look like if the Midville area was the healthiest region on earth in 2030?

An economic development effort: Imagine Midville as a place known for an arts ecosystem, where local artists can make a living doing their craft. What would that look like?

A community development organization: Imagine Midville addressed the root causes of its most pressing problems. What would that look like?

A community development organization: Imagine that the next time Midville is in the NY Times, it's because we're known for the constructive response way we handled this crisis?

A community development organization: Imagine if every child had at least one adult that believed in them. What would that look like?

A tourism initiative: What would it look like if Midville County successfully used storytelling to market historic and cultural attraction strategy while building a sense of place for residents?

A trauma reduction effort: Imagine that people deferred to “what happened to you?” instead of “what’s wrong with you?” What would that look like?

A coastal environmental effort: Imagine a coast where developed landscapes are beautiful, easy to maintain, enhance our community living resources. What would that be like?

A regional development initiative: What if innovation literacy were a default setting of the Midville mindset?

Another environmental effort: Imagine if the US citizenry, K to Gray, were age-appropriately environmentally literate. What would that look like?

A planning effort: what if our Courthouse was known as a “Great Public Space?” What would that look like? How would it be different? What would the public experience?

A civic organization: Imagine Midville Young Professionals as the leading organization sought after by young professionals to engage and grow together. What would draw people to this organization?

A visual arts organization: Imagine our exhibitions experimented with how art is imagined, made, viewed, and understood. What would that look like?

A philanthropic organization re-imagining its annual event: What if we created a new experience for our donors to replace the Annual event experience that is thought-provoking, energizing and uplifting? What would that look like?

A university research office: What would it look like to be a vibrant research community that unlocks potential for out-of-the-box ideas?

A faith community: Imagine an active, energized team of leaders who provide social, emotional and spiritual support in creative and innovative ways. What would that look like?

A community health initiative: Imagine if Center County was a community that was a fierce champion of cancer prevention, early detection and survivorship. What would that look like?

An animal rescue group: Imagine if we were able to confidently rescue all the Golden Retrievers who have health issues and give them the care they need. What would that look like?

From non-Strategic Doing settings, but still great examples of crafting appreciative questions:

A church: What would it look like for us to live so compellingly and lovingly in our neighborhoods, cities and nations, that if suddenly removed from the world, our non-believing neighbors would miss us terribly?

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What if there was never a pandemic again? ([New York times, 5/28/23](#))