Responsible Management

Why does it matter? What’s at stake?

The story you’re telling: Taking practical, common sense steps to address problems facing our environment today is in the best interest of future generations.

Strategic way to redirect thinking away from patterns such as:

- Change Is Natural/Fatalism; Eat It While You Can;
- Individualism; Nature Will Fix Itself; Nature Works In Cycles; Solution = Recycling

Concepts and ideas included in this frame element:

- We believe in being responsible with our natural resources/when it comes to our environment.
- We can make a difference by handling problems before they get worse.
- Looking to evidence, keeping an open mind, and focusing on the best ways to solve a problem are part of being responsible.
- Future generations depend on the decisions and plans we make today.
- Practical, feasible, step-by-step approaches allow us to make real progress on longstanding challenges and obstacles.

Read the original research behind this recommendation at FrameWorksInstitute.org