

# Frames of Reference For Governance Practice

Underpinning  
Elements:

*Sales, Marketing  
Customer Service*

*Personal/Team  
Leadership*

*Adult  
Development*


## Frame A

- “Pushes Ideas/ Products”
- Provides info to others in the format they personally use
- Personal Competence and advancement
- WIIFM
- Often Directive or requires Direction
- Satisfaction of immediate/personal needs

## Frame B

- Listens for Needs
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 Options
- Team-member Competence
  - Coaching, Individual Support
  - Traditional approach to supervision & followership: Delegation & Control
  - Works best in Defined parameters
  - Cause & Effect, Analytical Thinking
  - Believes they are in control of destiny

## Frame C

- Builds Relationships
- Builds Trust
- Proactive Idea Generation 
- Inter-departmental Competence
- Cross boundary Teams
- Self Authoring & self-directed
- Initiative/Innovation
- Systems Thinker – relationships & inter-connections
- Orchestrates Empowerment
- Control self – impact others/ system

## Frame D

- Partnerships
- Focus on Customer’s Customer / Strategic Goals - Commitment
- Solution Proposals
- Inter-organizational Competence
- “Industry Leader”
- Network Leader
- Systems of Systems, Dynamics, Flow, & Interdependencies
- Global Perspective
- Engage others in Co-Creation of Context
- Stimulates new Network response/ dynamic