

⚡ Bright

Reframe Re-think Re-energise

Our Reframe Cards are designed to spark new discussions and make a positive impact on your marketing effectiveness. They help you unlock insights, learnings, and strategies that will enable your team to cultivate a growth mindset—allowing them to take the right actions for success!

Empower your team, reframe your thinking.

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**

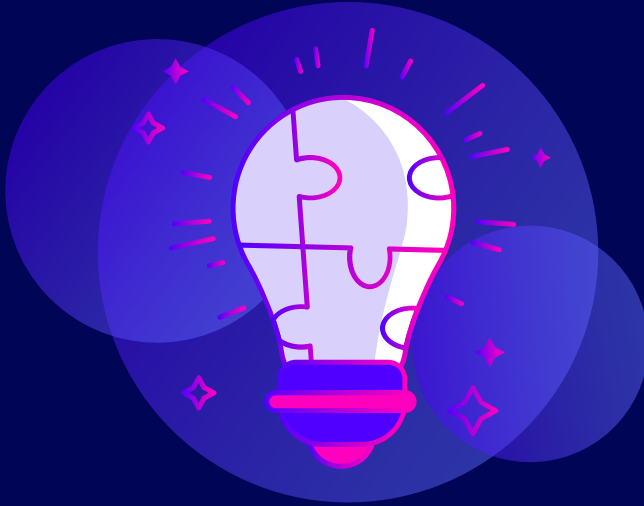


**What can we do
differently tomorrow to
tackle today's
challenges?**

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



Reframe Cards: **GROWTH MINDSET**



**Let's schedule a
brainstorming session to
address this challenge
together.**

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



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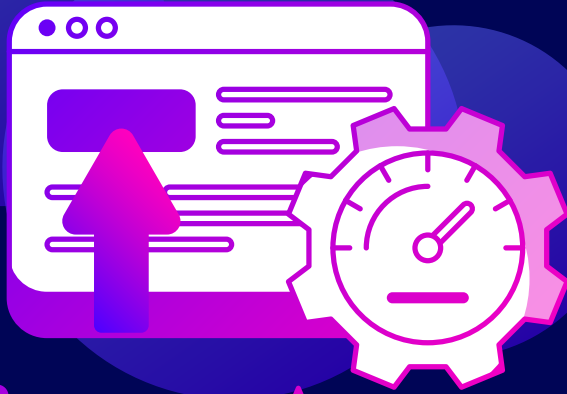


**What was the biggest win
of this project for you?**

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



Reframe Cards: **GROWTH MINDSET**



**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**



**Would you engage with
this marketing activity?**

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



Reframe Cards: **GROWTH MINDSET**



**What have we learned
about how we work as a
team?**

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



Drive greater marketing effectiveness with a growth mindset.
Challenge your team to reframe their thinking, inspire and innovate!

Our purpose is to give marketers the power to do great work.
Talk to us about how we can help.

hello@brightinnovation.co.uk

