# Value Frame

A ***value frame*** is a proactive way to affirm our value to each other, while attracting value to what we need of each other. Read more about this new service below.

**FROM**:

**TO**:

**DATE**: 20 January 2017

**RE**:

|  |  |
| --- | --- |
|  | **V+** |
|  | **V–** |
|  | **V=** |

This ***value frame*** is an evolving service of **Value Relating** LLC.

# Value Relating

**Value Relating** is a new kind of service for ***responding better to what we need of each other***. We often assume we respect each other enough. After all, that’s what rules are for, right? And yet we frequently find ourselves disappointed and sometimes upset with each other. *Value framing* aims to fill that need.

**Value framing** provides three message fields. Each field is kept brief, within 200 characters, to ensure the message gets across quickly. It formats the message to ensure the sender communicates their value to the receiver, in a way that invites the receiver to respond in kind. Each field serves this purpose:

### A “value positive” (V+) field for offering *my* respect for *your* needs.

### A “value negative” (V–) field for seeking *your* respect for *my* needs.

### A “value parity” (V=) field for agreeably respecting *each other’s* needs.

If you are the receiver to a ***value framed*** message, you are invited to respond in kind. You too may find it a simple and yet attractive framework for turning would be challenges into value creating opportunities.

It’s all about what we feel we need from each other. It’s about making the most of this opportunity to create value for each other’s need. Because we all have needs. And we all have value. Including you!