

# VALUE FRAME Invitation Response

**Value Relating** provides “negotiated value” as an attractive alternative to hostilities. With [value framing](#), **Value Relating** helps to turn conflicts into mediated value.

**Value** = responding to needs. **Relating** = personally interacting instead of trusting norms.

**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:  
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!

**Value Relating LLC** Responding better to what we need of each other 1

**If you are receiving a *value frame* for the very first time** you can consider yourself fortunate. The sender is agreeing to work through any challenges with you, and together try to turn an apparent challenge into a mutually beneficial opportunity.

Otherwise the sender could have taken the old route, and pursued more adversarial channels. Instead, the sender invites you to work with us to see the silver lining. Through this process we will iron out with you, we commit ourselves to mutually resolving a presenting conflict.

We invite you to engage the sender on mutually agreeable terms. We already engaged the sender on your behalf. We trust you will find the opportunity to create value preferable then letting the usual alternatives to passively run their course.

Among the agreements the *sender* has committed:

- To delay using any legal process or other adversarial remedies, while trusting this *value relating* process to produce a more favorable outcome.
- To avoid any public condemnation of you, such as withholding any bad reviews on sites like Yelp, or spreading negative views of you on social media.
- To express their needs without presumption of how you should react. In other words, to trust you to respect their voiced need, and then trust you to respond from what you realistically can provide.
- To invite you to state whatever you need of them, and to respect that need from what you can realistically give, before demanding any response to their need in return.

## The process

The steps mirror a counseling process, but we treat the *working relationship* instead of any individual involved. We don't find fault with individuals, but with structural barriers that hinder a mutually valuable working relationship.

Outcomes range from beautifully creating mutual value to realizing both need to go their separate ways, but on better footing than typical disappointment. Early on we envision four basic stages.

1. **Invite.** The sender fills out the *value frame* and sends it to you.
2. **Engage.** You reply with your intent, and likely questions.
3. **Agree.** Both negotiate what each can do for one another's affected needs.
4. **Conclude.** Both finalize a path to either serving the stated needs, or how best to move on.

## Impact chain

We understand if you cannot respond as freely as you would wish. You answer to others, who in turn answer to others up the chain. Or you find yourself bound to situations beyond your control, limiting your response to us.

If this sounds like you then welcome to what we call the "impact chain." Just as easily you received this *value frame* to invite mutual value, you could send an inviting *value frame* up the impactful chain of command.

Value Relating presumes our most stubborn problems involve some structural component. We challenge the assumption in counseling that we must adjust to these hostile environments. We invite you to help convert hostile environments into those more responsive to our needs.

We invite you to identify those up the chain standing in your path towards greater wellbeing. We invite you to spot the value they could be giving to you, after affirming your value to them. We invite you to fill out a value frame and send it to them, with our support.

## Responding to your value invitation

If you are interested in engaging the sender, please note your preferred mode of communication.

- Email                      email address: \_\_\_\_\_
- Phone                      phone number: \_\_\_\_\_
- Skype                      Skype ID: \_\_\_\_\_
- In person                      location: \_\_\_\_\_
- Text
- Chat: FB Messenger    FB name: \_\_\_\_\_
- Other text format :        \_\_\_\_\_
- Other \_\_\_\_\_

Contact information will exclusively be used for the purpose of this value frame engagement. Our branding is on the line, so we do not even consider sharing your contact information, or using it other than to communicate with you for this purpose.

### Our contact info

More information can be found at [www.valuerelating.com](http://www.valuerelating.com). Our site currently is being updated, in part from what we are learning from developing value with you.

“Like” our [Value Relating](#) Facebook page, and follow its development with your helpful input. You can follow us on Twitter, if we ever get around to tweeting something from [Value Relating](#).

Any questions or concerns can be forwarded to [valuerelating@gmail.com](mailto:valuerelating@gmail.com). We welcome your feedback so we can improve a service intended to create value for us all. Thank you.

### Pricing

**FREE** Initial 25-minute consultation session

**\$25** Processing sessions for *individuals*, 25 minutes each

**\$150** Processing sessions for *entities*, 50 minutes each (We invite “upchain” entities to help cover the costs of individuals inviting them to engage in this value making.)

*Waived until we  
work out the bugs.*

## User feedback

Thank you for your honest responses. For each item, please let us know how it was for you to receive the initial *value frame*. In the first four items, please choose the best that applies. Again, thank you for your feedback.

1. I found this to be... a

- helpful     useful     silly     impractical     annoying

2. I found this to be... c

- shocking     alarming     informative     illuminating     awakening

3. I found this to be... b

- clear     understandable     instructive     confusing     perplexing

4. I found this to be... c

- meaningless     unnecessary     curious     necessary     indispensable

5. In my own words, I found this to be... a

6. If I could change anything about it, I would... a

\* \* \*