

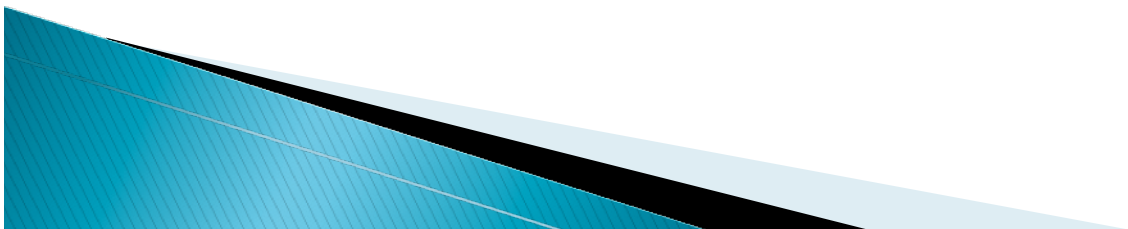


reframe it



reframe it

Highlight, Comment, Share, Rate, Deliberate



The Problem

A Washington Post poll asked:

“What did Americans think now that the Public Affairs Act of 1975 is poised for repeal?”



- Does it matter that it was a Republican Congress that wanted to roll back the Act?
- What about President Clinton’s support of the repeal?

43% of those polled offered an opinion:

- **24% support repeal**
- **19% against repeal**

The Problem



There was no such Act.

But many people have an uninformed opinion that they will give if asked a question.

Making Decisions



Decision-makers struggle with:

- **Mobilized factions** that distort what the opinion actually is.
- **Misinformed/Uninformed Participants** who would need to become better informed in order to accurately weigh tradeoffs
- **Scaling challenges** which exclude those who should be included.

Making Better Decisions



We want:

- **Scientific** – a random, representative sample of participants gather to give feedback on questions and to prioritize comments for larger community.
- **Secure** – prevent manipulation by highly mobilized extremist factions.
- **Scalable** – millions of people can discuss the same content in a coherent way.

A Need for Sustainable Decisions



When leaders make decisions based on what stakeholders say anecdotally – they may be building their reputation on a foundation of sand.

Decisions are only sustainable **if the decisions are based on informed opinion that makes them last.**

This is true for any Stakeholder-based decision making process.

Reframe It's Solution

The Deliberative Society:



the center for
deliberative democracy

- **Deliberative Polling®**

Scientific process to accurately represent thoughtful opinion.



- **Technology**

Scales discussion to full group.
Metrics available for real-time monitoring and future analysis.



- **Process**

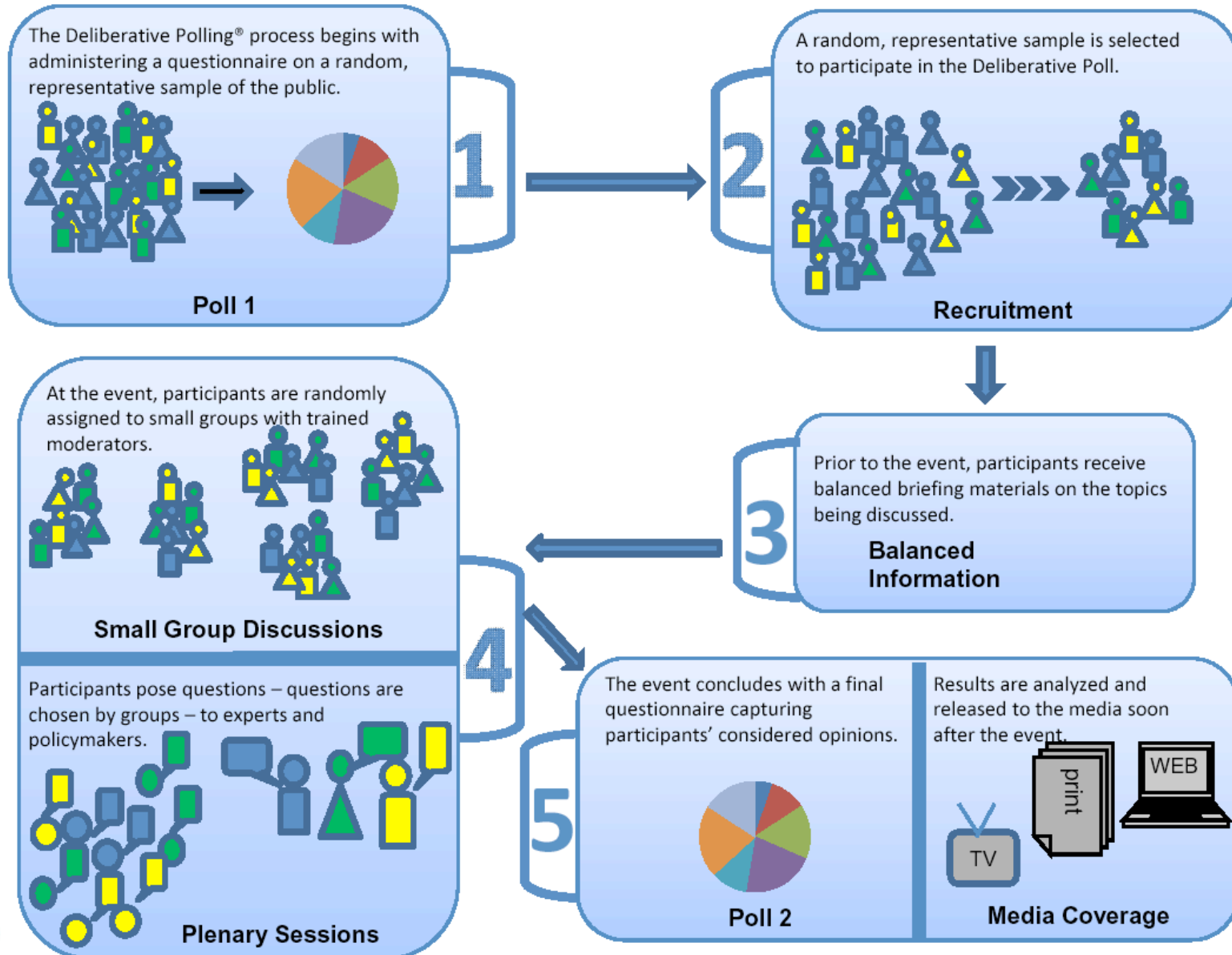
Designed to mitigate gaming effects.
Process can be used in modules according to client needs.

Deliberative Polling®

Process for Deliberative Polling®:

- 1. Scientific Random Sample** – select a small group from the entire community
- 2. Poll** – ask benchmark questions
- 3. Send balanced briefing materials**
- 4. Convene to discuss**
 - amongst themselves in small groups
 - with experts
- 5. Poll again** – see changes

What is a Deliberative Poll?



Deliberative Polling® is an established methodology that has been used since 1988 when Professor Jim Fishkin invented the concept. It has been used in China, Japan, Australia, Denmark, the European Union, at a regional level in Brazil, Italy, Argentina, and across the US.

"Deliberative Polling® is the most promising innovation in democratic practice of which I am aware. I hope that in the coming century, it will be widely adopted in the United States and other democratic countries."

Robert A. Dahl
Sterling Professor of Political Science Emeritus
Yale University

"I think it's a wonderful development. And if there is anybody in this group who wonders whether or not this is going anywhere or has accomplished anything, you should stop wondering because I think it has been a tremendous success. "

Vice President Al Gore

National Issues Convention broadcast, January 16, 1996

Texas went from 49th in country to first in country in wind power with the Renewable Energy Portfolio Standard which was made into law based on eight Deliberative Polls with Texas utility companies.

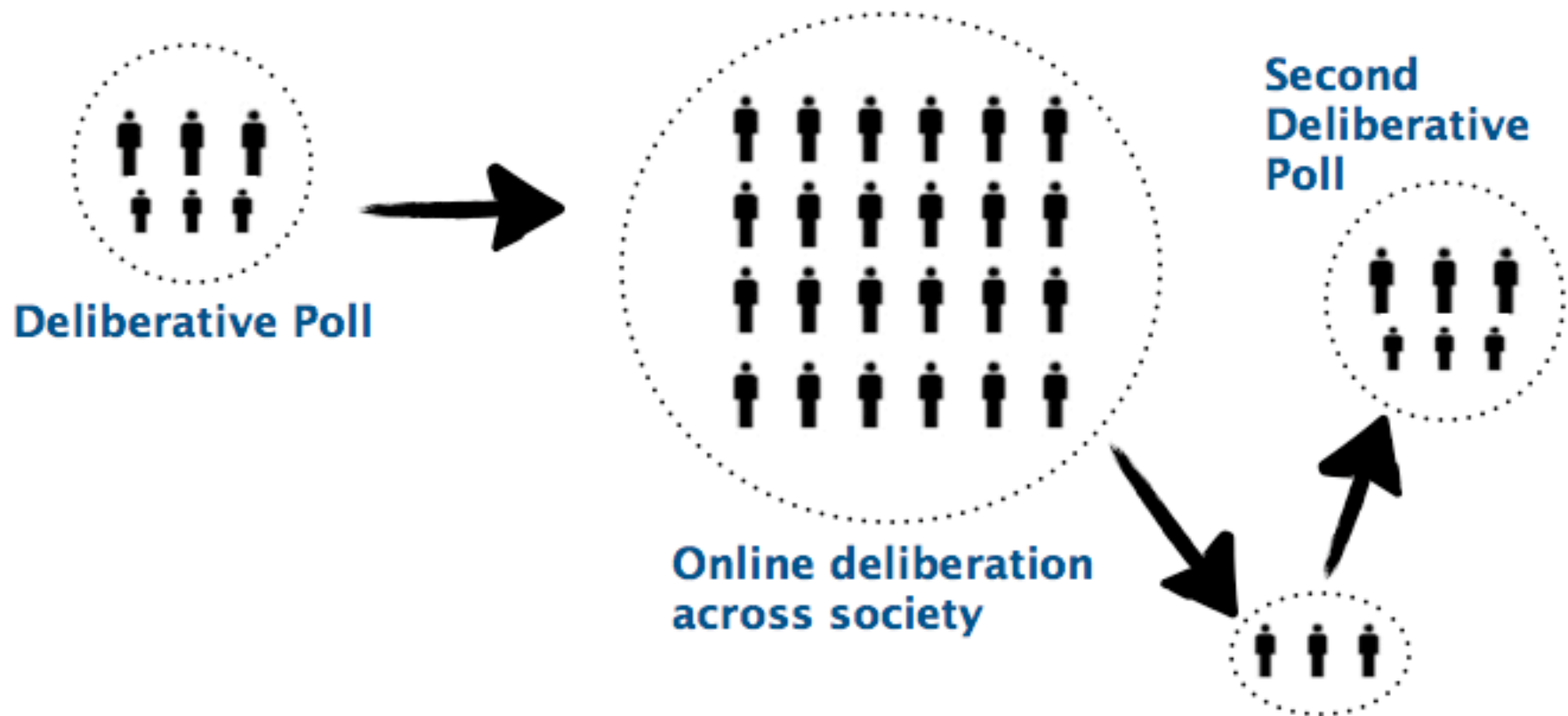


Reframe It's Role in Deliberative Society

Scales conversation to complete group

1. Use briefing materials based on the Deliberative Poll®
2. Access and discuss materials online (& future mobile integration)
3. Train moderators and experts to facilitate **online discussion**
 - Among citizens
 - With experts
 - Rated by the scientific random sample
4. Analysis
5. Positive feedback loop for citizens who participate

The Deliberative Society Process



Briefing committee of diverse experts reframes discussion based on online discussion and the results of the first Deliberative Poll.

Reframe It's Role in Deliberative Society

Deliberation creates "political capital" and is the basis for making decisions that can be successfully implemented with the support of those who are affected by them. When leaders can show that what stakeholders think under good conditions, this can create legitimacy for a decision and **political cover to do the right thing**. This applies equally for leaders of companies, governments and unions.

Company Information



Intellectual Property

Reframe It has been granted **Patent # 7,801,951** dated Sept 21, 2010 from the United States Patent & Trademark Office. This patent is for a process for referencing, prioritizing, accessing, and displaying marginalia in digital media.

The Deliberative Poll® is a Trademark of Dr. James Fishkin. It has been implemented more than 70 times in 30 countries. The Deliberative Society process includes a patented online component that scales polling to the broad population. For additional information on Deliberative Polling(tm), please visit <http://cdd.stanford.edu>

Thank you.

Contact:

bobby@reframeit.com

650-804-8768

