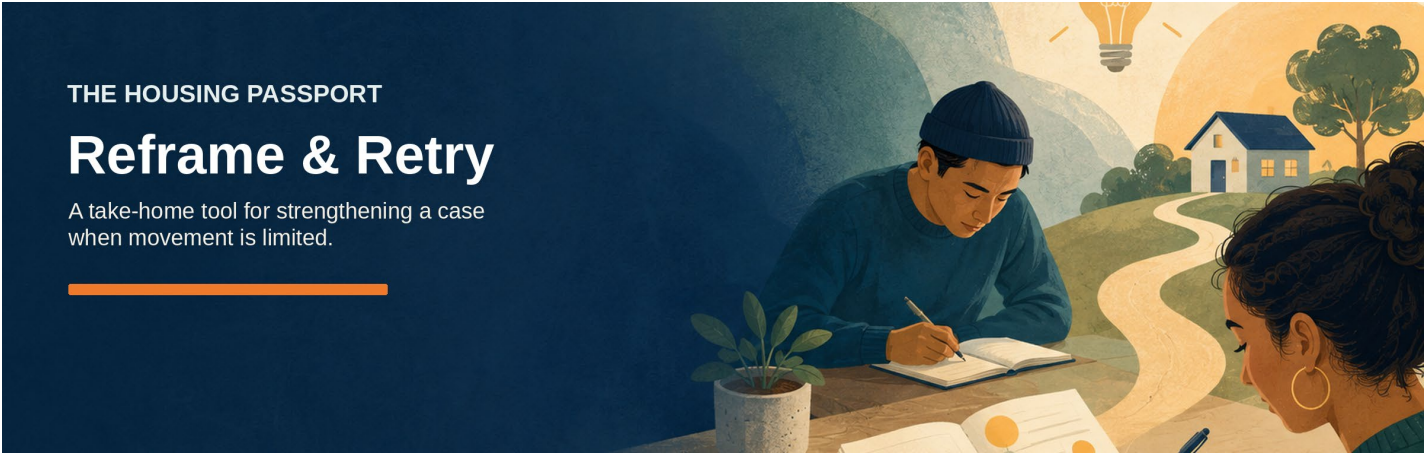




THE HOUSING PASSPORT

Reframe & Retry

A take-home tool for strengthening a case when movement is limited.

When to use this tool

Use Reframe & Retry when a Housing Passport outcome is ORANGE or RED. Return to the challenge with the greatest learning value, use what you learned from the first attempt, and strengthen the case before trying again.

ORANGE: Moved Forward with Friction Some movement occurred, but an unresolved concern or weak framework step remains.	RED: Stalled The case missed what mattered, lost credibility, reinforced opposition, or did not create a practical path forward.
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A five-step reset

1 CAPTURE Record the outcome.	2 NAME Name what mattered most.	3 CHOOSE Choose the framework step to strengthen.	4 REFRAME Rebuild the case around what you learned.	5 RETRY Make the case again and name the next move.
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Framework refresher

HEAR	What does the stakeholder value, fear, or want to protect?
CONNECT	What authentic shared aspiration can you name?
SHOW	How does this specific housing solution advance that aspiration?
INVITE	What reasonable next step are you asking them to take?

Aim for movement, not instant conversion.

A retry is not about repeating the same pitch. It is about using what the first attempt revealed.

Reframe & Retry Worksheet

Use this page to capture what the first attempt taught you, strengthen one part of the case, and define the next move.

1. Starting point

Conversation / scenario 	Starting outcome () ORANGE () RED
What happened in the first attempt? 	What remains unresolved?

2. What mattered most?

What did the stakeholder value, fear, or want to protect?

3. Prioritize the step to strengthen

Select the step that would most improve the retry. You can strengthen more than one, but start with the most important.

SELECT	STEP	QUESTION
	HEAR	What does the stakeholder value, fear, or want to protect?
	CONNECT	What authentic shared aspiration can you name?
	SHOW	How does this specific housing solution advance that aspiration?
	INVITE	What reasonable next step are you asking them to take?

4. Reframe the case

Shared aspiration / connection to name 	Most relevant fact or evidence to show
Uncertainty, risk, or concern to name honestly 	Revised reasonable next step to invite

5. Retry & record

Outcome after retry () GREEN () ORANGE () RED	What changed?
Next move 	What will you carry into the next conversation?

REFLECTION: What is one phrase, question, or habit you will use in your own work?