

# Direction Through Disruption™

FOCUS → REFRAME™

Clarity under pressure: using the FOCUS → REFRAME™  
System

PMI PMI Western Idaho PDD 2026

April 10, 2026

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# Framework Context

FOCUS → REFRAME™ is part of a broader crisis-stabilization framework.

Today we apply the decision and communication stabilization layer to project environments.

# Core Thesis

- Pressure doesn't create new problems, it distorts the way existing information is interpreted.
- When perception narrows, signal clarity decreases
- When signal clarity decreases, alignment drifts.
- Leaders must restore decision stability before drift compounds.

**Compressed timelines don't destabilize  
projects.**

**Unexamined decision drift does.**

# Orientation Under Pressure

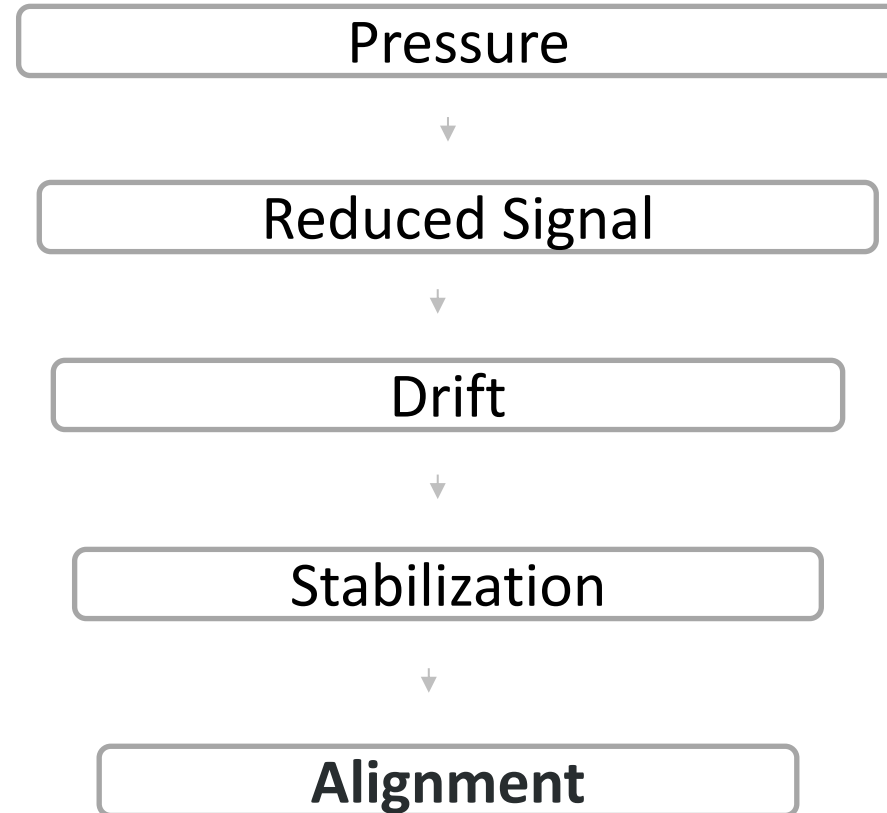
- In any system under force, orientation determines stability.
- In projects, orientation shows up as decision clarity and authority alignment.
- Stability is not accidental. It is structured.

# Decision Drift

- A gradual loss of decision stability under sustained stakeholder or timeline pressure.
- Priority clarity weakens under competing input.
- Communication tone tightens before metrics shift.
- Alignment drifts before performance indicators reflect it.

**Drift happens  
before  
metrics shift.**

## Pressure Progression



# FOCUS – Restoring Signal Clarity

- Identify the decision that requires stability.
- Clarify the constraint affecting delivery.
- Separate signal from stakeholder noise.
- Define what must be true next to protect forward momentum.

**What must be true next to protect  
forward momentum?**

When timelines compress,  
communication often becomes  
protective.

# REFRAME – Restoring Alignment Through Communication

- Acknowledge reality
- Stabilize what remains true.
- Define aligned next action.

**Ambiguity in authority  
accelerates  
ambiguity in outcome.**

# Communication Shift Example

**Alignment is a force multiplier. Misalignment is force leakage.**

**Instead of:** “We’re behind.”

**Use:** “The timeline compressed. Our objective remains X. Here is our aligned next action.”

# Applied Reflection

Identify one project under sustained pressure.

What decision requires stabilization?

What conversation would restore alignment?

# Application Scope

Project teams

Cross-functional initiatives

Multi-stakeholder delivery environments

Pressure is constant.

Decision stability is not.

Stability is a leadership choice.

# Thank You

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