

---

# Lift Collective Framework Cards

A collection of tools to help you solve problems

---

## About These Cards

These Framework Cards include the thought models we at Lift Collective use on a regular basis to help us think through and solve complex problems. There are many, many more out there in the world, but these are the dozen or so that we've found to be most useful and that aren't overly academic.

These tools are just that—tools—intended to help organize thoughts, data and observations so you can make sense of what you know, identify what you need to learn and figure out what to do next by analyzing what you've found. They are not answer generators, and no one framework will solve all your problems. Rather, they are intended to be used together, repeatedly and at different levels of altitude during a project to help you get unstuck. They are not precious, but should be drawn, used, and discarded once they've provided value (which is why we've drawn them by hand here—usually we do this on a whiteboard).

Each Framework Card features a brief description of how the tool helps you think through problems, an example of how it might work in real life, and prompts to help you use them *descriptively* to analyze the current state as well as *prescriptively* to identify opportunities.

We use these frameworks on an almost daily basis to think through a full range of challenges, and hope they provide value for you. As you're using them, we'd love to know your thoughts on ways to make them better or if you've found a novel or unique application to help you get unstuck. We figure the more we all share about solving complex problems, the easier it will get for everyone: [ahoy@liftcollective.com](mailto:ahoy@liftcollective.com)

Good luck!  
– The Team at Lift Collective

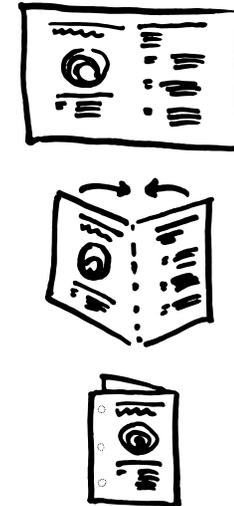
---

## Printing the Framework Cards

---

### Print Your Own

We've tried to make this downloadable version of the Framework Cards as painless as possible to print and assemble. You can get as fancy as you want, but if you simply print them out one-sided in black-and-white, then fold them in half along the short axis (to end up with a 5.5-inch wide x 8.5-inch tall booklet), you'll be good. Then you can clip, hole-punch, bind, or otherwise collect them for your own particular usage.



---

### Buy a Pre- Printed Set

Looking for something fancier to keep on your desk and show off to your colleagues? You can buy a set of these pre-printed and in multiple glorious colors: [www.LiftCollective.com/store](http://www.LiftCollective.com/store)