

Vivier Blueprint

Healthcare, Education & Nonprofit Reframing Worksheet

Rework common sales explanations into buyer-focused outcomes for impact-driven and regulated environments.

You Say	They Hear	Reframe It As...
HIPAA-compliant platform	This will be hard to implement	Meets all regulations - nothing for your team to configure
Grant writing support	Another consultant fee	Boosts your funding odds without eating your time
Volunteer onboarding process	Sounds slow and clunky	Get volunteers up to speed in minutes
Impact dashboard	Just more data	Show stakeholders what's working - clearly
Community outreach strategy	Buzzwords and meetings	Put your message where your people already are
Training module	Will my staff even use it?	Made for real teams with real time constraints
Evidence-based framework	Academic overload	Built on what actually works - not just theory
Donor engagement funnel	Sounds like marketing fluff	Builds trust and long-term support
Care coordination tools	Extra software to manage	Keeps everyone in sync without extra work
Outcomes tracking	Another report to fill out	Easily shows the difference you're making