

Reframe Cheat Sheet: Turning Setbacks into Traction in 3 Steps



Step 1: Recognize the Story

When a setback happens, your mind immediately creates a story about what it means. Pause and identify that story. **Ask yourself:** -What am I telling myself about this situation? -Is that story empowering or limiting me?

Example: “I failed at that launch, maybe I’m not cut out for business.”

New awareness: That’s a story, not a fact.

Why it Works ■ The first step to freedom is realizing you’re the storyteller.

Step 2: Reframe the Meaning

Shift your perspective from loss to lesson.

Ask Yourself: What can I learn from this? How might this be preparing me for something better?

Example: “I didn’t fail, I discovered what doesn’t work yet.”
“I’m gaining experience that will make the next launch smoother.”

New Awareness: I have the power to choose a perspective that fuels growth instead of defeat

Why it Works ■ Reframing builds emotional flexibility, do not react to the moment, redefine it.

Step 3: Redirect Your Energy

Once you’ve reframed the meaning, channel that new perspective into action.

Ask Yourself: What’s one small step I can take today toward progress? How can I use this experience to build momentum?

Example: I’ll review my feedback, adjust my strategy, and relaunch next month.”

New Awareness: I am not powerless, I can always choose my next step. Action transforms my new mindset into momentum.

Why it works: Movement creates confidence. Even small actions shift your energy from stuck to strong

Remember:

You can’t control what happens, but you can always control your interpretation.
Reframing isn’t pretending, it’s choosing to see growth instead of defeat.

A tool from the Evolve Mindset Coaching series