



## THE F.R.I.C.T.I.O.N. FRAMEWORK

### What the F.R.I.C.T.I.O.N. Framework Actually Does

**Manufacturing leaders don't struggle with having stories.**

**They struggle with:**

- **Not knowing which stories are safe to share**
- **Oversharing details that weaken competitive advantage**
- **Or only sharing polished wins**

**F.R.I.C.T.I.O.N. solves that by giving *structure to tension.***

**And tension is what makes stories *trustworthy.***



## **WHY “FRICTION?”**

**In manufacturing, friction isn’t bad.**

**Friction:**

- Reveals misalignment**
- Exposes inefficiency**
- Surfaces weak systems**
- Creates heat that forces improvement**

**The same is true in leadership.**

**F.R.I.C.T.I.O.N. is about capturing those moments — not hiding them.**

**This isn’t just a storytelling checklist. It mirrors how real decisions unfold inside a shop.**

# MakingChips

## THE FRAMEWORK

### **F - FAILURE**

**This is the catalyst.**

**Not catastrophic collapse.**

**Not dramatic vulnerability.**

**Just the moment something didn't go as expected.**

**Examples:**

- **Growth strained cash flow**
- **A hire didn't scale**
- **A process broke under volume**
- **A customer churned**

**Failure is relatable because it's universal.  
If you skip this, your content feels hollow.**



## **R - REALIZATION**

**This is the awareness moment.**

**The dashboard.**

**The tense meeting.**

**The late-night spreadsheet.**

**This stage matters because it humanizes leadership.**

**It shows:**

**“We didn’t know immediately.”**

**“We had to figure this out.”**

**That builds credibility.**



## **I - INTERNAL DEBATE**

**This is the gold.**

**Most companies hide this part.**

**But this is where authenticity lives.**

**Every real leadership shift has friction:**

- **Grow fast vs. grow smart**
- **Hire vs. stretch team**
- **Invest vs. conserve cash**
- **Automate vs. train**

**When you surface debate, you signal maturity.**

**You show that decisions are thoughtful, not reactive.**



## **C - CHANGE**

**Now we move from story to action.**

**This is where you demonstrate:**

**“We didn’t just reflect. We adjusted.”**

**Change must be behavioral, not abstract.**

**Not:**

**“We focused on excellence.”**

**But:**

**“We added financial guardrails before accepting new POs.”**

**Specific shifts create authority.**

## **T - TENSION**

**This is what makes it compelling.**

**What was at risk?**

- **Margin**
- **Morale**
- **Delivery reliability**
- **Reputation**
- **Leadership bandwidth**

**Without tension, your story reads like a report.**

**With tension, it feels earned.**

## **I - IMPACT**

**Not vanity metrics.**

**Not likes.**

**Not impressions.**

**Operational impact.**

- **Reduced rework**
- **Better working capital discipline**
- **Clearer communication**
- **Improved onboarding**

**Impact makes the lesson practical.**



## **0 - ONGOING LESSON**

**This is where most marketing fails.**

**They present everything as solved.**

**But in manufacturing:**

**Nothing is permanently solved.**

**Ongoing lessons signal:**

- We are still refining.**
- We are still learning.**
- We are not done evolving.**

**That creates durable trust.**



## **N - NEXT MOVE**

**This is narrative continuity.**

**What's evolving now?**

**This does two things:**

- 1. It keeps your content from feeling random.**
- 2. It builds anticipation for future conversations.**

**You become a leader in motion, not a company with static messaging.**



## **WHY THIS FRAMEWORK WORKS**

**Because it mirrors real operational life.**

**Shops don't move in straight lines.**

**They move through friction.**

**And when you structure that friction:**

- It becomes a leadership story**
- It becomes marketing**
- It becomes recruiting content**
- It becomes sales positioning**

**Without exposing proprietary advantage.**



## THE BIG IDEA BEHIND THE FRAMEWORK

**You are not marketing perfection.**

**You are marketing disciplined evolution.**

**That's what manufacturing leaders respect.**



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