



REFRAME COLLECTIVE

WORKSHOPS | SPEAKING | CONSULTING | STRATEGY

REFRAME COLLECTIVE



WWW.REFRAME-COLLECTIVE.NET

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02 Fix the Friction

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THE STORY



STORY IS THE OPERATING SYSTEM. WE MAKE CREATIVE TEAMS FASTER, CLEARER, AND HARDER TO BREAK.

Most productions don't die from a lack of talent; they die from a thousand cuts—poor communication, muddy notes, and fragmented vision. Reframe Collective is a boutique advisory studio for Film, TV, and VFX that fixes the friction so the story survives the process.

From Hollywood boardrooms to Wētā FX pipelines, we translate chaos into clarity.

- We install narrative discipline.
- We translate "Studio Speak" to "Artist Action."
- We turn multicultural crews into one unit.
- We ensure the marketing promise matches the production reality.

THE PROBLEM



The idea is strong. The script is locked. The budget is (almost) set. But if the team cracks, partners miscommunicate, or the audience doesn't connect, the project flatlines.

FIX THE FRICTION.

01. THE TRANSLATION GAP



Great creators aren't automatically great leaders. We train producers and creatives to turn genius into clear action.

02. THE CULTURE CLASH



International co-productions stumble when styles and languages collide. We bridge Hollywood expectations and local realities and align everyone to one working language.

03. THE CRUNCH



Pressure suffocates communication. We install culture-smart rituals that keep people talking - and keep the budget safe - when the timeline tightens.

THE FIX



01. STRENGTHEN THE STORY

Lock in the story, vision, and team before a single frame is shot.

Creative Development: Sharpen your narrative before the pitch, not in the room.

North Star Alignment: Get the team on the same page so vision becomes execution.

Notes Behind the Notes: Decode feedback into clear direction you can act on.

02. STRENGTHEN THE TEAM

When pressure rises, teams fall apart. These tools keep them aligned.

Producer Leadership: Coaching for emerging producers who need to lead, not just manage.

Cross-Border Protocols: Culture-smart systems that keep international teams in sync.

Conflict to Collaboration: Turn creative tension into clarity and better outcomes.

03. STRENGTHEN THE COMMUNICATION

Strengthen the communication so nothing gets lost in translation.

Creative <-> Studio: Transparent communication that builds trust, not friction.

Vision to Set: Turn creative intent into direction crews can follow.

Story to Audience: Keep the narrative intact through marketing and distribution, not just production.

THE TEAM



KIRSTIN WINKLER
THE GLOBAL STRATEGIST

**Producer · Storyteller ·
Cross-Cultural Lead**

Kirstin Winkler is an award-winning international producer with 20+ years across the globe, spanning Hollywood studio tentpoles, indie features, and premium series. Her credits include **2012**, **10,000 B.C.**, and **Anonymous**, alongside acclaimed indies **Shirley Adams** and **The Book of Love**. She began her U.S. career at **One Race Productions** with Vin Diesel, then spent 11 years at Roland Emmerich's **Centropolis Entertainment**, rising to Executive Vice President and executive producing **Stonewall**.

More recently, she produced the Milli Vanilli biopic **Girl You Know It's True** and the feature film **Old White Man**, EP-ed the indie drama **Die Like a Man**, and served as Executive Producer on Netflix's second season of **Crooks**. She has also advised and consulted for companies including Will Smith's **Westbrook Entertainment**, and is known for steering cross-border teams while translating creative intent into packaging, financing, and distribution strategy, without losing the soul of the story.



IRIS LAMARR
THE ARCHITECT

**Leadership · Marketing ·
High-Performance Culture**

Iris Lamarr is a creative strategist, producer/production manager, sponsorship manager and global training lead, known for delivering under pressure across film, VFX, and capability development. She has designed and run **ScreenSkills**-backed programmes across the UK/EU, raised EU arts and startup funding for large multinational creative projects, and led training and leadership development at **Wētā FX** - building systems, coaching leaders, and strengthening delivery consistency across teams.

Her screen credits span major studio tentpoles and independent features, including all three **Avatar** films, **Predator: Badlands**, **X-Men 3**, **10,000 B.C.** and **Home By Christmas**. She was contracted to work on the studio marketing campaign for **Battle: Los Angeles**, **Anonymous** and **The Amazing Spider-Man** for **Sony Pictures**. She is also a trusted speaker and workshop lead, delivering practical sessions, panels and masterclasses for industry platforms including **VR Days**, **Four Corners** and **Sheffield Doc Fest**.

BATTLE TESTED

Led multiple productions **from budget volatility to on-time, on-budget delivery**, protecting the creative vision under pressure.

Delivered a €20M European studio feature with **Hollywood-scale scope** and finish, on schedule and on budget.

Stabilized an at-risk international production by uniting three cross-border teams, reducing spend, and preventing collapse.

At **Wētā FX**, **streamlined execution** by **reducing feedback loops, strengthening department leadership**, and improving crew satisfaction and retention.

Designed and **delivered industry training for film professionals** across the **EU and UK**, supported by ScreenSkills UK, Film London, Vienna Film Fund, and EU funding bodies.

Built and scaled creative capability: helped establish Westbrook Entertainment's content function, then adapted the model for Telepool.



HOW WE WORK

SPEAKING

**SHIFT MINDSET. ALIGN
FAST. MOVE FORWARD.**

For teams ready to rethink pressure, feedback, and collaboration.

Creative Leadership Under Pressure · Notes Behind the Notes · Culture-Smart Sets

WORKSHOPS & TRAINING

**FEWER LOOPS. BETTER
NOTES. FASTER
DECISIONS.**

For installing a repeatable system for how your production communicates and leads.

Half-day, full-day, or multi-session, tailored to your friction points.

You leave with tools: Notes Guide, Review Cadence, Friction Forecast™, Department Brief.

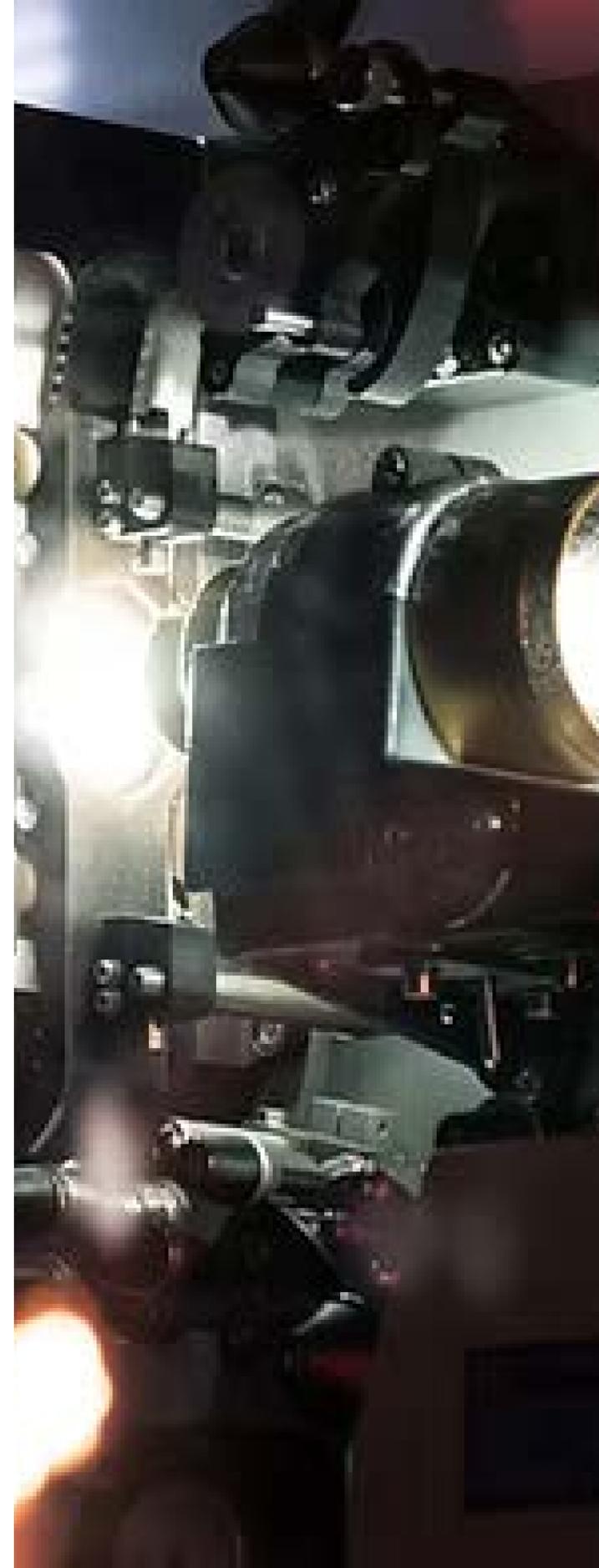
ADVISORY

**STABILITY UNDER
PRESSURE, WITHOUT
DRIFT.**

For fixing the machine while it runs.

Retainer or sprint-based support for showrunners and producers, from strategic alignment through delivery.

Clear scope, clear cadence, clear owners.



NEXT STEPS

BOOK A CALL - 30 MINUTES.
LET'S SEE HOW WE CAN HELP.



↙ WWW.REFRAME-COLLECTIVE.NET

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