OVERVIEW AND FINDINGS
So far this year....

CHIEF’s big goal for Applied Sciences.

What is done.

What is coming...
Discovery findings provide a beacon for next steps.

Some highlights:
1. Communications goals need clarification.
2. Audience fragmentation.
3. Need a consistent aesthetic.
4. Writing is too technical.
5. Website strategy.
6. Communications and outreach process.
How do key findings help H&AQ?

- Amplify your story.
- Define how your work provides impact.
- Integrate with Applied strategic communications.
Storytelling Key Concepts

• Storytelling is a tool by which we share information using a narrative.

• The purpose of the story is to increase awareness.

• Storytelling in oral and written form is critical to further engagement.
Storytelling Key Items

- Integrate stories with Applied Sciences mission.
- Highlight end-user use of the data?
- Include names of satellites used.
- Use hi-res compelling data visuals.
United States of Applications:

• It’s a new campaign.

• It highlights each state and bodies of water.

• It’s an innovative approach to sharing stories with partners and stakeholders.
Telling Science Stories with Impact

Beyond numbers and figures, illuminating your project with characters and human context makes it come alive and more memorable.

Look for Stories with These Traits

- **CREDIBLE VALUES**: The audience should understand and identify with values expressed by characters.
- **DEEPER LEVELS**: Engage audiences beyond the level of intellectual understanding.
- **HUMAN SCALE**: The audience should feel they can "touch" and "see" the story. It should have human scale.
- **SOLVE PROBLEMS**: The reader can easily use or apply the main lesson of the story in daily life.
- **PRACTICAL**: Our brains are attuned to things that are new; should balance with relatability.
- **EMOTIONAL**: Use rich visuals and metaphors to make messages easier to remember.
Storytelling Process

- Review your projects.
- Share your story with Associates and PMs.
- PMs will approve what will come to my team.