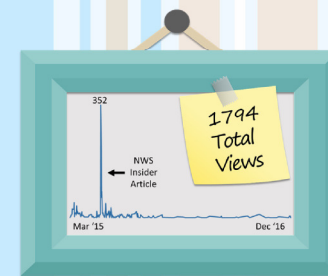




Weather-Ready Nation

- A Video Series -




https://www.youtube.com/playlist?list=PLYSc5TDceC_bfybW8YkrdIAC9DKX70Rb

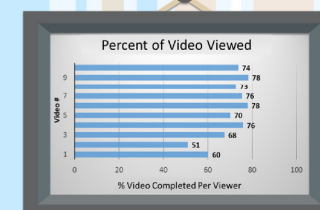
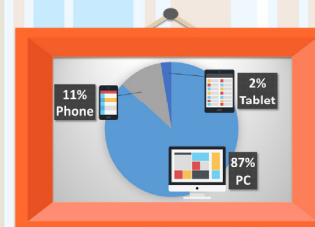
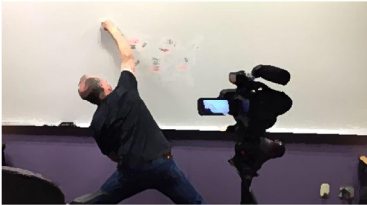
Purpose

- Follow-up material supporting release of Weather-Ready Nation (WRN) Roadmap.
- Short video(s) explaining the strategic plan.
- Relate WRN goals to roles within a field office.

Method

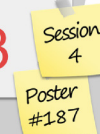
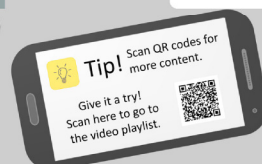


- Only one video planned initially.
- Additional requests led to several short videos.
- Lead video remains white-board style.
- All drawings created by Kim Runk.
- Final playlist contains 10 videos.
- Video titles & links on the books above.



Conclusions

- Employees wanted to know more about WRN.
- Most popular video!
- Celebrate short-term wins...
- Clear need for follow-up
- Short videos equal better retention
- Dr. John Kotter says to communicate the vision multiple times in multiple ways.



Contact Information

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