Weather-Ready Nation
-A Video Series-

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 boards above.

Conclusions
- Employees wanted to know more about WRN.
- Clear need for follow-up.
- Short videos equal better retention.
- Dr. John Kotter says to communicate the vision multiple times in multiple ways.

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Tip! Scan QR codes for more content.
Give it a try! Scan here to go to the video playlist.