How can you frame this issue? What is the right context to describe?

What are good hooks or access points to initiate engagement?

What will inspire people to ask you questions? What questions will you ask them?

How is sequence of ideas important for understanding?

What analogies or common references describe this topic?

How can you frame this issue? What is the right context to describe?
Concept, Topic, or Area of your work

- Why is it COOL? What FASCINATES you about it?
- What STUFF or MATERIALS in the lab or field help make it tangible?
- How can you FRAME this issue? What is the right CONTEXT to describe?
- What ANALOGIES or COMMON REFERENCES describe this topic?
- What are good HOOKS or ACCESS POINTS to initiate engagement?
- Why does it MATTER? How is it RELEVANT to people’s lives?
- How is SEQUENCE of ideas important for understanding?
- What PRIOR KNOWLEDGE might people have? How can you assess?
- What will inspire people to ask you QUESTIONS? What questions will you ask them?
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