



**What are good
HOOKS or
ACCESS POINTS
to initiate
engagement?**

**What ANALOGIES or
COMMON REFERENCES
describe this topic?**

**How can you
FRAME this issue?
What is the
right CONTEXT to
describe?**

**How is
SEQUENCE of
ideas important
for unerstanding?**

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

**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?**

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COMMON REFERENCES
describe this topic?**

**What are good
HOOKS or
ACCESS POINTS
to initiate
engagement?**

**How can you
FRAME this issue?
What is the
right CONTEXT to
describe?**

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

**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?**

