Building better data through storytelling

A lightning talk by Greg Bunce

UGRC
Utah Geospatial Resource Center
Ideal Story Structure

**Weak Story**
- Struggle
- Solution

**Strong Story**
- Struggle
- Solution
  - Set up
What makes a good story?

Put the listener in the story

- Situation (set up)
- Struggle (conflict)
- Solution
- Takeaway

practice, practice, practice
Finding your story

● Talk to folks
● Read into your emails
● Pick up the phone instead of hitting reply
● Be invested, bring empathy
● Work your contacts
● Focus on what unites us
Inspiration

- 911 (emergency response)
- Elections
- Tax
- Natural disasters
- Public utilities
- Delivery service
- Areas with state-to-state coordination
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