CONCEPT, TOPIC or your AREA OF WORK

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