Know your own story

NICE Future webinar – 30 April 2019
The nuclear industry feels big when you are part of it

The plants are big

The companies are big

The equipment is big and expensive
Nuclear power’s immense resource efficiency has always been a key advantage.
The nuclear industry is very small

The annual uranium requirement for the world’s 450 reactors (60,000t) would fit on this single ship. In this small industry, every individual is important and they need to represent it well.
From a public point of view, nuclear power is small and remote.

Most people never see it up close or learn about it first hand.

A person’s only ever interaction with the nuclear industry might be when they meet you.
Think about:

This is not your job title!
What do you really do – in a nutshell?
Make it simple, in the plainest English you can.

1. What is your role in nuclear power?
Think about:

The sensation and experience of your work
Are you in a lab, on site, in an office?
Using computers or machines?
Meeting people? Is it cold, hot, noisy?

2. What is it like to do that?
3. Why do you do that? 
   *How does it help?*

Think about:

Why is that work needed at the plant, or in the business?  
And the *big picture*: Why is that work needed in the world?
Think about:

Is there anything about yourself, your background, or your life experience that led you to this?
Did you make any *deliberate actions* to get to this position?
Know your own story

What is your role in nuclear power?

Why do you do that? *How does it help?*

What is it like?

Something about yourself
Jeremy Gordon is Fluent in Energy

www.fluent-in-energy.com   jeremy.gordon@fluent-in-energy.com