Know your own story
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
Know your own story

What is your role in nuclear power?

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

What is it like to do that?

Something about yourself that links it together

Know your own story
1. What is your role in nuclear power?

Think about:

This is not your job title - it is the purpose of the job!
What do you really do in a nutshell?
Make it simple, in the plainest English you can.
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?
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?
Was there key event that led you on this path?
<table>
<thead>
<tr>
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</thead>
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“I've always been interested in machines so I studied mechanical engineering at university. Now I'm on a team that maintains some of the major components in a nuclear power plant. It's pretty serious and technical because we have to be safe but it feels good to turn on the light and know the electricity is clean.”
Jeremy Gordon is Fluent in Energy

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