



**Egan Energy Communications, Inc.**

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## **Writing as Storytelling**

### Workshop Program Description

Stories engage the heart, spurring decisions from the head. While the words someone uses may fade, the feelings created by well-told stories won't.

Inside a utility, communicators operate in a complex and highly technical environment. You are expected to be knowledgeable on a wide variety of difficult matters, including power generation, rate cases, safety, environmental regulation, infrastructure construction, fuel cost adjustment factors and advanced digital meters.

But then you're expected to translate that often-technical language into easy-to-understand, bite-sized messages that can be understood by the average 8<sup>th</sup> grade student.

This is a half-day workshop designed to transform you from [a fact-flinger to a bona fide storyteller](#).



The agenda for this workshop can be **customized according to your needs**. Here are some topics EEC can offer your utility:

- ✓ Rate Cases: It's not the price, it's the value
- ✓ Infrastructure Construction: The electricity doesn't just show up
- ✓ Advanced Digital Meters: Your thoughts — and your body — are safe
- ✓ Energy Efficiency: Why are you still wasting electricity?
- ✓ Green Energy: A whole month for less than a Grande Mocha
- ✓ Net Metering: Is it fair to ask me to pay for your dinner?

EEC will work with you to deliver a workshop tailored to your specific needs. [Contact John today](#) to discuss your unique situation.