

Nuggets Day 9

- Performance is not perfection
- Evaluation - not about you but for you
- Performance lesson - chicken!
- Repeated exposure
- Imp of pre-testing
- Ent ED
- Seeing is believing
- Feeling is believing
- Good data presentation
- Measure & evolve
- What do you want people to do & how
- Video advocacy
- Whose eyes matter - not how many
- Camera angle matters
- Videos for purpose
- A data crunching world
- Bubble charts
- Newseum
- Project legitimacy
- Condom is just a word
- Smart narrowcasting
- If you were to send a message, call western union
- Wrap data into stories
- Youtube - 2nd largest site, 6 billion hours a month
- Metric is lowest common D.
- Shared object - same in all docs
- Smart A
- 3 levels of outcome
- A learning cul promotes ownership
- Always bring Isaac - or an equivalent
- Associate with people you like + are like you
- Routines = rigidity - covert