

CASE FILE · STORYTELLING FOR GIS

How We Talk About *Maps*.

Storytelling for GIS Professionals

THE PREMISE

GIS people are great at **how** they
built it — and shaky on **why it mattered.**

SPEAKERS · THE INVESTIGATORS

Hello, we're **dymaptic**. We love to build **GIS software**.



CO-PRESENTER · 01

Tim Purdum

Director of Product Development, dymaptic
Inventor of GeoBlazor
Designs custom GIS apps for clients



CO-PRESENTER · 02

Holly Kluever

Chief Operating Officer, dymaptic
Manages business ops, marketing, HR
GIS enthusiast

THE THESIS

Maps are *inherently interesting*.
So why is anyone *falling asleep*
when we talk about GIS?

- The subject is never the problem.
- How we describe it is.

WHY IT MATTERS

Too dry and technical, and good GIS work gets **undervalued**.

- Lost in detail = impact overlooked.
- This isn't marketing — it's **funding, adoption, recognition**.

STEP ZERO · THE QUESTION

O Audience & purpose.

? Who am I speaking to and what should they walk away with?

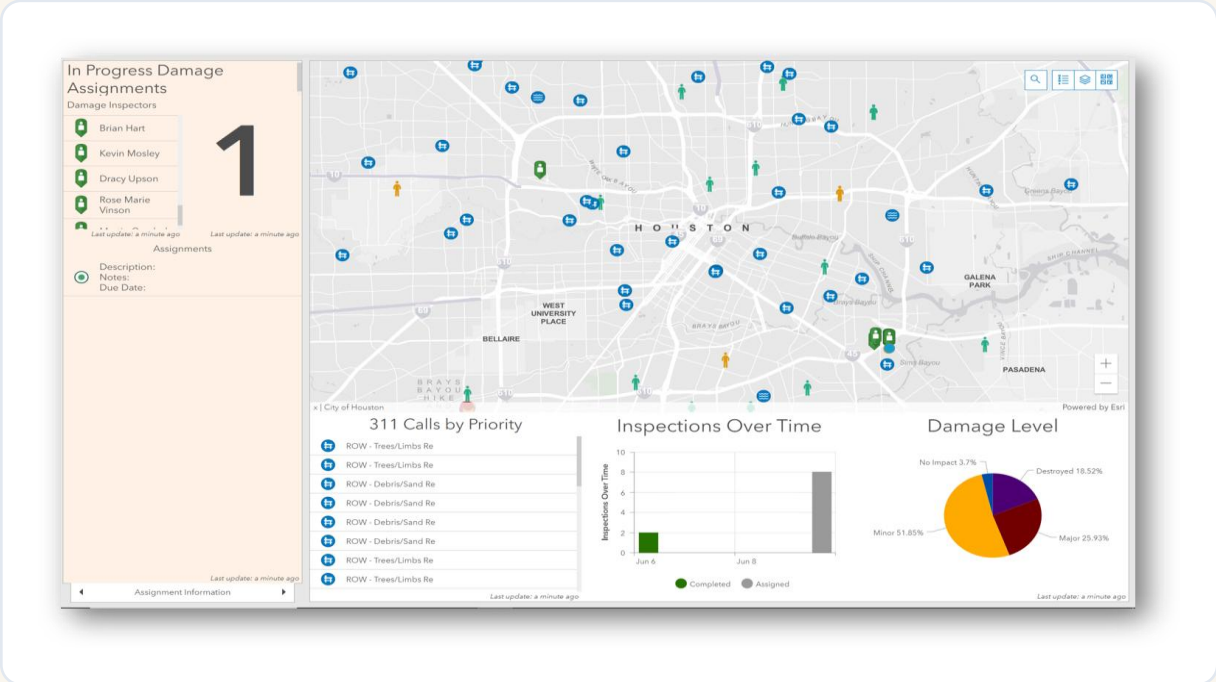
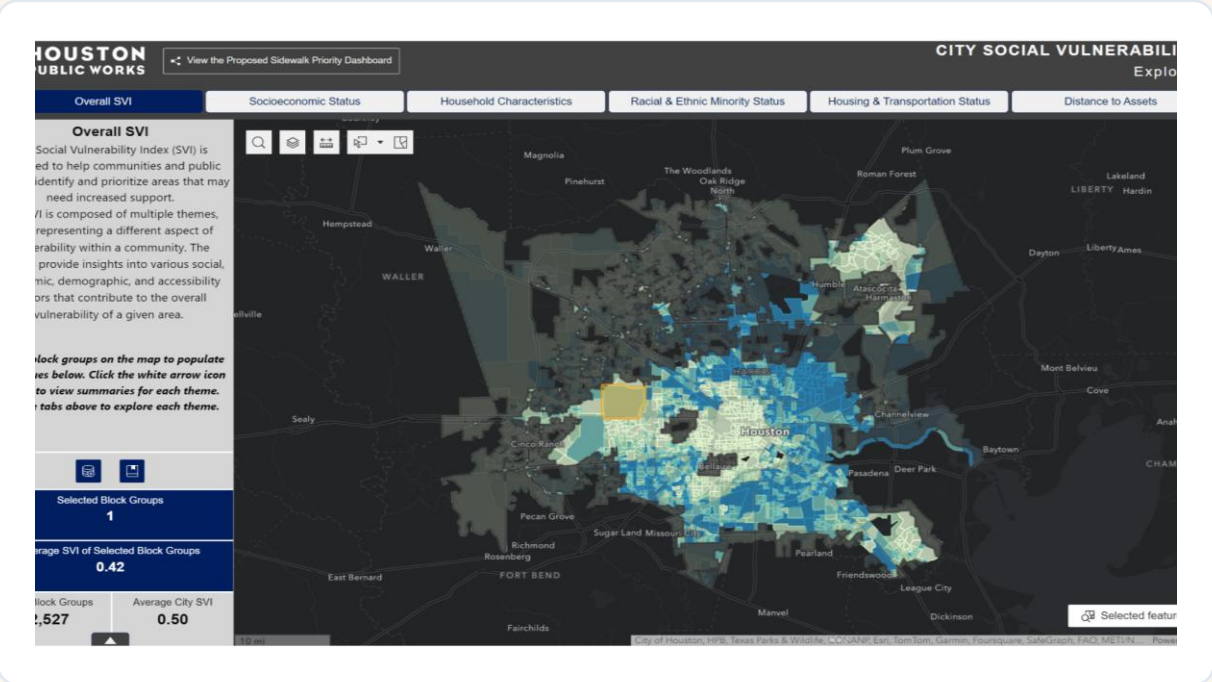
1

STEP ONE

**Describe the people
and their problem.**

THE PROJECTS WE'LL FOLLOW

Two real builds for the City of Houston.



2 STEP TWO What we did — in plain language.



Could you describe what you built to your neighbor without naming a single product?

STEP THREE

3 What's different now.

THINK LIKE A STORYTELLER

One question. Three steps.

STEP ZERO · THE QUESTION

**Who am I speaking to,
and what do I want
them to walk away
with?**

STEP ONE

**The People
& Their Problem**

Every GIS problem is, underneath, a people problem. Start there.

1

STEP TWO

**What We Did
(The Deliverable)**

Plain language. What the thing does
— not the tools that built it.

2

STEP THREE

What's Different Now

The human consequence. Close the loop back to the people.

3

IF YOU GET STUCK — LET AI HELP

A prompt you can steal.

I'm describing a GIS project to [specific audience]. I want them to [specific goal — approve funding, understand the value, sign off]. Here's my current description: [paste proposal text, docs, a rough paragraph, even a tool list].

Help me rewrite this so it leads with the people and the impact, not the tools. Specifically:

- › Start with who had the problem and what their life looked like before.
- › Describe what we built in plain language, without product names.
- › Make clear what's different now for the people affected.
- › Ask me questions if anything's missing — I'd rather you ask than guess.

CLOSING THOUGHT

You don't win people over with **technical descriptions** — you win them by *solving problems for people.*

Lead with the people. Say what it does. Land what's different.

DYMAPTIC

info@dymaptic.com

 dymaptic

ON THE WEB

dymaptic.com

FIND US

ITAG 2026 · The Meadows