



Visual Storytelling:  
**How to Make an Impact  
in the Blink of an Eye**

**The Social Shake-Up Boot Camp**

November 15, 2017

#socialshakeup

**Cynthia W. Curiel**

Sector Vice President, Communications  
Northrop Grumman Corp.



# Opportunity for Change

**Cynthia W. Curiel**  
Sector Vice President, Communications  
Northrop Grumman Corp.



# The Value of Performance

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Northrop Grumman Corp.



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# The Value of Performance

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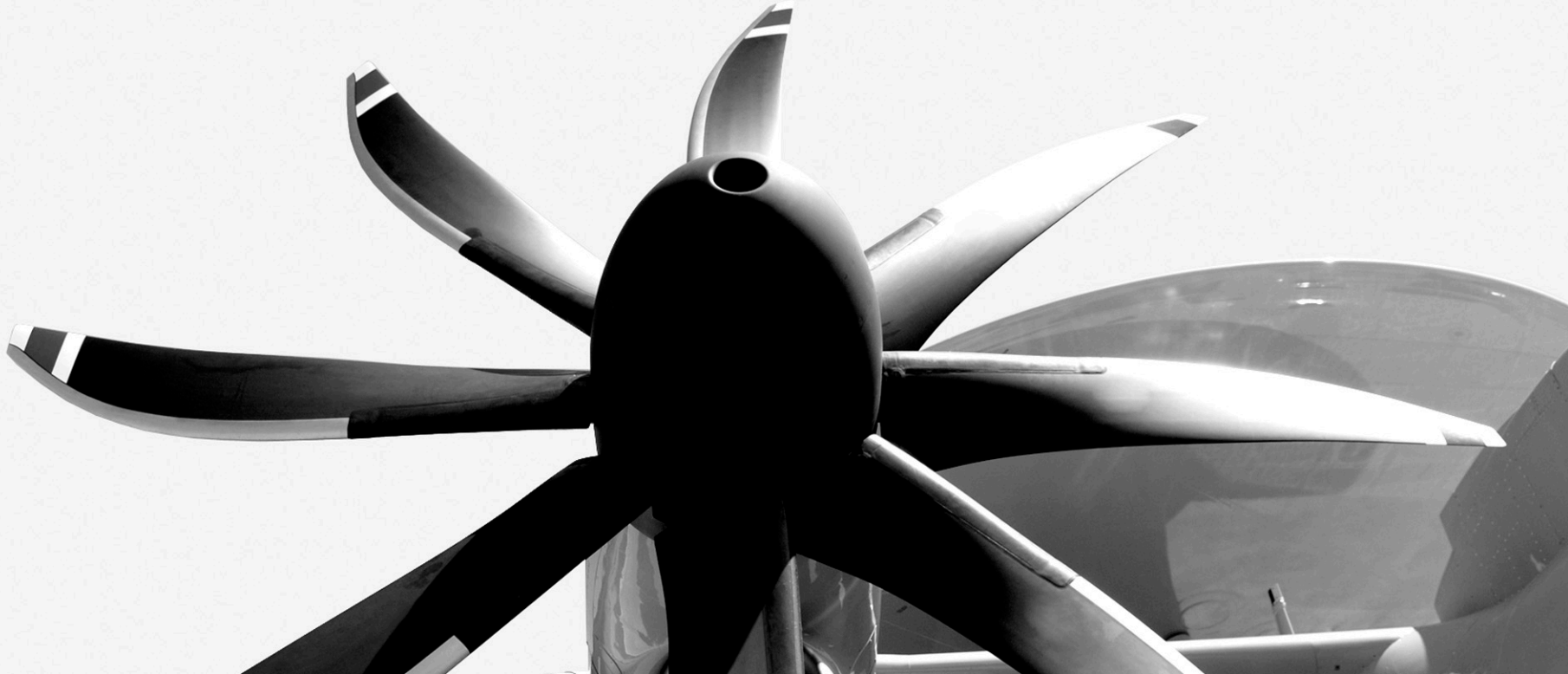
# Attention to Detail

**Cynthia W. Curiel**  
Sector Vice President, Communications  
Northrop Grumman Corp.



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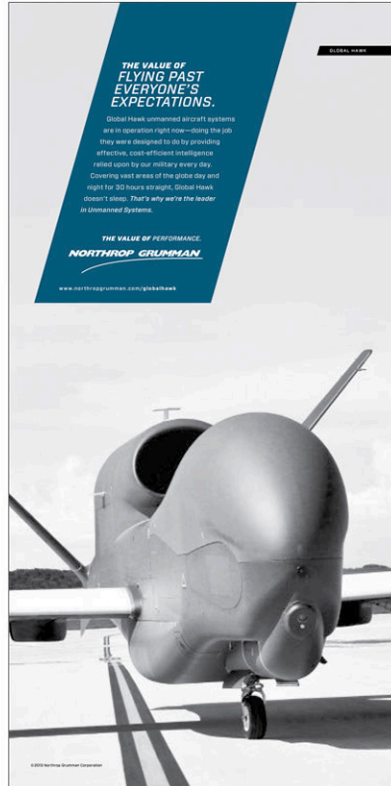
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Northrop Grumman Corp.





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**NORTHROP**

# Attention to Detail

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Sector Vice President, Communications  
Northrop Grumman Corp.

## Forza Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## *Forza Book Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

## Forza Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## *Forza Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

## **Forza Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**



# Differentiate

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Sector Vice President, Communications  
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GBSD

**THE VALUE OF KNOWING THE NATION'S MOST CRITICAL SYSTEMS—INSIDE AND OUT.**

**THE VALUE OF PERFORMANCE.**  
NORTHROP GRUMMAN

**THE LAST LINE OF DEFENCE**  
YOU HAVE NEVER HEARD OF.

THE VALUE OF PERFORMANCE.  
NORTHROP GRUMMAN

**THE VALUE OF MAKING CLASSIC POWER FOR THE MODERN AGE.**

THE VALUE OF PERFORMANCE.  
NORTHROP GRUMMAN

**THE VALUE OF BEING THE TRUE END-TO-END AND TRAFFIC MANAGEMENT CYBER SECURITY.**

THE VALUE OF PERFORMANCE.  
NORTHROP GRUMMAN

**THE VALUE OF SEEING THE BIG BANG WHEN IT WAS STILL SMALL.**

THE VALUE OF PERFORMANCE.  
NORTHROP GRUMMAN

**THE VALUE OF EXPANDING THE HORIZONS OF HUMAN POTENTIAL.**

THE VALUE OF PERFORMANCE.  
NORTHROP GRUMMAN

**THE VALUE OF EXPANDING THE HORIZONS OF HUMAN POTENTIAL.**

THE VALUE OF PERFORMANCE.  
NORTHROP GRUMMAN

**THE VALUE OF EVOLVING A TRUSTED WEAPONS SYSTEM FOR THE 21<sup>ST</sup> CENTURY.**

**JSTARS RECAP**

THE VALUE OF PERFORMANCE.  
NORTHROP GRUMMAN

GULFSTREAM | LS TECHNOLOGIES

**THE VALUE OF GOING THE DISTANCE—IN EVERY WAY POSSIBLE.**

THE VALUE OF PERFORMANCE.  
NORTHROP GRUMMAN

**THE VALUE OF LEAVING NO STONE IN THE OCEAN UNTURNED.**

THE VALUE OF PERFORMANCE.  
NORTHROP GRUMMAN

**STEALTH**  
THIS IS WHAT WE DO.

THE VALUE OF PERFORMANCE.  
NORTHROP GRUMMAN

**THE VALUE OF EVOLVING A TRUSTED WEAPONS SYSTEM FOR THE 21<sup>ST</sup> CENTURY.**

**JSTARS RECAP**

**THE VALUE OF PERFORMANCE.**  
NORTHROP GRUMMAN

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# Stories to Tell

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# Stories that Grow Wings

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## **LA Times** **How I Made It**

A restaurant customer helped launch Chris Hernandez's aerospace career

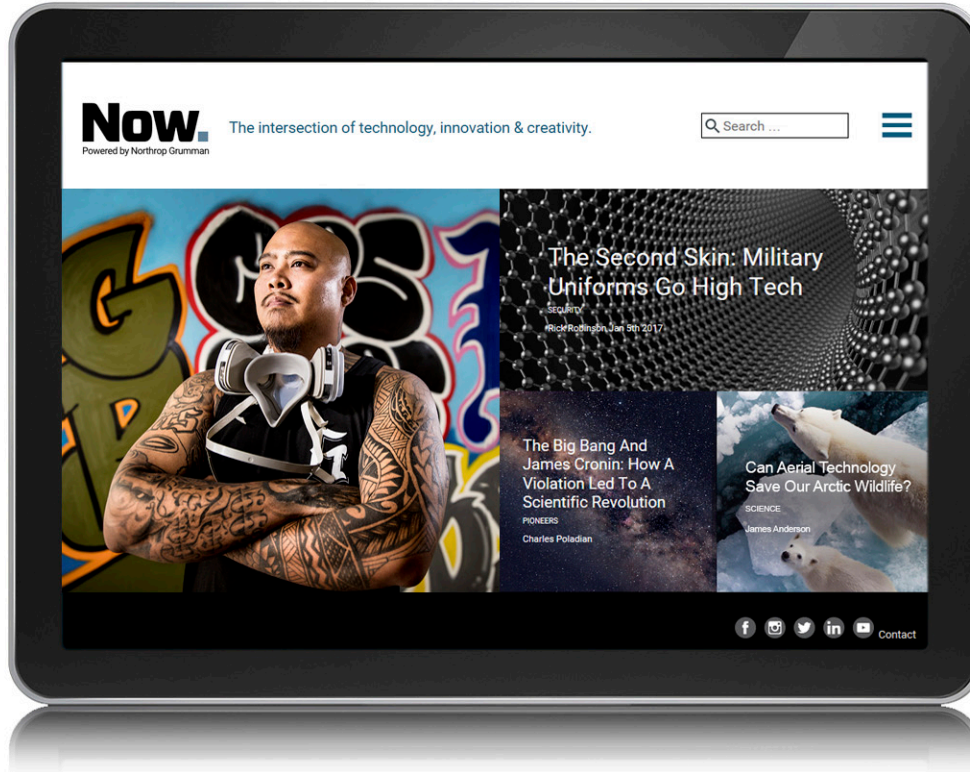
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Twitter, Facebook, LinkedIn

# Storytelling as a Platform

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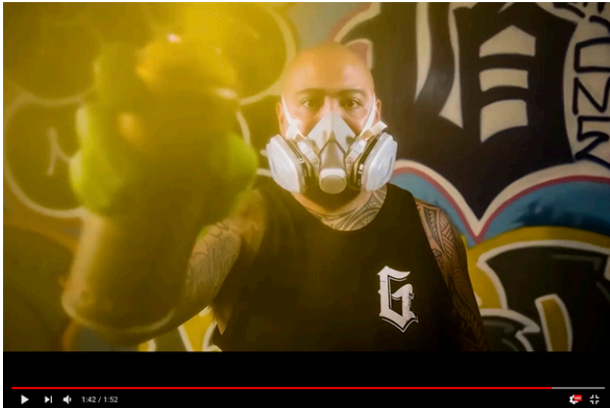


[www.NorthropGrumman.com/Now](http://www.NorthropGrumman.com/Now)



# Storytelling as a Platform

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**Now** The intersection of technology, innovation & creativity.

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## Corporate Street: The Life and Times of LA Graffiti Artist, Brandon Balasbas

Adam Ugochnik | Jul 26th 2017

**Born and raised in urban Los Angeles, graffiti artist Brandon Balasbas idolized the surrounding pier-pushing and tattoo artists that made up the colorful streets of Gardena, California in the early 90s. At 20, and in need of paying off his car, Balasbas set his street-art aspirations aside to accept a full-time job working in the mailroom at Northrop Grumman. Now a proven corporate street artist and professional aerospace photographer, Mr. Balasbas sat with me to discuss his career and reflect on his personal and professional experiences.**

**Adam:** Can you paint a broad picture of yourself for our readers?  
**Brandon:** "Tattooed. Married. Three kids. 1-ride motorcycles, low-ride, typical inner-city stuff." I do a lot of screen-printing, painting, drawing... I also do sound engineering - I mix vocals mostly but sometimes I do live shows.

**Adam:** Where do you draw your inspiration from for all of this creative work?  
**Brandon:** Just growing up. On the street I lived on, there was a ton of guys who were into music and art. Every other house had four riders, four-piped cars or guys who did tattoos. As a kid, what I used to draw or do, something I was into or missing, what I used to see, I'd try to give letters those certain characteristics like the guys I used to ask about tattoos - making the letters look "aggressive" I guess you could say.

**Adam:** What brought you to Northrop Grumman?  
**Brandon:** I had a lot of family that works here. My uncle said, "Just get your foot in the door and it might open some other doors for you." So I had the mailroom. To be honest, I thought I would only stay for like six months. But when the mailroom slowed down, I started helping out in the print shop - you know, stuffing binders and things. That's when I met everybody else and found out that there are really creative areas within this company. I was like, "Man, this is actually really cool to be a part of this." I thought it was just engineers and robot scientists.

**Adam:** Did your screen printing experience reflect at all on your work in the print shop?  
**Brandon:** The print shop gave me the outlet to teach myself the whole Photoshop thing. I was able to learn on my own taking these photos and stuff. I also taught myself Illustrator. Now I use those programs all the time outside of work.

**Adam:** So what are your current responsibilities?  
**Brandon:** Now, I'm a photographer. I shoot a lot of stuff photography outside of work, as here I shoot product here and build documentation, a lot of stuff like that.

**Adam:** Is the work fulfilling?  
**Brandon:** It is. When I was in the print shop, I used to print a lot of stuff. Now I'm creating it, I get to go off-site and see it firsthand. I feel like I'm really doing something for the company. I've seen my photos help engineers solve problems and realize whether something was on the spreadsheet or wasn't. To know that my photos work and that they're actually using them is kind of

# Measure Twice, Cut Once

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**Be disruptive.**

**Be unexpected.**

**Be relatable.**

**Be mindful (measure twice).**

**Be omni-channel.**

