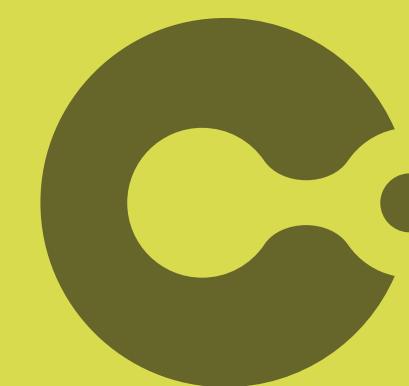


Messaging and storytelling workshop

 CoLabs

Your Creative

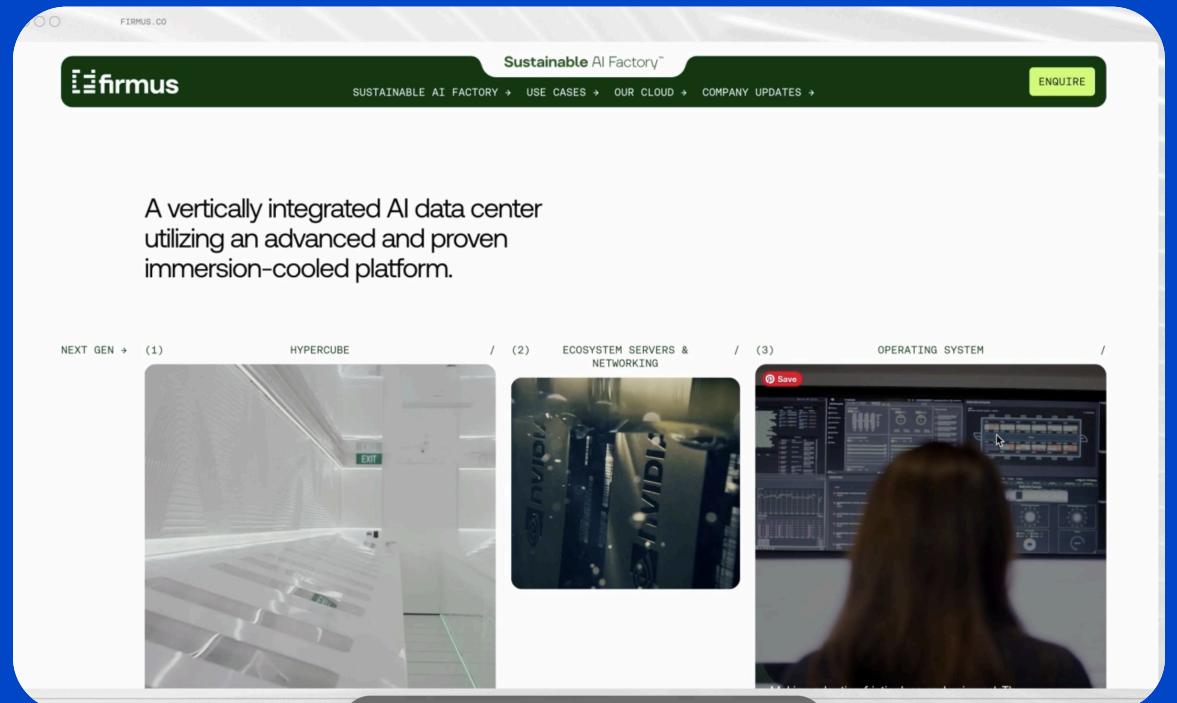
How do you
communicate *really*
complex science?

- **When complex science is too simplified, it doesn't sell.**
- **When stories are too complex, they don't land.**
- **Keep the science complex and the story simple.**

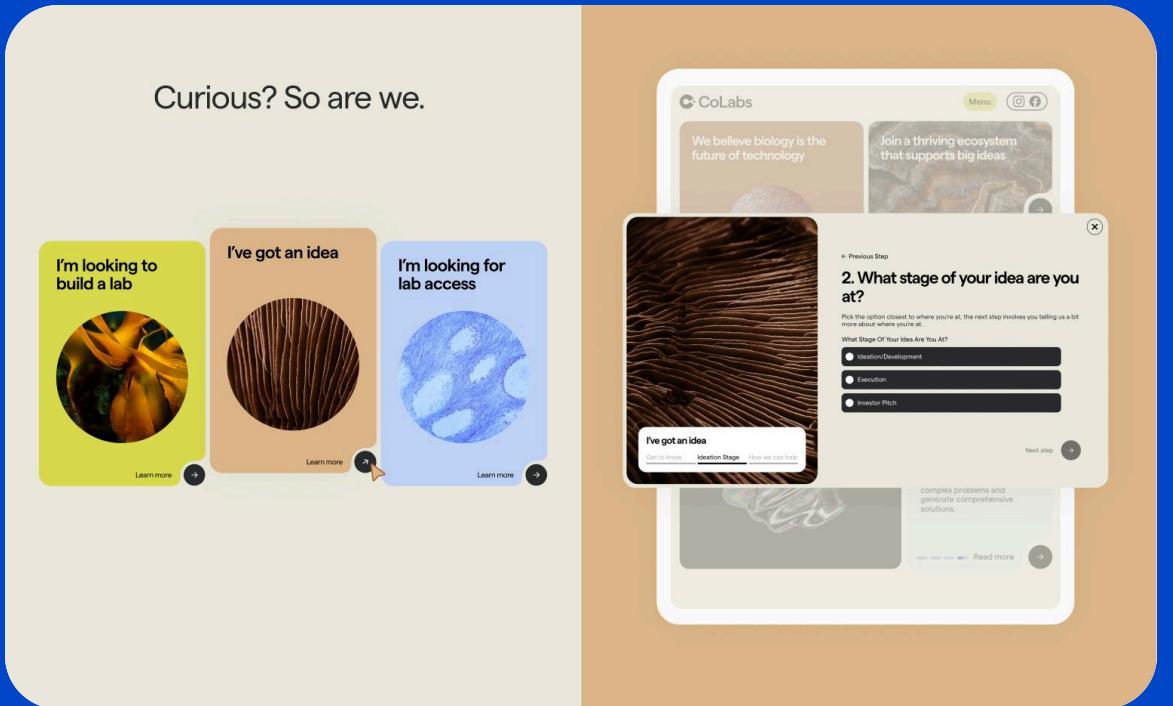
Creative vehicles



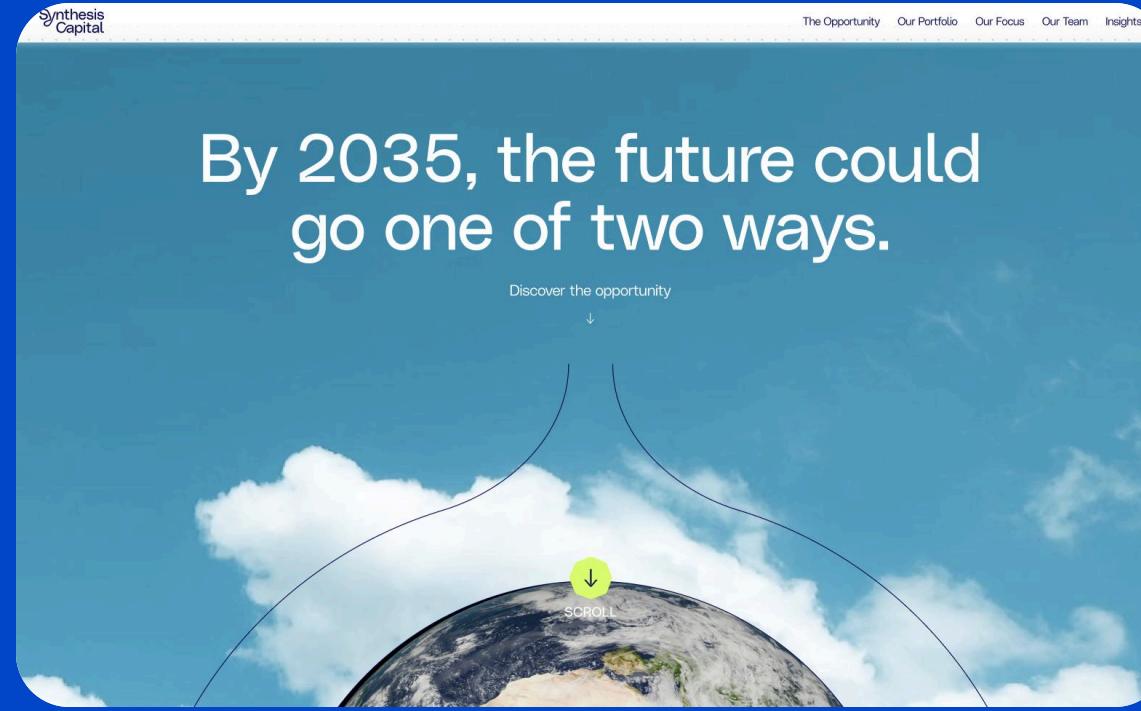
The comparison



Action-first



The menu



Future state



Change model

Find your bridge. A creative vehicle is the way you package complex science into a clear story.

C CoLabs

Your Creative

So how do we get there?

Who are you talking to you? (audiences)



What do you need to say? (foundation)



What are you selling? (commercial)



**What are your creative vehicles?
(storytelling for impact)**

Who are you talking to?

- Who are you trying to reach?
- Who is the specific audience your science will serve?

**** Be as specific about this group/person as you can.**



Audience 1

Audience 2

Audience 3

Your foundation

Six questions to lay the foundation for your brand messaging framework.

- 1. What have you invented?**
- 2. Who is creating this?**
- 3. Why do we need it?**
- 4. What's different about it?**
- 5. What does success look like?**
- 6. Have you created new knowledge?**

What have you invented?

Who is creating this?

Why do we need it?

What's different about it?

What does success look like?

Have you created new knowledge?

Your commercial sell

A takeaway menu to get you thinking practically about your offer from a commercial standpoint.

Mains: your core offering

Side dish: add on

	List Item	Description	Cost
Starters			
Mains			
Side Dish			

Four creative messaging exercises

**Bringing it all together,
what is the most
compelling part of your
story, and how can you
make it as attractive as
possible to your core
audience?**

1. Did you know?
A clear message
revealing a surprising or
invisible truth.

2. Future state: 2050
A message from the
future where the
science succeeded.

3. The headline: your story
If you were to make the
news, what message
would be in the headline.

4. What if we don't?
A message from an
alternate timeline
where this invention
never existed.

Did you know?

It's 2050 and...

**What's different
about it?**

**What does success
look like?**

**Have you created
new knowledge?**

Communication roadmap for scale

Key messaging, LinkedIn presence + OK logo

Basic website + Good pitch deck

Functional website + proper brand

Branded approach / product / model

IDEA

R&D

BIG RAISE

COMMERCIAL PUSH