

# Messaging and storytelling workshop

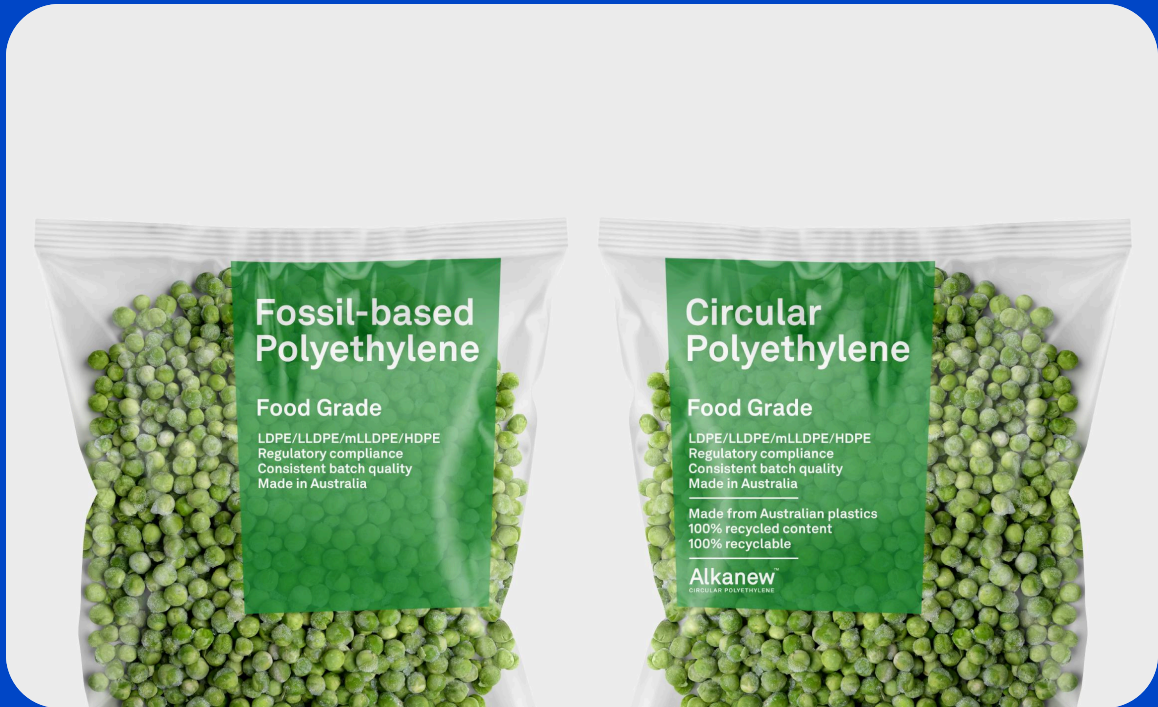


*Your Creative*

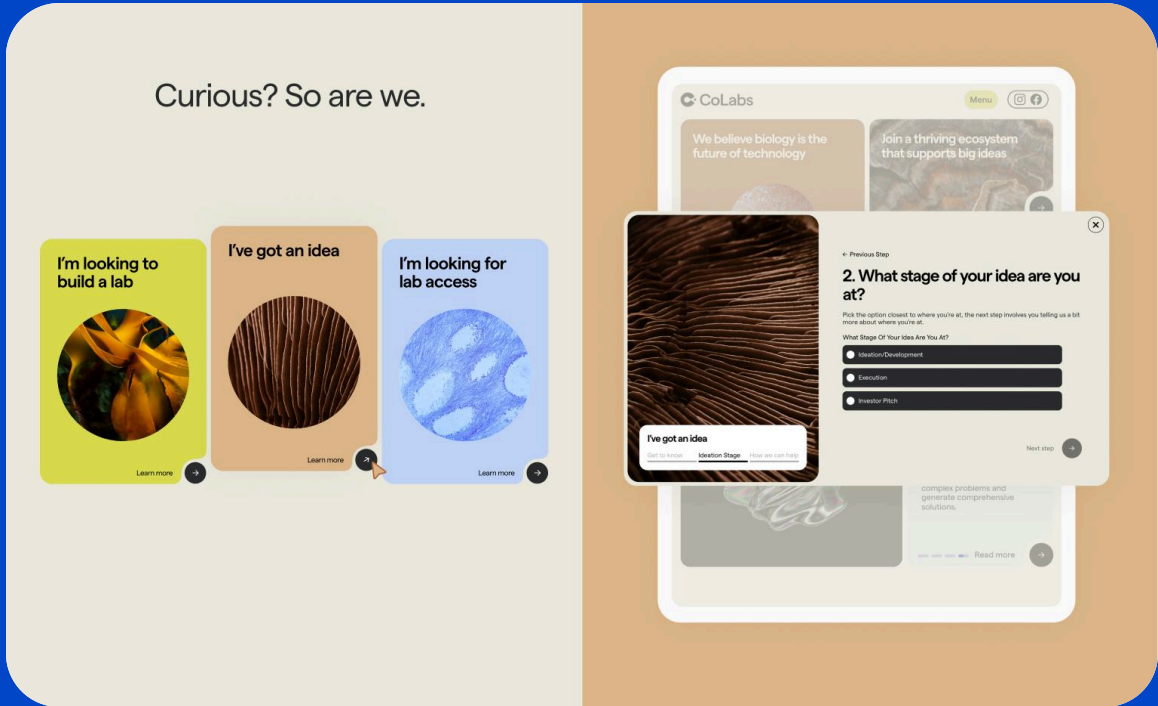
How do you  
communicate *really*  
complex science?

- **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.**

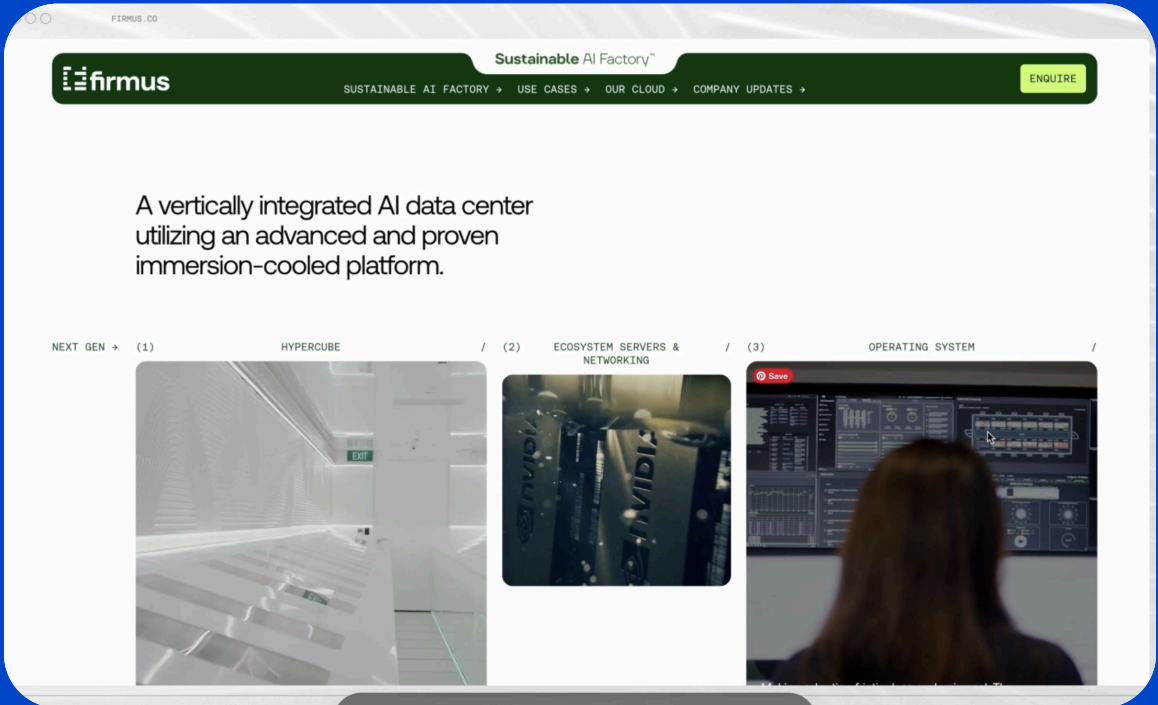
# Creative vehicles



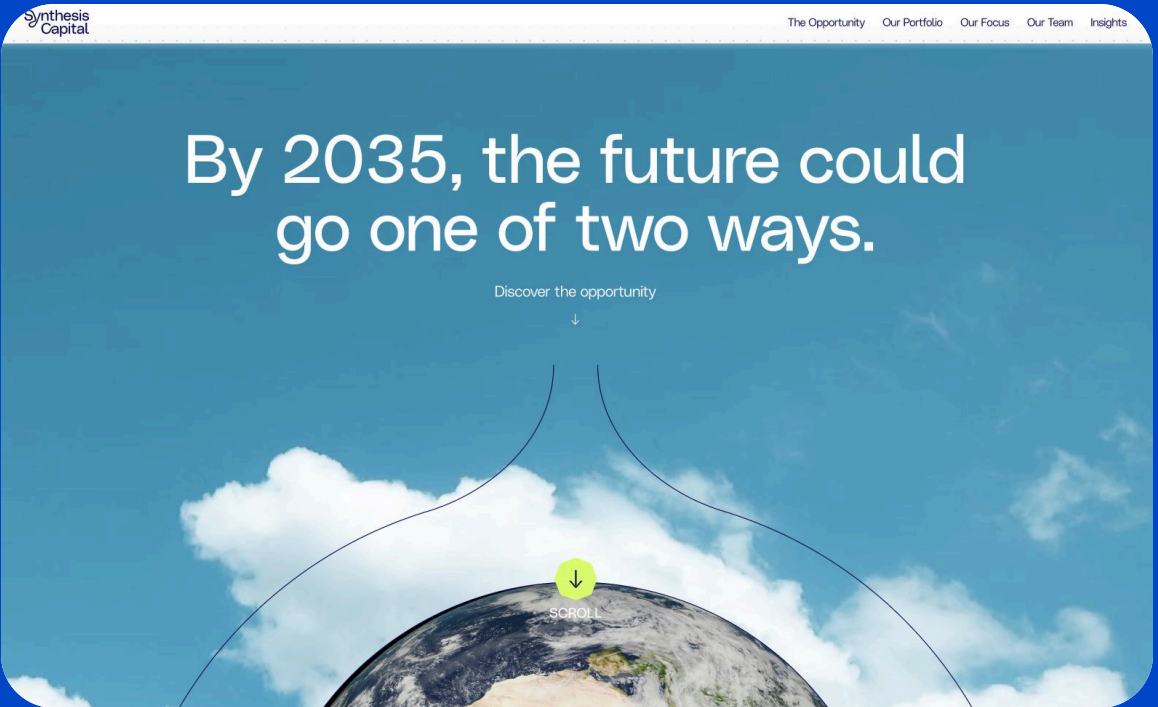
The comparison



The menu



Action-first

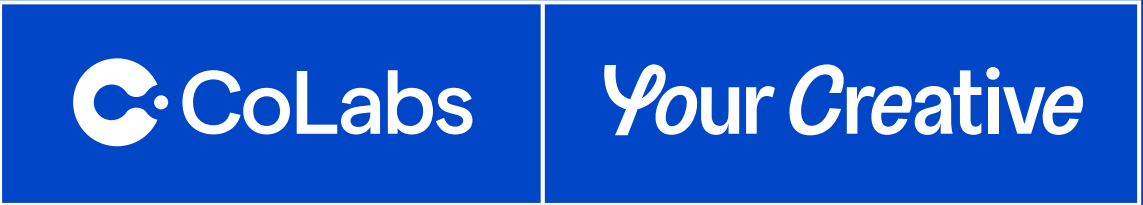


Future state



Change model

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



# 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?**

<b>What have you invented?</b>	
<b>Who is creating this?</b>	
<b>Why do we need it?</b>	
<b>What's different about it?</b>	
<b>What does success look like?</b>	
<b>Have you created new knowledge?</b>	

# 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.

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

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

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

<b>Did you know?</b>	
<b>It's 2050 and...</b>	
<b>What's different about it?</b>	
<b>What does success look like?</b>	
<b>Have you created new knowledge?</b>	

# Communication roadmap for scale

