



Essential Story Guide

Define Your Brand Story

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It's easy to focus on what you've built.
But the most effective brands
communicate something deeper:
*why it matters, what it changes,
and what they believe.*

Your Essential Story is the single, unifying narrative that defines who you are, what you believe, and why your science matters. It brings together your background, values, innovation, and impact into one clear, consistent story. It articulates the problem you're solving, your unique approach, and the change you aim to create.

Without it, messaging fragments and your story shifts depending on who is telling it. Investors, clinicians, and partners don't buy data alone. They buy belief and clarity. A strong Essential Story ensures every touchpoint reinforces the same core idea, building trust over time and turning complex science into something people can understand, remember, and advocate for.

The Essential Story is first and foremost an internal tool, aligning leadership and teams around a shared vision and purpose. It should reflect the full arc of your company. This includes where you've come from, what you're building today, and where you're going. As your company evolves, the story doesn't reset. It sharpens and adapts, while remaining grounded in the same core belief.



The Essential Story Framework

Your story should bring together five core elements:

- 1. The Context** What is happening in the world, industry, or field that makes your work relevant?
- 2. The Problem** What is broken, missing, or not working today?
- 3. Your Approach** What is your unique perspective or breakthrough?
- 4. The Impact** What changes as a result?
- 5. Your Belief** What do you stand for?

Build your Essential Story

Use the prompts below to begin shaping your narrative. Remember to use the ABT structure of Storytelling here.

CONTEXT Today, _____

PROBLEM However, _____

APPROACH We have developed / We are building _____

IMPACT As a result, _____

BELIEF We believe _____ .

Tip: If your story feels too technical, revisit your value shift. Your strongest stories describe what changes for people, not just what you've built.



The Positioning Statement

Once you've clarified your story, the next step is to express it simply and directly. Your value proposition distills your narrative into a clear statement of who you help, what problem you solve, and the outcome you make possible.

One widely recognized formula is:

At [company], we [what you do] to help [who you serve] [solve what problem] so they can [achieve what outcome].

Build your statement:

At _____ we help _____

solve/do _____

so they can _____ •

Tip: If this sounds technical or generic, revisit your value shift. Your strongest statements reflect what changes, not just what you do.

Brand Strategy
& Positioning

Corporate
Communications

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& Experiential Marketing

Marketing & Advertising
Campaigns

Digital Marketing
& Technology Integration

Content Creation
& Thought Leadership

Our mission is to grow the life sciences,
medtech, and biotech industries.

We do this by helping innovators build powerful
brands through compelling, strategic storytelling.

Interested in learning more? Let's start a conversation.

Reach out and let's discuss how our services may be right for you.

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