



Finding Your Story

A Framework for Innovators

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In science-driven fields, data tells us what is true, but story tells us why it matters.

This framework will help you shift from describing your innovation to expressing its real-world impact in a way people understand, remember, and believe in. It gives you three connected ways to define your story: the value shift your innovation creates, the narrative that makes it meaningful, and a clear statement of what you do, who you serve and why it matters.

The Value Shift

As explained in *Storynomics* by Robert McKee, a value shift is the movement between opposing human values—such as hope to despair, fear to confidence, or confusion to understanding. Story happens when something meaningful changes at the human level. In science storytelling, this means moving beyond what your innovation does to what it changes for your target audience.

My value shift:

I take (clients, users, patients, clinicians) from _____ to _____ .



The ABT Framework

Popularized by Randy Olson in Houston, We've Got a Narrative, the ABT (And-But-Therefore) is a simple structure for turning information into a clear, compelling narrative. When explaining a new product or innovation,

AND defines the current state or need

BUT reveals the barrier, limitation, or problem with existing approaches

THEREFORE introduces your innovation—and why it creates a better outcome

Fill in your ABT:

[Audience or field] needs _____

AND currently relies on _____

BUT _____

THEREFORE we _____

(optional) so that _____ •

Tip: Make the BUT specific and consequential. This is what creates urgency and makes your solution matter.



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.

