

Brand narrative essentials

- ✓ Align your brand strategy with a clear corporate **mission and vision** that support critical commercial milestones.
- ✓ Establish an internal brand narrative locking in core **values, tone of voice, and messaging pillars** to unite all teams.
- ✓ Build your pitch deck(s) around a strong **value proposition**, translating complex data into clear investor ROI.
- ✓ Leverage your LinkedIn digital footprint to solidify market **positioning** and elevate executives into **industry visionaries**.
- ✓ Audit your visual explainers to **simplify** complex science for non-technical stakeholders without sacrificing accuracy.
- ✓ Enforce **cross-functional** governance rules and **shared metrics** to synchronise marketing and comms seamlessly.



Anna Caballe, PhD