

# Explaining complex ideas

In simple words

# Complex vs Complicated

# How to break down/distill the meaning down to its simplest form?

- Draw it
- Find all verbs and all subjects
- Extract a story/show on example
- Use a metaphor

Repeat it so you can  
understand

5 value propositions.  
Examples

Focus not on the features.  
On the problems you're solving.

- Simple vs complicated explanations

# Repeat - understand - teach it

- **It's simple enough if you can teach it to people who have no clue**
- **Once you've made it simple, think how you can make it even more simple**