

Let's Make Storytelling Your PR Superpower

Making your messaging memorable.

Leticia Follett Pizzino

AuthenticityPR | Chief Storytelling Officer

Before beginning her storytelling consulting for corporations, Leticia Follett Pizzino fine-tuned her storytelling talents beginning in 1990 (although her dad says she's been telling stories since she learned to talk) by telling stories to thousands nationwide at schools, fairs, festivals, conferences, private parties and corporate events.

As a creative who understands the science of story, she trains corporations how to use stories to truly connect with and win over the hearts and minds of all their stakeholders with the origin story, founder's story, values story, customer success story, and others. Whether through telling, speaking, writing or training, she believes storytelling is a heart-to-heart endeavor. Her storytelling consulting opens CEO's and executive team's eyes to the great potential and power story possesses to connect, empower, uplift, inspire, teach, change and heal and stakeholder.

Leticia's also a certified vocologist. As such, she trains speakers and spokespeople how to properly use their voice for greater clarity and more effective communication – and how to avoid potential damage to vocal cords.

She's a founding board member of the Utah Storytelling Guild and served as its president in 1995 and 1996. She was appointed the Utah liaison for the National Storytelling Network (NSN) in 1997. She received the NSN 1999/'2000 Research Grant, which helped fund storytelling projects in an adult day care setting. In addition, Leticia has recorded stories for CD ROM, told on radio, appeared in television and film, and has performed in theater. In 1999 she published her first book, "Fold 'n' Tell."

Leticia has a masters in Communication and Storytelling Studies from East Tennessee State University. She previously graduated from Brigham Young University cum laude with a Bachelor of Music. In addition, she has a certificate of vology from the National Center for Voice and Speech and University of Utah. She's a native of Southern California. Leticia and her PR husband Jeff have four children and three granddaughters.



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