

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 narrative – including 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, motivate, uplift, inspire, teach, change and heal.

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

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



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