

Bio: Theresa Francomacaro

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Stories connect us and help highlight who we are. As an entrepreneur, learning professional and executive coach, I mix simple storytelling techniques with business acumen to spark innovation and sustain growth. Creative composition tools combined with sales, management, and content delivery/design competence have enabled me to mobilize hundreds of individuals, surpass over 22M in sales quotas, as well as deliver the gold standard in customer service.

My mission: help people design & deliver authentic stories that work!

In addition to a master's degree in Performance Studies from New York University, I hold a certification as a Training Specialist from the University of Washington, and I am a certified Dale Carnegie Instructor, published author, and produced playwright and storyteller.

What's your story? Let's figure it out together!

“Storytelling may seem like an old-fashioned tool, today — and it is. That’s exactly what makes it so powerful. Life happens in the narratives we tell one another. A story can go where quantitative analysis is denied admission: our hearts. Data can persuade people, but it doesn’t inspire them to act; to do that, you need to wrap your vision in a story that fires the imagination and stirs the soul.” - Harrison Monarth author of The Confident Speaker, Executive Presence, and Breakthrough Communications.

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Paul J. Zak, Ph.D., is the author of *Trust Factor: The Science of High-Performance Companies* and *The Moral Molecule: How Trust Works*, and director of the Center for Neuroeconomics Studies at Claremont Graduate University.

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