

## TERRENCE GARGIULO, MMHS

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Many times, our stories go unheard because of the constant noise surrounding us. Gargiulo's research outlined in this book provides more than just techniques for spinning corporate tales. For the first time, we have become storytellers with tools to transform the deceptively simple power of stories into something grand. -- **Lynne Ellyn, Senior Vice-President & CIO, DTE Energy**

I'm impressed! I've covered the fifty-foot shelf of business books at major booksellers and thought there was nothing more that anyone could tell me. I was wrong, dead wrong. Terrence Gargiulo has opened my eyes and ears to new ways of communicating. Something this important can't be left on the printed page. -- **Thomas Quinn, Vice President, Fair Isaac**

Gargiulo has shared a wealth of unique facilitation techniques, approaches, tools, and activities that cannot be found anywhere else. Our large scale customized learning and communication architectures for our clients will be guided by this new and essential resource. -- **David Carey, President, ROI Training, Inc.**

Terrence Gargiulo immerses us in the world of sense making through stories. Collaborative leaders create communities where people discover how to hear each other and themselves and build understanding. Terrence shows us how to bring this magic alive in our organizations through narrative to drive results and inspire commitment. -- **Linda Dunkel, CEO, Interaction Associates**

Terrence Gargiulo reveals the secret to storytelling for better communication in organizations: it is story eliciting. A marvelous storyteller himself, Gargiulo avoids manipulating stories to persuade followers. Instead, he offers a variety of methods to tease out the wealth of stories always present but not always spoken or heard. Rather than pushing a corporate-endorsed story, Gargiulo facilitates story sharing that seemingly magically leads to people making connections and being connected in the web of organizational life. These connections are Gargiulo's "breakthrough" communications, and they are amply demonstrated with dozens of corporate examples. And the best part? Gargiulo shows us, step by step, how to create this storytelling communication magic in our own organizations. Bravo!

**Grace Ann Rosile, Ph.D. Founding Board Member, Storytelling Organization Institute  
Assistant Professor of Management, New Mexico State University**

As a tribal leader uses stories to pass along a village's history and traditions, so can organizational leaders inculcate the kind of behavior that leads to superior outcomes. Terrence Gargiulo has made it easier to build a workplace that serves everyone by reminding us of basic human qualities we all inherit and rarely use: attending, listening, and reflecting... Each chapter provides insights and guidelines needed to move ahead. This is a book for those who are looking for real change today and tomorrow, not next year. -- **Jamie Douraghy, President, Artisan Creative**

Terrence Gargiulo is a delightful writer, solid thinker and a wonderful storyteller. You won't need to memorize the five basic steps or the ten critical strategies. Sit back, relax and read it like a novel. Then go out and use it and feel the difference!" – **John Skowlund, CEO, Avilar Technologies, Inc.**

## **FEEDBACK FROM RECENT PARTICIPANTS**

*“The best instructor in a work environment I have encountered, Bravo! Terrence”*

*“The instructor was engaging and encouraged participation”*

*“I would take a course from this instructor anytime because I would trust his ability to challenge me”*

*“Great person – understands audience and works with us, gave us extreme comfort level which made the course open and very interactive”*

*“Terrence was very effective in facilitating the course. He is very in sync with the class participants. He was able to bring out communicating techniques from inside myself. He has given me confidence”*

*“He is very articulate and knowledgeable and especially on the spot, he is very effective and provides useful information that is practical”*

## **RECENT PUBLICATIONS & CONFERENCES**

### **BOOKS:**

1. Greenwood Press/Quorum: “Making Story: A Practical Guide for Organizational Leaders & Human Resources Specialists (ISBN: 1-56720-381-7) Foreign Rights sold to Beijing Media
2. M.E. Sharpe: “The Strategic Use of Stories in Organizational Communication and Learning” April 2005
3. AMACOM: “On Cloud Nine: Weathering the Challenge of Many Generations in the Workplace (An Inspiring Tale), November 2005 (Foreign rights sold to Korea and Spain)
4. Praeger: “Stories at Work: Using Stories to Improve Communications and Build Relationships” to be published May 2006 (Foreign rights sold to China)
5. Chapter in ASTD’s 2005 Source Book
6. Jossey Bass/Pfeiffer: “Building Business Acumen for Trainers: Skills to Empower the Training Function”, September 2006
7. Chapter in Jossey Bass/Pfeiffer: “The Handbook of Experiential Learning”, March 2007
8. Jossey Bass/Pfeiffer: “Once Upon a Time: Using Story-Based Activities to Develop Breakthrough Communication Skills”, July 2007

9. Chapter in: "Storytelling in Management", ICFAI University Press, September 2007
10. AMACOM: "In the Land of Difficult People: 24 Timeless Tales Reveal How to Tame Beasts at Work", April 2008
11. Jossey Bass/Pfeiffer: "The Trainer's Portable Mentor", May 2008

## **ARTICLES/JOURNALS:**

12. ASTD Links (American Society for Training & Development) "5 Tips to Rev Up the Mobile Warrior: Making Your Fortress of Solitude" June 2009
13. Power of Virtual Collaboration in Project Management, May 2009
14. Thought Leadership Piece, "The Top Ten Strategies for Managers of Mobile Workers: Surviving and Thriving in the Emerging Mobile Workforce", October 2008
15. IABC Communication World, "Results of IABC Survey: How Communicators Use Stories", January 2008
16. ASTD Links (American Society for Training & Development), "Ten Strategies for Building Successful Partnerships" 2 Part Article. September, October 2007
17. Performance Express (International Society for Performance Improvement), "Ten Strategies for Building Successful Partnerships" 3 Part Article June, July, August 2007
18. Performance Express (International Society for Performance Improvement), "Five Critical Success Factors of Good Partnerships" March 2007
19. IABC CW Bulletin (International Association of Business Communications), "Using Story Scrapbooks® in Your Organizations" December 2006
20. ASTD Links (American Society for Training & Development), "Selling T&D in Your Organization" December 2006
21. Journal of Quality and Participation, "The Power of Stories" Spring 2006
22. Review for 2007 Academy of Management (divisions MOC, ODC, OMT)
23. American Executive Magazine – January 2006
24. ISPI Journal, "The Strategic Use of Stories" November/December 2005
25. ASTD Links Monthly Interactive Web Column "Competency Challenge" – Feb. – May 2005

26. ASTD Links, March 2004 "Incredible Credibility"
27. ASTD In Practice, May 2003 "When Difficult Issues Threaten Training"
28. ASTD Links, August 2003 to October 2003, monthly column, "Whose Training Is It Anyway"
29. ASTD In Practice, January 2003 "Take Charge of Your Recharging"
30. ASTD In Practice, September 2002 "Proactive Learning, Reactive Teaching"
31. ASTD Performance in Practice, Winter 2001 "5 Ideas on How to Stimulate Learners"
32. ASTD Performance in Practice, Fall 2001 "8 Strategies on How to Use Stories to Increase Learning & Facilitate Trainings"
33. ISPI (International Society for Performance Improvement) Performance XPress, July 2002
34. ISPI Performance XPress, August 2002 "Stories in Training"

## **CONFERENCES & TALKS:**

35. Corporate Travel World, Asia-Pacific, "The Power of Storytelling in Communication", Bangkok, Thailand, October 2009
36. ASTD International Conference - Unleashing Communication: Story-Based Strategies and Tools, June 2009
37. World HR Summit – Singapore - StoryMatters: New Approaches and Tools for Performance Appraisals, May 2009
38. ISPI International Conference – Pre-Conference Workshop, and Encore Presentation, April 2009
39. MAKINGSTORIES.net Webinar – Transforming Difficult Behaviors Into Performance Assets: Tips, Tools, & Techniques
40. Armiger International – Podcast, Stories and Project Management
41. Conference Board – Enterprise Learning, February 2009
42. Citrix, Webinar – Ten Strategies for Managing Mobile Workers, February 2009
43. Borders – Monterey, California – Author Chat, November 2008
44. ISPI Kansas Chapter – Building Business Acumen Workshop, October 2008

45. ISPI Detroit Chapter – In the Land of Difficult People, September 2008
46. Psychjourney with Deborah Harper – podcast – In the Land of Difficult People
47. Borders – Seaside California – Author Chat, July 2008
48. MAKINGSTORIES.net Webinar – Facilitation Techniques with Stories
49. MAKINGSTORIES.net Webinar – Seven Strategies on How to Use Stories to Increase Learning and Facilitate Trainings
50. MAKINGSTORIES.net Webinar – Six Strategies to Jumpstart Story-Based Communications in Your Organization, June 2008
51. NSA Storytellers PEG, teleconference call, June 2008
52. Linkage, Inc. OD Summit, “Facilitating Story-Based Activities to Develop Breakthrough Communication Skills”, May 2008
53. ISPI (International Society for Performance Improvement) International Conference, “Performance Based Interventions for Developing Breakthrough Communication Skills”, April 2008
54. ISPI International Conference, “Building Business Acumen: How to Win a Seat at the Strategy Table”, April 2008
55. ISPI Massachusetts Chapter, “Story Collage™: New Tool for Collecting & Analyzing People’s Experiences”, April 2008
56. Brandeis University, Panel
57. ASIA PACIFIC HRM CONGRESS 2008, Accepting HR Leadership Award, Presenting, “The Power of Story-Based Communications: An Examination of Essential Communication Competencies for Leveraging Social Capital”, February 2008
58. National Storytelling Network, Stories in Organizations Special Interest group, Pre-Conference Event, panel, “Stories in Organizations” July 2007
59. Monterey County Association of Realtors, “Making Stories Work for You” Keynote July 2007
60. ISPI International Conference, Pre-Conference Workshop, “Building Business Acumen for HPT: Winning a Seat at the Strategy Table” May 2007
61. ASTD Golden Gate Chapter, “Using Stories to Design and Facilitate Learning” San Francisco, May 2007

62. STORI Institute “Storytelling Organization – Competitive Advantage Through Storytelling”, April 2007
63. Conference Board “Learning From the Margins: Using Organizational Storytelling to Understand the Diversity You Already Have”, San Diego, March 2007
64. ISPI Massachusetts Chapter, “Building Business Acumen for HPT: Winning a Seat at the Strategy Table” March 2007
65. Global Forum “*Business as an Agent of World Benefit: Management Knowledge Leading Positive Change*”, paper *The Strategic Use of Stories in Organizational Communication and Learning*, October 2006
66. Storytelling and Complexity in Human Systems, Panel, Las Cruces, NM, October 2006
67. Guest Lecturer - Organizational Systems Theory Seminar, New Mexico State University, September 2006
68. Workforce and Performance Learning 2006 Conference – “Just-in-Time Learning” September 2006
69. Workforce and Performance Learning 2006 – “Putting Stories to Work: The Key to Knowledge Management” September 2006
70. Smithsonian Institute/Golden Fleece 2006 Conference – “Stories at Work: Using Stories to Improve Communications and Build Relationships”, April 2006
71. ISPI 2006 International Conference, “Building Business Acumen: Skills to Empower HPT”, April 2006
72. TPO Conference, “The Strategic Use of Stories for Superior Organizational Outcomes”, February 9, 2006
73. New Mexico State University – Graduate Seminar/Colloquium – “The Role of Narrative in Organizational Interventions”, January 2006
74. Academy of Management Conference, August 2005, Honolulu, HI, Professional Development Workshop – “The Language of Business: The Strategic Use of Stories in Organizational Communication and Learning”
75. ASTD International Conference and Expo, May 2005, Tampa, FL, “Just-in-Time Learning”
76. 7<sup>th</sup> Association of Business Communications, European Conference, May 2005, Copenhagen, Denmark, “The Language of Business – The Strategic Use of Stories in Organizational Communication and Learning”
77. ASTD International Conference and Expo, May 2004, Washington, D.C., “Putting Stories to Work - The Key to Knowledge Management”

78. ASTD National TechKnowledge Conference – February 6, 2002 – Las Vegas, Nevada, “Conquering the Digital Divide - The Role of Digital Storytelling and Computer Networks in Knowledge Management”
79. ISPI 2005 International Conference, April 2005, Vancouver, Canada, The Language of Business – The Strategic Use of Stories in Organizational Communication and Learning
80. ISPI 2004 International Conference, April 2004 Tampa, Florida, “Just-in-Time HPT” – The Key to Powerful Instructional Interventions”
81. ISPI National Institute – September 27, 2002 – Chicago, Illinois, “Conquering the Digital Divide - The Role of Digital Storytelling and Computer Networks in Knowledge Management”

## **RADIO & TV:**

82. 2009 Pacific TV – Navigating the Land of Difficult People
83. 2008 Comcast Network – “Larry Kane Voice of Reason”
84. 2008 Fox6 News, San Diego
85. 2008 1620 News Radio, “In Your Head”
86. 2008 KFYO-FM, “The Morning Show”
87. 2008 CNN Radio, “JD Messinger Global Evolution,” Essence Network
88. 2008 WYAM TV, “Talk of the Town”
89. 2005 Biz Radio Network - The Art of Doing Business with Dayna Steele (July 25, 2005)
90. 2005 Biz Radio Network KXYZ- AM “The Brent Clanton Morning Show” (June 28, 2005)
91. 2005 KWRE – LiveWire – Radio Interview (June 16, 2005)
92. 2003 SkyRadio – US Airways, January/February, 2003 Interview

**REFERENCES AVAILABLE REQUEST**