

FRANCESCO NAPPI

Storytelling, Communication & Public Speaking Trainer



Since 2014, I have designed and delivered storytelling, communication and public speaking programmes for professionals, companies and individuals.

10+
YEARS OF EXPERIENCE

ITA - ENG - SPA

KEY EXPERIENCE

2014-present

Freelance trainer | Scuola Holden [↗](#)

Trainer for Holden Academy, Holden Pro and Corporate Storytelling. I design and deliver courses for students, professionals, teams and companies.

- Storytelling & Communication: design and delivery of programmes on building effective narratives and messages.
- Plotting: course co-designed with Alessandro Baricco; we taught the first editions together, after which I continued developing it with other trainers at his request.
- Instability: a special Holden Academy subject designed and taught at Alessandro Baricco's request.
- Public Speaking Immersions: one-to-one programmes focused on voice, presence, structure and attention management.

2022-2024

Digital & Learning Strategist | Chora Academy [↗](#)

Redesigned the learning journey, supervised the production of recorded content and designed supporting materials for the lessons.

2024-2025

Storytelling and public speaking courses | BNL

Designed and delivered two training programmes focused on storytelling, presence and effective communication.

2025

Stigliano Masterclass | Giuseppe Stigliano / Scaling Tales

Editorial design and complete development of the learning content for the digital masterclass published on Kajabi.

OTHER PROGRAMMES & CONTEXTS

2020-2023

A caccia di storie | Future Lab, Liceo Avogadro in Turin [↗](#)

Online course for teachers on using storytelling and geocaching as educational and gamification tools.

2017-2025

Corporate training

Storytelling, communication and public speaking programmes for BASF, Eni, Angelini, Aboca, Generali, Hoya, Markas, Trentino Social Tank, Ticino Wine, Vanni, Var Group, Amgen, M71 and other organisations.

EDUCATION

2013-2015

Diploma in Storytelling & Performing Arts | Scuola Holden, Turin

2013

Bachelor's Degree in Arts and Performing Arts | Sapienza University of Rome

2022

Podcasting - first edition of Chora Academy | Chora Media