



# SHANA FRANCESCA

Speaker \* Life Designer \* Writer

## About

Shana Francesca is a natural born leader, speaker, writer and entrepreneur. She was born into a difficult family life and refused to allow that to define her.

As the Founder and Lead Designer at Concinnate, a multi-discipline interior design and life design firm working with clients around the country, she uses her voice to guide people toward their own empathy, resilience, and curiosity about what is possible in their own lives. Shana is unique and powerful and brings that to the stage. Shana grew up in and around performing arts. She became accustomed to the stage and leadership at a young age, dancing, acting, singing, directing and speaking in front of large crowds. This prepared her for connecting with people from the stage. She lives her life leaning into *Empathy*, *Curiosity* and *Intention* and through her design work, conversations and talks, she invites people to do the same. Our present and future are transformed when we take ownership for designing our lives. We write our life's story. We do that with the level of intention we infuse into the many small decisions we make every day. This is the core of her work.

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## Podcasts

Interviews Being Recorded & Released 2022:

*As episodes become available, links will be added to titles*

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The Junk and Jam Hour  
The Light Inside  
Empowered Within  
Linda's Corner: Faith, Family & Living Joyfully

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# Discussion Topics

## Mastering Intention-Designing Our Lives

Shana found Intention to be one of the many concepts which transformed her life from one defined by abuse, to one defined by Joy. Shana has a BS in Interior Design from Philadelphia University, now a part of Thomas Jefferson University. Through her 15 years as a professional interior designer and the last 5 years of leading her firm Concinnate, Shana realized that design applies to every aspect of our lives. Design is a function of intention, it is creativity materialized. When we take on the responsibility for our lives, for writing our own stories, we begin to infuse our choices with intention. We begin designing our lives, personally and professionally. This discussion dives into the heart of life design, what it is and how we become masters of intention.

## Leading Growth and Inspiring Creativity Through Curiosity

Having transformed her life, breaking away from the pattern of abuse in her family, Shana found curiosity to be one of her greatest tools. She had to get curious about what was possible. She had to be willing to question everything and take on new challenges. Ultimately, curiosity is what led Shana to assume multiple roles at each job she worked developing a variety of new skills. Several years ago when the company she was working for had a round of layoffs she took that moment to ask herself what would it look like to run her interior design and life design firm full time. Having transformed her own life Shana is able to guide others into looking at life through the lens of *what if*. What if, shifts our lives from seemingly unbreakable patterns, to finding joy in infinite possibility. Curiosity is the foundation of all possibility personal and professional, it is a critical tool for experiencing profound joy and success.

## Transforming Life, Business and Relationships with Empathy

This is a conversation that hits right to the heart of our humanity and is necessary to transform our world, companies and relationships. Empathy is honesty and kindness in action and extends to our physical, emotional and spiritual self. Empathy along with boundary setting is critical to our success. It holds us accountable to understanding our power as human beings in impacting others and situations. Empathy is necessary to be able to navigate difficult conversations that challenge us to create more inclusive, diverse and dynamic cultures.

## Testimonial

*Hearing Shana speak is impactful. Her strength and resiliency shines through with grace as she effortlessly explains how she transforms human desire into design. I walked away with a new understanding of how my beginning sets the stage for my ending and intention sets my direction."*

*-Beth Geddio, Attendee*



## Mission

*I believe our lives are a series of seemingly small choices that take us closer or further away from who we are at our core. It is not possible to live the life we are meant to lead if we are making choices based on others' rules, standards or principles. By leaning into curiosity, we transform our lives and the lives of those around us. Curiosity allows us to release "should", to question what has been and to live our lives from a place of connection to infinite possibilities. This leads us into deeper levels of empathy and intention. We are meant to take up space in this world, beautiful space. Empathy, Curiosity and Intention are the tools we use to design our lives beautifully.*

*-Shana Francesca*

