

**STORY**  
**INTELLIGENCE**

*Master Story, Master Life*

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UNLEASH *the* FULL POTENTIAL  
*of* YOUR IQ *and* EQ  
USING *the* 7 POWERS *of* STORY

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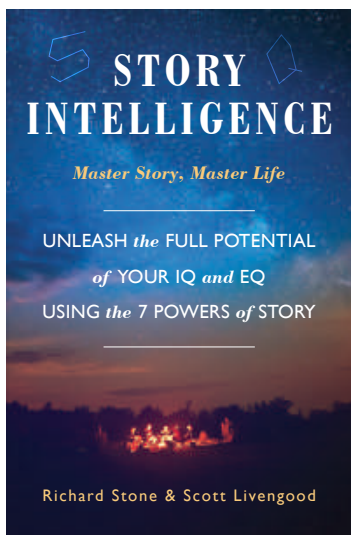
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## Groundbreaking Book Teaches Readers Path to Fulfillment with the Art of Storytelling

*How Learning the Tools of Storytelling Helps Craft a More Desirable Future While Healing Old Wounds*



**Alpharetta, GA** – Did you know that four in ten Americans haven't discovered a satisfying life purpose? And nearly 25 percent of us don't have a strong sense of what makes our lives meaningful? In a world where so much social media emphasis is put on personal fulfillment, those numbers are surprising. But authors Richard Stone and Scott Livengood are on a mission to give readers the skills and motivation to reach their path to personal and professional fulfillment through the art of story with their new book *Story Intelligence: Master Story, Master Life*.

With praise from the likes of *New York Times* best-selling authors Daniel Pink and Shawn Achor, *Story Intelligence* is a must-read in a year where many are feeling unsure of their path as humans adjust to many "new normals."

*Story Intelligence* teaches readers to become a master of their story—a pursuit which is critical to personal and professional success. Developing one's Story Intelligence, or SQ, amplifies and unleashes every aspect of intelligence, including IQ and EQ. The tools presented in *Story Intelligence* allow readers to make space

to better hear themselves, listen more deeply to others, change dysfunctional beliefs, as well as bridge differences and solve difficult challenges using story-based solutions. "Our hope is that readers acquire the tools to become the authors of their lives," said Stone. "In this way they can begin to heal the deep wounds of the past and forge a path of their own making."

"*Story Intelligence* provides those seeking a way to live a more full, vibrant, and rich life a new set of tools and a new way of observing and participating in life," said Livengood. "Given that story is the common denominator of our individual and collective experience in the world, for someone to live at their highest potential, I believe it is essential to master story, its fundamentals, and its powers. In other words, to develop their Story Intelligence."

In advance of World Storytelling Day in March, *Story Intelligence* will be available on Amazon.com, Shop.BookLogix.com, StoryIntelligence.com, and StoryWork.com on March 18, 2021. To learn more, visit [StoryIntelligence.com](http://StoryIntelligence.com).

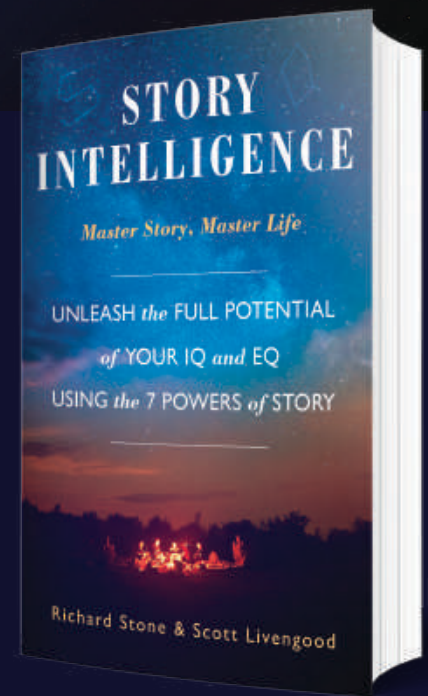
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# STORY INTELLIGENCE

*Master Story, Master Life*

By Authors Richard Stone and Scott Livengood



*The ideas in Story Intelligence are groundbreaking and revolutionary.*

—Dan Abelow

Inventor of the Expandiverse and Founder of Everybody Rise

*Stone and Livengood have written the book of the decade. This is a visionary, hopeful, and practical book that takes the reader through very tangible steps of realizing the seven powers of story.*

—Arvind Singhal

Author, Entertainment-Education

*Story Intelligence—SQ—assists you to become a master of your story, a pursuit indispensable to personal and professional success. By developing your SQ, you'll amplify and unleash every aspect of your intelligence, including your IQ and EQ. Through mastering story, you can build a more durable source of meaning and personal fulfillment, as well as have a wider impact for the good in your community and the world.*

Four in ten Americans have not discovered a satisfying life purpose, and nearly a quarter—about 100 million people—do not have a strong sense of what makes their lives meaningful. Story is a potent medicine that can re-enchant our lives. By re-storying ourselves, consciously building it into everyday living, we can make space to better hear ourselves, as well as to listen more deeply to each other. In this book you'll also learn how to:

- Harness the power of story to live with greater efficacy.
- Become a more powerful communicator.
- Solve difficult challenges using story-based solutions.
- Transform your workplace and community.
- Heal old wounds, change dysfunctional beliefs, and bridge differences by resolving deeply seated conflicts.
- Acquire the narrative tools to craft a more desirable future.

**Publication Date: March 18, 2021**

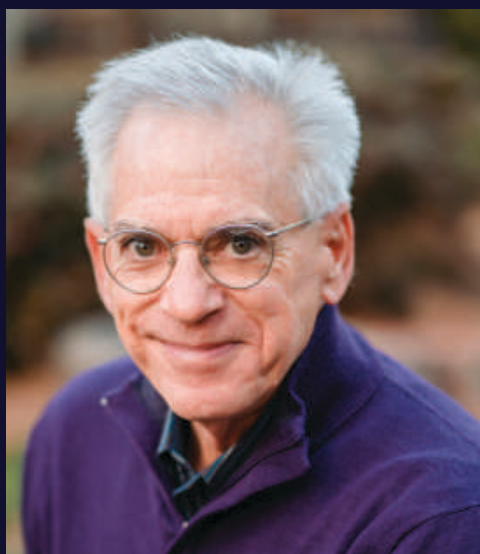
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## *About the Authors of* **STORY INTELLIGENCE**

### **Richard Stone**



For the past thirty years, Richard has been assisting organizations across the country to tell their story better. As CEO of StoryWork International, he has been pioneering new approaches to bringing the practical applications of storytelling into all facets of business, healthcare, education, and society. In the healthcare sector, he's the co-creator of StoryCare, a web-based product to help healthcare organizations improve patient safety and help educators better prepare nurses and doctors. Richard also created the LivingStories program for Novant Health, which facilitates patients' telling their life stories to improve their health outcomes. He codeveloped the award-winning board game Pitch-A-Story and is a recognized national speaker in addition to authoring numerous books. When Richard is not writing or telling stories, he is an accomplished visual artist, and you can see some of his work at [www.richardstoneart.com](http://www.richardstoneart.com). He earned a MS in clinical psychology from Peabody College at Vanderbilt University.

### **Scott Livengood**

Scott has devoted the lion's share of his working career to leading major organizations, first as CEO of Krispy Kreme Doughnuts. Currently, he's an owner and executive director of Dewey's Bakery, a national purveyor of premium, Southern-inspired cookies and crackers headquartered in Winston-Salem, North Carolina. But his real work has always been about story, both defining and executing the brand story of the companies he has led, and through his lifelong exploration of how to use story to impact every facet of his own personal and professional journey. As Chairman of StoryWork International, Scott provides the strategic guidance to the company's direction as he and Richard have developed the MasterStory Experience—a transformational program designed to assist a company and its leaders discover their deeper purpose and how to live it. Scott earned his BS from the University of North Carolina, and he and his wife, Michelle, are active in the community, both through Dewey's and the Livengood Family Foundation.



*Richard Stone and Scott Livengood are available for interviews.  
Please call 470-239-8547 or email [marketing@booklogix.com](mailto:marketing@booklogix.com).*





*About*



# STORYWORK™

• I N T E R N A T I O N A L •

Richard Stone and Scott Livengood created StoryWork International (SWI) to advance and promote a world where people, communities, organizations, institutions, and countries constructively employ the universal language of story to foster cooperative relationships. SWI is also working to develop employment and organizational models that emanate from a commitment to mutual value creation and fully engage people's gifts, talents, and callings. In healthcare, SWI endeavors to enhance healing environments. In education, SWI wants to elevate the desire and potential for learning. Most importantly, to gain insights and pathways for building inclusivity and unity that expand understanding of the multifaceted potential of the human spirit when it is awakened, aware, and inspired.

SWI's mission is to align people and communities with the narratives that elevate their possibilities and potential and bring them to life. The team is also committed to supporting and nurturing applied research into the power of story, storytelling, and story sharing. In the years ahead, SWI endeavors to expand the understanding of story through:

- **Convening:** Bringing together thought leaders from the world of applied storytelling as well as experts from a range of disciplines to brainstorm, innovate, and imagine ways story can enhance and elevate work in their field, including education, business, government, conflict resolution, healthcare, economic justice, journalism, and law enforcement.
- **Public Conferences:** Hosting educational conferences open to the broader public to explore the applications of story, storytelling, and story sharing to address local and global challenges and opportunities.
- **Research:** Supporting cutting-edge research that can demonstrate the efficacy of story, storytelling, and story sharing in various fields.
- **Demonstration Projects:** Nurturing concepts and ideas that we can then translate into real-world applications.
- **Media:** Just as the seminal Bill Moyers' interviews of Joseph Campbell socialized his work with a broader community, SWI endeavors to do the same with current thinkers. These interviews will be made available through social media channels and broadcast through more conventional media outlets.
- **Publishing:** Supporting the work of thought leaders to write and publish new books that focus on the power of Story Intelligence.
- **Workshops:** Providing the public, corporations, and government entities high-level training to expand the Story Intelligence of their teams and the individuals whom they serve.
- **Speaking:** Sharing the wealth of what we are learning about the power of Story Intelligence with audiences everywhere.

Learn more at [storywork.com](http://storywork.com)



*Richard Stone and Scott Livengood on Writing*

# STORY INTELLIGENCE

What inspired you to write *Story Intelligence*?

**Richard:** Over the last thirty years-plus I have worked with story across a variety of domains. Through experiences of working with story as a healing modality, as well as working with business leaders to help them improve their capacity to lead more effectively, as well as working with educators to assist them to enhance learning, I have become convinced that “story” is integral to every facet of the human enterprise. Without story, most of what we admire about human culture would have been impossible to realize. My hope is that *Story Intelligence* gives readers a new handle on understanding what it means to be fully human—not only intellectually, but through concrete practices that open them to their hidden nature as storied creatures.

**Scott:** We are all story creatures. Our lives unfold as a myriad of stories within our one meta-story. It’s how we experience our life and lives together. Given that story is the common denominator of our individual and collective experience in the world, for someone to live at their highest potential, I believe it is essential to master story, its fundamentals, and its powers—in other words, to develop their Story Intelligence. Our book will give readers the ability to see and interpret their experiences, past, present, and future, as clearly as possible, as well as to create the narrative that leads to their greatest possibilities.

How can *Story Intelligence* help readers seeking to improve not just their professional life, but their personal life as well?

**Richard:** Anyone who is interested in either personal or professional development will find *Story Intelligence* opening new windows for self-understanding and propel them in their growth spiritually and in terms of their goals for living. Most of us, most of the time, are unaware of the degree to which the ways our brain is wired for story conditions and informs every facet of what we consider to be real. This makes us remarkably susceptible to being influenced by the stories others tell. Without the ability to critically discern and evaluate the stories we have inherited from our families and that we metaphorically swim in every day, we give up control of our destinies to others. Our hope is that in reading *Story Intelligence*, readers will acquire the tools to become the authors of their lives. In this way they can begin to heal the deep wounds of the past and discover the skills and tools to forge a path of their own making.

(continued on next page)



**Scott:** Understanding the power of story and its application in our lives has the potential to be transformative. We humans all function at a higher level and feel most engaged when we have context and a sense of relevance and meaning. Story and its inherent powers are requisites for meeting those needs. *Story Intelligence* provides those seeking a way to live a more full, vibrant, and rich life a new set of tools and a new way of observing and participating in life.

**Richard:** For those who are interested in positively impacting their world, we hope that *Story Intelligence* equips them to make a vital contribution to the healing of the world.

## What do you think sets your book apart from other books in this genre?

**Richard:** There have been lots of books written over the past thirty years on the power of story, but mostly from the narrow perspective of one discipline: how to better lead with stories, or how to heal your story (I wrote one of those in 1994 entitled *The Healing Art of Storytelling*), how to use stories to enhance your presentations, how to better present data to audiences, or sell an idea. No one, though, has seen story from a broader point of view as the essential glue of all of human life and culture. By enumerating seven powers of story, we have provided a universal perspective that helps readers see how integral story is to every facet of living successfully. To our knowledge, no one has yet provided this broad interpretation of the power of story.

**Scott:** *Story Intelligence* is not just another lens through which to interpret the world; it is a prism that allows us to discern the full spectrum of our experiences. It is the culmination of decades in the application of these story principles in every aspect of my life and being a beneficiary of the value, and joy, they have provided me.