

Press Release

April 12, 2021

Transform the Story of Education Through SocialXR

StoryWork International in association with YOUTOPIAN, LLC and Simiosys recently launched *Story Intelligence*, a landmark book about human potential by StoryWork's principals, Richard Stone and Scott Livengood.

Stretching possibilities for engaging audiences with new products and services, the YOUTOPIAN and Simiosys teams worked closely with Richard Stone, StoryWork's CEO, to give audiences a hybrid, immersive tour into the 7 Powers of Story in preparation for this summer's interactive workshop. [Story Intelligence Highlights - YouTube](#)



Stone commented on this unique approach to launching a book, “Marshall McLuhan detailed over 50 years ago ‘the medium is the message’. Our new book, *Story Intelligence*, details the multiplicity of ways that ‘story’ weaves its way into every facet of human experience. It is not surprising the first of the seven powers of story is *to transport*. To launch our book into the marketplace, the YOUTOPIAN and Simiosys teams really stretched what

I thought was possible by creating a SocialXR experience using the innovative capabilities of the ENGAGE platform. It proved to be a powerful approach to present to new audiences what we believe is one of the most important works on intelligence to come along since Daniel Goleman published *Emotional Intelligence* 25 years ago.”

YOUTOPIAN co-CEOs, Lisa Sibia and Dr. DP Prakash, are excited about the feedback received from guests about the impact of the innovative book launch. “Collaborating with Rick brought to life human magic. It raised the bar with timeless wisdom to inspire generations. This sets a new standard for connecting audiences and authors more intimately to outcomes that matter. Going beyond video calls to intensive, real-time immersive scenarios propels the imagination.”

Christopher Stapleton, CEO of Simiosys and pioneer of eXtending Reality (XR), saw the launch of *Story Intelligence* as the “perfect opportunity to liberate experiential branding by extending Reality with SocialXR. It is the ideal medium for extending the power of a book in this new story

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economy. The 3 dimensions of SocialXR—Virtuality, Imaginality, and Sociality—are redefining the frontier of future media.”



As a follow up to the remarkable response of the book’s launch, StoryWork International and YOUTOPIAN are announcing the offering of an introductory master class on Story Intelligence and the 7 Powers of Story starting in Summer 2021 led and facilitated by Richard Stone. This interactive course housed on YOUTOPIAN’s omnichannel platform, NYOUGENE,

will give participants an opportunity to journey deeper into their own stories and build the foundation for harnessing the power of story in their personal and professional lives using a variety of media, including social VR.

Learn more about pioneering upcoming experiences:

[Story Intelligence Master Class](#)

[YOUTOPIAN](#) leading AI XR human-centered innovation

[Simiosys](#) Social XR