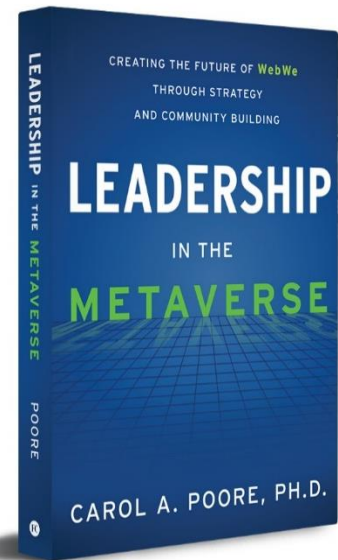




Fast Company Press author introduces leadership, strategy and community-building skills needed as the metaverse evolves into a trillion-dollar economy



*Dr. Carol A. Poore’s book, **Leadership in the Metaverse**, helps leaders learn about the metaverse – a more immersive internet – and develop human-focused “WebWe” leadership, strategy and community building skills.*

AUSTIN, TEXAS [FEBRUARY 21, 2023]— The metaverse—a more immersive internet—is evolving rapidly and is expected to contribute trillions of dollars to the world’s economy.

Today, Fast Company Press and author Carol A. Poore Ph.D. released ***Leadership in the Metaverse: Creating the Future of WebWe Through Strategy and Community Building***, a playbook to help readers deepen their leadership skills needed for *connecting* people and communities in both physical and digital realms of life, creating action, results, and impact.

“Those who are prepared to bridge the hybrid divide between in-person and online worlds will use the metaverse as a tool to bring people together, create purposeful work, and leverage this powerful new technology,” Poore explains. “I wrote *Leadership in the Metaverse* to help readers transform Web3, also being described as WebMe, into a community-based focus of WebWe.”

As metaverse technology evolves, online communication is expected to include virtual reality (VR), 3D holograms, and avatars that fit a user’s persona.

In the near future, sleek eyewear is expected to replace computer screens, providing an immersive online environment used for nearly every aspect of life, including business, entertainment, virtual travel, health care, and more. Companies such as Nike are creating metaverse worlds to experiment with new ways to enhance customer brand engagement.

While many people soon may spend even more of their waking hours online, Poore discusses three important leadership skills, or qualities, will be essential to create unified strategy – or WebWe – in organizations and communities:

- **The Authentic Leader** earns and builds trust. Authentic leaders live truthful lives in both physical and digital worlds, even when taking on the form of an avatar.
- **The Agile Strategic Leader** creates purpose. They lead with strategy and agility, adjusting the course when needed. They help people navigate constant change.
- **The Servant Leader-Community Builder** is skilled at building, bonding, and bridging groups in both physical and digital contexts. They foster purpose, connection, inclusivity and participation – rather than disconnection. They use an attention-worthy “3V” approach, making their communication Vital, Visual, and highly Visible.

Poore presents each leadership skill in depth, and helps readers explore how to build the skills in worlds where virtual reality, 3D holograms, and human avatars will fascinate, captivate, and permanently change the way we live, work and play.

Leadership in the Metaverse will help readers:

- Maximize the metaverse as a human relationship-building tool.
- Bring people and communities closer together, rather than further apart.
- Bond, bridge, and link hybrid worlds to build cohesive teams, work groups, organizations, boards of directors, and communities, fostering purpose, inclusivity, and participation.
- Communicate effectively, connecting people with your organization’s purpose and future.
- Build Big C communities that lead to action and results that matter.

Dr. Carol A. Poore is an author, speaker, university faculty member, and strategist who has delivered leadership and strategic planning results during legacy-shaping times of change through her consultancy, Poore & Associates, and executive roles in business, government and nonprofit organizations. Dr. Poore is the author of *Strategic Impact: A Leader’s Three-Step Framework for the Customized, Vital Strategic Plan* (Fast Company Press) and *Building Your Career Portfolio* (Cengage Learning).

Get your copy of ***Leadership in the Metaverse*** everywhere books are sold. Additional webinars, workshops, articles and strategic planning resources are available at www.carolpoore.com.

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**Leadership in the Metaverse:
Creating the Future of WebWe Through Strategy and Community Building**

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Carol A. Poore is an entrepreneur and executive business leader. She received her Ph.D. in Public Administration, her MBA and her Bachelor of Science Degree in Journalism and Broadcasting from Arizona State University. Endorsed by the Association for Strategic Planning, Carol serves on numerous for-profit, nonprofit and higher-education boards.

“I wrote this book to share how you, as a leader, can transform Web ME – all about the individual – into human-focused Web WE – using the metaverse to build teams, organizations, and “Big C” communities that make a real-life impact in our forever-hybrid world.”

—Carol A. Poore, Ph.D., MBA

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