

PRESS RELEASE

LoveMaxxer™ Completes First Relationship Intelligence Beta Experience in Los Angeles

LoveYouMuchly.com tests its interactive Relationship Intelligence experience with a multigenerational group, using participant feedback to shape an expanded four-hour format

LOS ANGELES, CA — June 2026 — LoveYouMuchly.com has completed the first Beta Experience of LoveMaxxer™, an interactive Relationship Intelligence experience created by founder and facilitator Ben Morris to help people better understand themselves, recognize how they affect others, and make healthier, more intentional choices in their relationships.

The inaugural three-hour Beta was held June 20 in Los Angeles with 12 participants ranging in age from 19 to 66, providing a multigenerational environment for exploring how people experience and practice love, communication, beliefs, emotional patterns, and relational decision-making.

Rather than relying primarily on lecture-based instruction, LoveMaxxer™ combines facilitated conversation, personal reflection, practical exercises, storytelling, and interactive role-play to move Relationship Intelligence from an abstract idea into something participants can practice.

The Beta explored four foundational areas that continue to shape the LoveMaxxer™ experience: Love, Beliefs, Patterns, and Role Play.

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“I didn't want to create another experience where people simply learn more information about relationships,” Morris said. “I wanted people to recognize what is happening within themselves, understand how it may be affecting the people around them, and then have an opportunity to choose a different response.”

A central component of LoveMaxxer™ is examining the beliefs and internal narratives that influence how people interpret and respond to relational situations. Participants are then given opportunities to put new insights into practice through interactive scenarios and what Morris describes as “Love On Its Feet” — moving healthy relational principles from knowledge into action.

The Beta also explored different expressions of love through Agape, Storge, Philia, and Eros, helping participants consider how their understanding of love influences relationships with themselves and others. Participant Feedback Shapes the Next LoveMaxxer™ Experience

The June Beta was intentionally designed as a testing environment.

Participant feedback indicated that the experience would benefit from additional time for discussion, reflection, and practical application. As a result, the core LoveMaxxer™ experience is being expanded from three hours to four hours.

The feedback is also helping inform future LoveMaxxer™ experiences designed for different relational environments, including workplaces, leadership teams, ministries, couples, parents, and families.

Morris sees the Beta as an important first step in establishing Relationship Intelligence as something that can be intentionally developed rather than simply expected.

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"We spend years developing professional skills, technical knowledge, and expertise, but we're often expected to somehow know how to navigate people, conflict, emotions, trust, disappointment, leadership, family, and love without ever being taught," Morris said. "Relationship Intelligence gives us a framework for becoming more intentional about how we relate."

For Morris, the work also extends beyond interpersonal technique. His approach connects Relationship Intelligence with emotional awareness, personal responsibility, spiritual formation, healing, and servant leadership.

"The goal isn't perfect relationships. It's becoming increasingly aware of what we're bringing into our relationships and increasingly intentional about what we do next."

The successful Beta marks the beginning of the next stage of development for LoveMaxxer™, as LoveYouMuchly.com continues expanding its work in Relationship Intelligence, emotional growth, leadership development, coaching, and experiential learning.

About LoveMaxxer™

LoveMaxxer™ is a Relationship Intelligence experience created by Ben Morris and LoveYouMuchly.com. Through facilitated learning, reflection, conversation, and real-world application, LoveMaxxer™ helps individuals and teams better understand what is happening within themselves, recognize how it affects others, and choose responses that reflect truth, responsibility, and Love.

About LoveYouMuchly.com

LoveYouMuchly.com, a division of The Way Capital LLC, develops experiences and resources centered on Relationship Intelligence, emotional growth, servant leadership, spiritual formation, and Love in Action.

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