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For Immediate Release

REFRAME:

How Curiosity & Literacy Can Redefine Us

By Tinsley Galyean

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*“Questioning your own beliefs is a superpower. **REFRAME** reveals how to rethink, adapt, and act with purpose to reach higher goals and help others more meaningfully.”*

—Miles Lasater, CEO and Founder, Purpose Built

**REFRAME By Tinsley Galyean, Founder of Curious Learning,
Offers a Radical Blueprint for Eradicating Illiteracy —
and Rethinking How We Learn, Lead, and Change the World**

In a time of rising global crises — from education inequality and digital divides to growing mistrust in institutions — a bold new book argues that the key to systemic change isn't more control, standardization, or top-down mandates. It's curiosity.

In **REFRAME: How Curiosity & Literacy Can Redefine Us** (Business Expert Press, 2025), social entrepreneur Tinsley Galyean delivers a deeply personal and visionary account of how a simple question — *Can children learn to read without schools or teachers?* — led him to co-found and lead Curious Learning, a groundbreaking nonprofit dedicated to eradicating illiteracy worldwide.

Combining travel memoir, entrepreneurial insight, scientific data, and organizational wisdom, **REFRAME** takes readers on a 34,000-mile journey across five continents, from village schools in Uganda to slums in Dhaka to government ministries in South Africa. At the center of the story is Galyean's quest to create and share Curious Learning's free, downloadable reading app with children in some of the world's most remote areas where illiteracy rates are monumental and often difficult to overcome.

But **REFRAME** is about more than digital learning. It's about what blocks human potential — our “limiting beliefs” as Galyean calls them — and how curiosity can dissolve those

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barriers in individuals, organizations, and entire systems. Through candid storytelling and sharp analysis, he exposes how rigid curricula, bureaucratic inertia, and well-meaning policies often stifle innovation and fail the children they intend to help. Rather than blame or despair, Galyean offers a roadmap for transformation that other leaders and policymakers can follow within their own non-profits, schools, or businesses.

One of the book's most compelling ideas is that true sustainability can mean working toward your own obsolescence. Galyean challenges nonprofits and mission-driven businesses to rethink growth for growth's sake and instead measure success by how effectively they empower others to solve problems without them. For Curious Learning, that means designing and dispersing tools that will end illiteracy and thus the need for the organization to exist.

The book also features unforgettable stories of change — from a boy in a remote Ethiopian village who goes from outcast to community leader through self-directed learning to a photographer-activist helping end deadly superstitions in southwestern Ethiopia without judgment or condemnation. In each case, **REFRAME** shows that meeting people with openness, humility, and curiosity isn't a soft skill — it's a powerful strategy for change.

With chapters that explore the neuroscience of reading, the politics of education, and the emotional terrain of personal growth, **REFRAME** speaks to educators, entrepreneurs, philanthropists, policymakers, and anyone seeking to make meaningful change in their own life or community. It is an essential read for this moment — and a hopeful blueprint for what comes next.

ABOUT THE AUTHOR

TINSLEY GALYEAN, author of **REFRAME**, is a technologist, designer, and co-founder of Curious Learning, a global nonprofit dedicated to eradicating illiteracy. He holds a PhD from the MIT Media Lab and works at the intersection of education, storytelling, and digital innovation, creating interactive experiences for museums and programming for networks like Discovery Kids, Disney, and Warner Bros.

Under Galyean's leadership, Curious Learning has made its literacy apps available in 60 languages, reaching children in diverse communities worldwide, many with little or no access to formal schooling. By partnering with parents, educators, NGOs, and governments, the organization has helped children in some of the most resource-constrained settings begin their reading journey. Curious Learning's work is recognized for its commitment to mother-tongue instruction and its focus on data-driven evaluation to ensure real, lasting impact. To learn more, visit:

www.curiouslearning.org