



Creative First Approach to Education

A simple, yet effective method to address post Covid-19 challenges in schools.

Kathleen and John Fox
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The Covid-19 Pandemic took its toll on U.S. K12 Education. Now leaders and educators have to deal with the fallout of...



High absenteeism

students and parents questioning the purpose, need of school.



High student attrition

competing with homeschools, private and online schools.



Unhappy teachers & teacher shortages


teachers are unsure about their futures as teachers.



Drop in math, reading and science scores

according to PISA testing, the US continues its decline.

ImaginGO approached the post Covid-19 challenges the same way we would when teaching “out of the box thinking” or idea generation in classrooms.

 We thought, "what if we turned things around and put **creativity first**?"



1. Creative Challenge



2. Creative Thinking



3. Traditional Learning

After 2 years of classroom testing, a Creative First Approach has resulted in...



More engaged students



Happier teachers



Renewed interest in academics

Getting started: Adopting a Creative First Approach is easy with ImaginGO's web-based Creative Thinking Platform.

Creative Challenge



ImaginGO platform is whiteboard optimized and delivers instructor-led creative thinking exercises.

Creative Solution



Student work is done on paper. The focus is on the student and their ability to think about solving a problem.

Diving Deeper



Collaborate with classmates.



"Pitch" designs to the class.



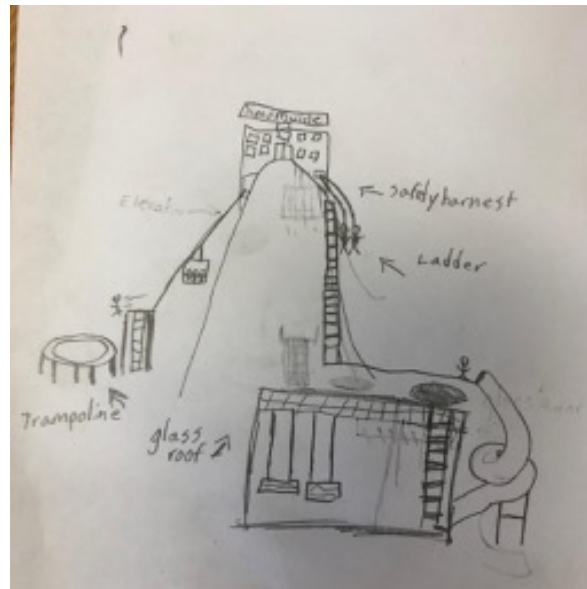
Name and explain how their invention works.



Take STEM further by assigning relevant tasks tied to the creative work. i.e. - "what specific material is used?"

Students take ownership of their own ideas. This gives them a vested interest in designing, building or developing them further. This engagement helps spark their interest in STEM, reading and writing.

Example Teacher/Student Scenario



Results of the "Mountainside playground challenge" from Leonardo's Inventci



Q: What is the structure made of?



A: Metal, plastic and rubber.



Q: What kind of metal?



A: Uhhh... metal.



Q: Why don't we research 5 types of metal and their strengths and weaknesses? You need to make sure your structures are secure, right?



A: Of course! Let's learn about metal!

The Creativity First Approach can help outside of the classroom too.



Reduces absenteeism

Students want to come to a creative classroom.



Engages teachers

Teachers have a renewed interest in teaching.



Develops creative confidence

Students are learning an "in-demand", future-proofing skill of Creative Thinking.

It all sounds so simple...and it is with ImaginGO!



Are you ready to start this transformational journey with us?

FREE DEMO

Immediate Access



- Fully functional version but with limited content.
- Start testing our Creative First Approach today.

demo.ImaginGO.com

LET'S TALK

For collaboration, professional development or platform walkthroughs, simply reach out to Kathleen or John.



Kathleen Fox
kathleen@ImaginGO.com



John Fox
john.fox@ImaginGO.com

www.ImaginGO.com

