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For creating a Better Society ~ an initiative by IIMC and YB*

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19 April 2024

"Pure Genius: Building a Culture of Innovation and Taking 20% Time to the Next Level" by Don Wettrick is a guide for educators on fostering innovation and creativity in the classroom. The book introduces the concept of "20% time," inspired by Google's policy of allowing employees to spend 20% of their work time on passion projects, and explores how this approach can be adapted for educational settings.

Key points and takeaways from "Pure Genius" include:

Empowering Students: Wettrick advocates for giving students more autonomy and ownership over their learning by allowing them to pursue projects that align with their interests and passions. This fosters a sense of agency and motivation among students.

Promoting Innovation: The book emphasizes the importance of creating a culture of innovation within schools, where experimentation, risk-taking, and failure are embraced as part of the learning process. Educators are encouraged to create environments that support creativity and problem-solving.

Implementing 20% Time: "Pure Genius" provides practical guidance on implementing the 20% time concept in classrooms, including strategies for structuring projects, managing time, and assessing student progress. It highlights examples of successful projects and offers tips for overcoming common challenges.



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Integration of Technology: Wettrick explores how technology can be integrated into project-based learning to enhance collaboration, research, and communication. He encourages educators to leverage digital tools and resources to support student-driven inquiry and innovation.

Real-World Connections: The book emphasizes the importance of connecting classroom learning to real-world problems and contexts. Students are encouraged to collaborate with outside experts, businesses, and organizations to address authentic challenges and make meaningful contributions to their communities.

Overall, "Pure Genius" offers a compelling vision for transforming education through innovation, student empowerment, and project-based learning. It challenges educators to rethink traditional approaches to teaching and learning and provides practical strategies for creating dynamic, student-centered classrooms that foster creativity, curiosity, and passion for learning.