



Letter from Founder

Renée Boey
Founder of Baker and Bloom

One of my favorite sounds at Baker & Bloom is the gleeful laughter of children. It is a sign that students are having fun and that they feel safe and relaxed—good states for learning. There is often a suspicion towards having fun in the classroom, but as Einstein supposedly said, "Creativity is intelligence having fun."

As we mark the 10th anniversary of Baker & Bloom, I am happy to reaffirm our commitment to our mission of cultivating creativity, confidence, and the joy of learning. It's a moment to celebrate the progress we've made and the futures we've helped shape. The question that has guided us from the start remains at the heart of our mission: What is a good education for our time?

For many parents, the desire to provide a good education is often coupled with a deep-seated desire to provide certainty and security for their children. The more changes we experience, the more pressing—and fascinating—the question of what makes a good education becomes. I believe a good education is one that develops individual potential while preparing a child for the future. But in times of such volatility, how can we do so?

I recently listened to an interview with Morgan Housel, the author of *Same as Ever*. It reminded me that while there are so many changes and disruptive forces pushing us along, human behavior and desires remain consistent. In his book, he shares a conversation with Warren Buffett, who asks a friend: "What was the best-selling candy bar in 1962? Do you know?" "No," his friend replied. "Snickers," Warren said. "And do you know what candy bar sells best today? Snickers."

Housel's view that seeking to understand what is unchanging in human nature is actually the best way to navigate change reminds me why the humanities matter so much and why creativity and confidence are skills worth cultivating. The humanities examine the past and what is enduring for humanity, while creativity and confidence focus on the present and the future for the individual.



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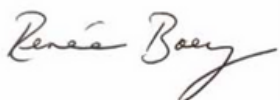
At Baker & Bloom, we take pride in fostering these skills through traditional and innovative methods alike. Ten years ago, to address gaps I saw in education, I designed the "Four-Leaf Approach," focusing on communication, learning to learn, creativity, and character development through leadership and service. This method has proven effective, seamlessly integrating time-honored educational practices with forward-thinking pedagogy. Our commitment to this approach has yielded remarkable achievements among our students. Many have not only excelled academically but have also made significant contributions to various fields:

- Gaining patents for innovative STEM inventions.
- Securing admissions to Ivy League institutions, top universities, and boarding schools worldwide.
- Publishing cutting-edge research and creative poetry.
- Winning local and international competitions in entrepreneurship, writing, and STEM.
- Developing award-winning apps that address global challenges.
- Discovering and nurturing passions in creative writing, public speaking, business, and art history.

These accomplishments are testaments to the efficacy of our educational philosophy—balancing foundational learning with innovative application. I am also happy to say that our mission of cultivating creative confidence and a love of learning is as relevant as ever before as we strive to prepare our young people for meaningful work in an age where AI and automation will challenge what it means to be productive, and even what it means to be human.

As we look forward, our goal remains clear: to continue refining our methods while staying true to the core values that define Baker & Bloom. I am grateful to our incredible team that on a daily basis offers our students their commitment to excellence, their own creativity and passion, and their desire to bring out the best in each individual.

Thank you, parents and students, for being part of this transformative journey. Your trust, support, and active involvement have been essential to our success and growth. Here's to continuing our shared mission of inspiring and reshaping education. Sincerely,



Renée Boey
Founder of Baker and Bloom



Letter from **Steve Leech**

Director of Secondary Education



About five years ago, a friend of mine reached out about a teaching position at the company where she worked. It was great, she said, very cool atmosphere, lots of teacher creativity, a focus on learning rather than simply scores. She said she'd recommended me for the job and that the bosses were enthusiastic. I was intrigued. That company was—spoiler alert!—Baker & Bloom.

Today, I'm the Director of Secondary Education at that cool-atmosphere, creative-teacher, learning-focussed company. A lot else has changed in that time, too—we've moved half of our offices, enhanced our distance learning capacity, expanded into Bloom KKCA and Saint Too Bloom Academies, and a thousand other things. As B&B has grown, though, it's kept the same spirit of creative, curious, playful learning, the same atmosphere of discovery, where every day opens the doors to who-knows-what new horizons. I've never had more fun as a teacher.

Nor have I ever grown so much at a workplace. While I've been a member of this team, I took over the secondary program from the incomparable Christ Coetzee; I got married; I moved to Scotland and got a graduate degree. It's a cliché to say that teachers learn as much from their students as the students learn from the teacher, but it's true. It's also incomplete. I learn from my teammates whether they're in admin or kindy or primary or secondary or STEM or anywhere else. The guy who applied for the English position in 2019 is as different from me today as any of the students I met when I first walked in the door, students who I've since seen graduate high school and go off to college.

It's narrow to think of Baker & Bloom as a learning centre in the traditional sense. Or perhaps we need to reconsider those words: "learning centre." B&B is a centre of learning, but it's not just for the students who come to learn about parts of speech, the water cycle, postmodern literature, persuasive rhetoric, coding, citizenship, or any of the other thousand things we cover in the day-to-day. It's a centre of learning for parents who discover their children's hidden talents, for siblings who realise the importance of family bonds, for friends who gain understanding of teamwork, and for us team members who rediscover again and again the wonders of the world we're sharing with our students.

This ten-year anniversary is a milestone for any organisation, and we're all rightfully very proud, but the real accomplishment is the impact we've had on the lives we've been able to touch. I'm excited to see what we can do in the next ten years; I'm even more excited to see what our students do.



Letter from

Megan Kwan-Nixon

Director of Primary Education

Five years ago, I moved to Hong Kong from Vancouver with high expectations about education and what it should look like in the 21st century. Coming from a school with almost 100 years of experience and successes, I had a clear understanding of what kind of learning environment as an educator I wanted to be in, and what kind of learning environment for students I wanted to create and nurture.

After exploring different aspects of the HK education industry, I was introduced to Baker & Bloom, and instantly I knew that this would be a wonderful environment to be part of. It aligned with my own personal vision about what education should look like, and how it should be taught. I loved that its message was simple: cultivating creative literacy through joy. At my most recent school, the motto was: “go forth with confidence”, and the key mission was: “shaping lives of inquiry, action, and joy.” I spent most of my years as an educator in Vancouver with this in the forefront of my mind, and that was something I wanted to bring to Hong Kong’s education landscape.

As we look to the future of education, at Baker & Bloom, we see a landscape transformed by technological advancements and a renewed focus on the holistic development of the learner. Our mission remains the same as always— to create forward-thinking and creative leaders of the future. The classrooms of today and tomorrow are dynamic, collaborative spaces that foster creativity, critical thinking, and a deep sense of community.

We know that the days of passive top-down, lecture-style learning is no longer innovative nor beneficial. Instead, students are empowered to guide their own educational journeys, working closely with devoted mentors who nurture their unique strengths and passions. At Baker & Bloom, we are committed to cutting-edge adaptive learning styles that allow each child to progress at their own pace and explore topics that truly ignite their unique curiosities.

Baker & Bloom stands out from other education centres in Hong Kong and abroad because we have a vision of education that engages our students with warmth, flexibility, and we truly believe in our students’ boundless potential. As we celebrate 10 years, we will continue placing the needs of the whole child at the center, and we will continue to cultivate generations of engaged, empathetic learners poised to solve tomorrow’s greatest challenges.

To our amazing parents and community: thank you for your continued support over the years. Thank you for trusting our mission and vision, and we are determined to continue providing the holistic education you have trusted us to provide for the past ten years.