


# Broccoli



The People Who Make Broccoli, **MONSTERA**

MONSTERA is an innovative and technologically advanced group of education experts. With a focus on enhancing non-cognitive skills, MONSTERA executes its educational philosophy by providing comprehensive liberal arts education services to childcare and elementary education institutions nationwide.

# Broccoli

Creative Thinking and Social-Emotional Development Play-Based Learning Program for Children

**Broccoli** is a name that means “small branches that come together to form a large flower.” It is an educational program designed for kindergarten and elementary school children with the vision that “the small imaginations of children come together to achieve big dreams.”

Broccoli offers a monthly program consisting of 4 to 8 sessions, providing interactive digital content, printed materials, and craft kits. These resources enable customized lessons tailored to individual characteristics, as well as group and collaborative classroom activities that foster cooperation and communication.

## WHY?

### Why Choose Broccoli?

#### Social-Emotional Education Tailored to Your Child’s Developmental Stage

“Broccoli” is designed to nurture **non-cognitive skills**, essential for a child’s holistic development. Our program helps children grow beyond IQ, talents, and environmental influences, focusing on their personal efforts and passionate perseverance.

## WHAT?

### What are Non-Cognitive Skills?

**Social-emotional skills such as motivation, communication, and self-esteem, unlike \*cognitive abilities.**

As educational inflation intensifies and the degree of success in society changes based on social-emotional skills, the importance of non-cognitive skills is becoming increasingly recognized over cognitive abilities.

#### Non-cognitive skills

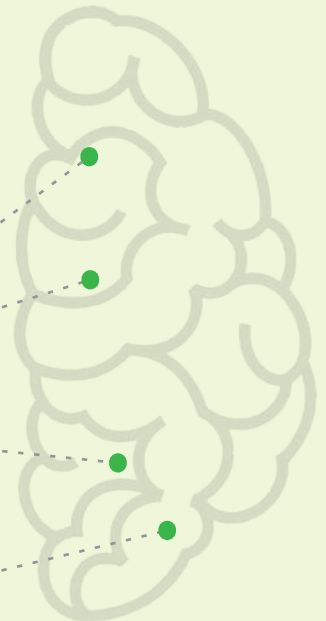
social-emotional such as motivation, communication, and self-esteem

**Motivation** The desire and drive to achieve successful outcomes in academic and professional activities.

**Effort** The degree of commitment to accomplishing goals.

**Interaction Skills** The ability to collaborate and share with others, and to encourage others in achieving their goals.

**Self-Esteem** The belief in one’s own ability to achieve and complete goals.



\*Cognitive Abilities : Cognitive abilities refer to the skills related to thinking, logic, and memory. The following four abilities are representative of cognitive skills:

- Memory: The ability involving long-term memory and working memory.
- Motor Skills: The ability to move muscles or manipulate objects.
- Spatial Processing Ability: The ability to process visual stimuli and the spatial relationships between objects, as well as to visualize images and scenarios.
- Executive Function: The ability to execute goal-oriented behaviors such as planning and goal execution.

“ Through Broccoli’s age-specific educational programs, we enhance self-regulation, self-motivation, and interpersonal skills. ”

We provide an effective online and offline educational care platform service through play-based social-emotional (intrinsic motivation, communication, self-efficacy) non-cognitive skill enhancement programs that are tailored to children’s developmental stages.

Broccoli offers a variety of themes and learning content based on the curriculum and subject. Our program combines digital content experiences, paper worksheets, and craft kits to foster children’s curiosity, problem-solving skills, positive emotions, and concentration on tasks. Additionally, through group and collaborative lessons, children gain experience in respecting others’ thoughts and opinions, enhancing individual expression, and developing the ability to maintain social relationships and empathy.

**Experience Broccoli’s customized play-based learning program to develop non-cognitive skills such as self-esteem,patience, and emotional stability.**

<p><b>Self-Regulation</b></p> <p>The strength to persistently work towards self-set goals.</p>	<p><b>Self-Motivation</b></p> <p>The power to instill motivation and passion within oneself.</p>	<p><b>Interpersonal Skills</b></p> <p>The power to demonstrate persuasiveness and leadership based on likability and trust.</p>
<p><b>Emotional Regulation</b></p> <p>The ability to recognize changes in one’s emotions and manage them effectively.</p>	<p><b>Intrinsic Motivation</b></p> <p>A tendency to work hard because one finds enjoyment in the task itself.</p>	<p><b>Empathy</b></p> <p>A tendency to understand and care for others’ emotions or perspectives.</p>
<p><b>Task Persistence</b></p> <p>The ability to complete given tasks without giving up, even in the face of failure or adversity, and a tendency towards proactive challenges.</p>	<p><b>Autonomy</b></p> <p>A tendency to make decisions independently and act proactively.</p>	<p><b>Relational Skills</b></p> <p>The ability to build and maintain good relationships with others fostering a sense of belonging and affinity.</p>
<p><b>Positive Emotions</b></p> <p>A habitual tendency to evoke positive emotions, optimism, and life satisfaction.</p>	<p><b>Competence</b></p> <p>Confidence in one’s ability to perform tasks well, a sense of efficacy, and a belief in one’s capacity to grow and improve.</p>	<p><b>Expressive Ability</b></p> <p>Various speaking skills to freely express one’s thoughts and intentions.</p>

**Comprehensive liberal arts education program for creative thinking and social-emotional development for young children and elementary students.**

Section	Kids	Junior
Age Groups	6-7 years old	8-9 years old
Class Duration	60-70min	80-90min
Class Size	20-25 students	20-25 students
Class Frequency	Twice a week, 8 times a month	Twice a week, 8 times a month
Program	<ul style="list-style-type: none"> <li>• Language and Expression</li> <li>• Autonomy and Creativity</li> <li>• Culture and Arts</li> <li>• Nature and Science</li> <li>• Special Days</li> </ul>	<ul style="list-style-type: none"> <li>• Aligned with elementary school subjects</li> <li>• Language and Expression</li> <li>• Culture and Arts</li> <li>• Creative Thinking</li> <li>• Nature and Science</li> </ul>

# Broccoli is Different

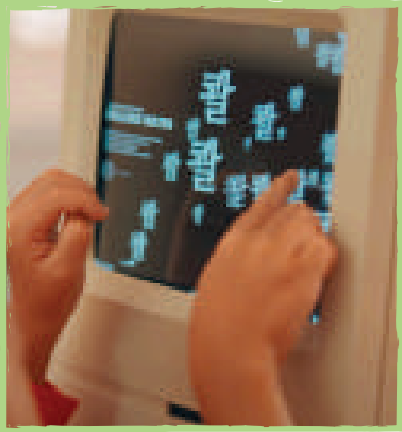
Digital Content + Printed Materials + Craft Kits  
A comprehensive 3-stage program.

A transformative program that can be taught by dedicated Neulbom teachers, Neulbom program instructors, and after-school instructors alongside the children.

## Main Services

Online Digital Learning + Offline Educational Kit Integration

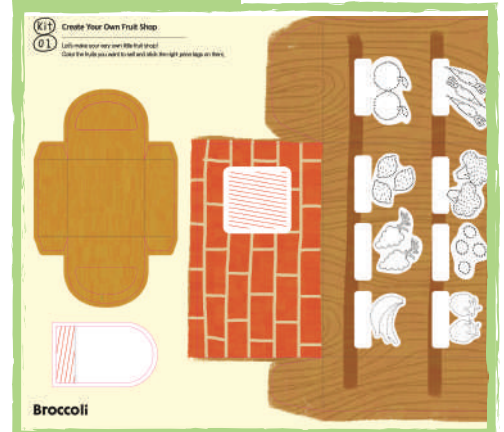
### 01 Digital Content



### 02 Printed Materials



### 03 3D Craft Kits



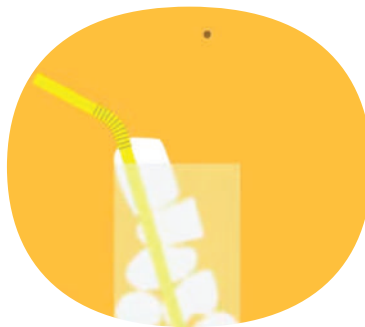
01



## Innovative Interactive Content Exclusive to Broccoli

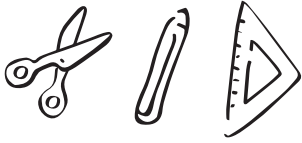
Wake up the brain for enhanced learning motivation and improved attention span.

SCAN HERE !



02 + 03

## Sensory Printed Materials and Craft Kits to Aid Effective Learning and Memory



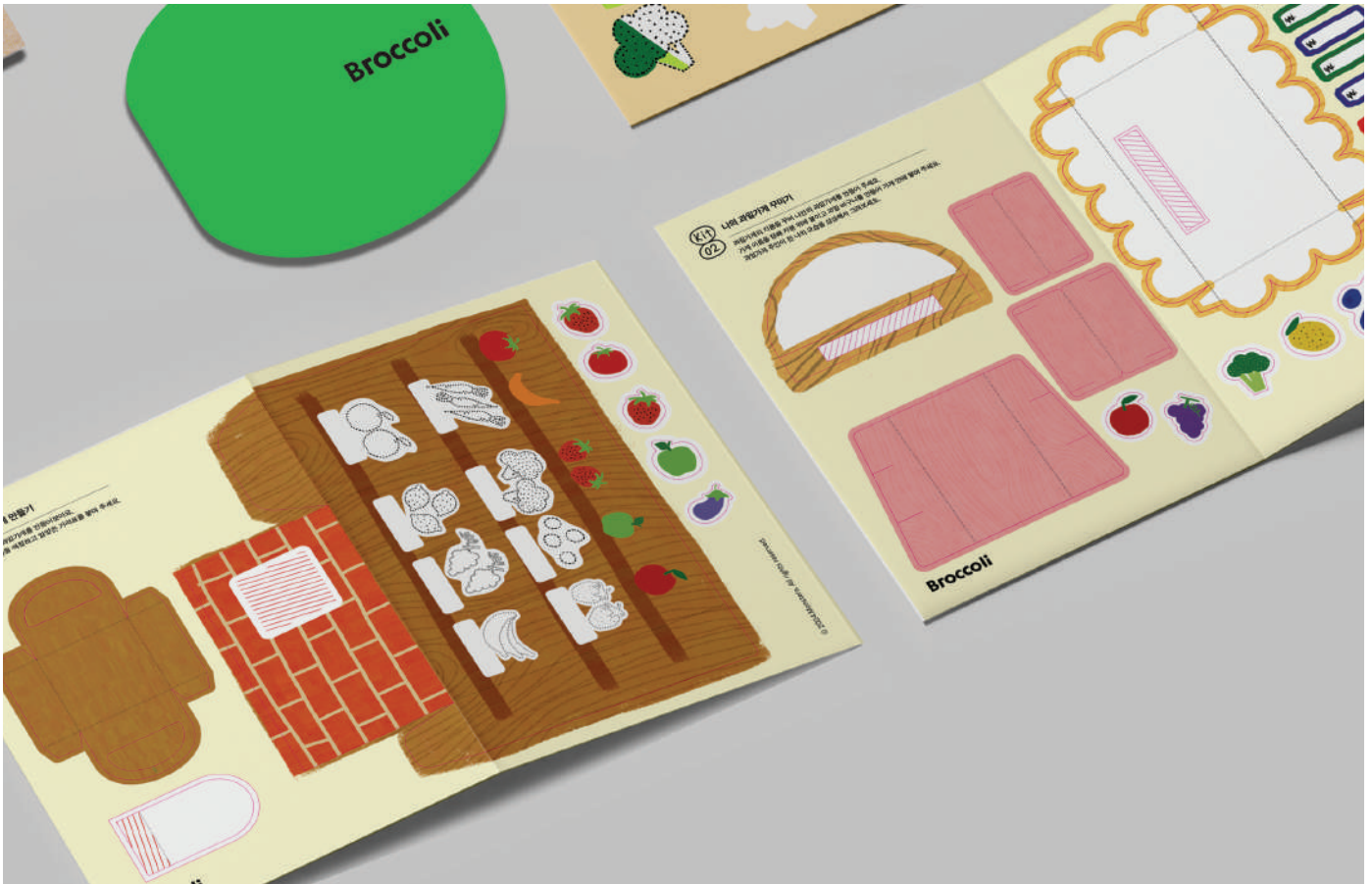
Sensory experience from paper-based materials and various crafting components.





Neulbom School 8-9 Year Old Class Material Composition. Twice a week (8 times a month), B5-sized double-sided material, Craft Kit, Tutoring Guide.

Creative Thinking/Nature/Science/Expression/Culture/ Art Comprehensive Liberal Arts Program, Motor Output Sketch, Brain Game 3D Model Learning Content.



# Broccoli

Neulbom School  
Program Annual Plan.

8-9 years old

Learning Areas	Communication · Social Relationship · Artistic Experience	Nature Exploration and Ecology · Science · Thinking Skills
Mar	3-1 "Everyone has a first time." 3-3 Introducing My Friend 3-5 My Day 3-7 Living Together in the Wild	3-2 The "Names" of Everything 3-4 The World and Cycle of Water 3-6 Flower Dissection Experiment 3-8 Water Pollution and Purification
Apr	4-1 What Will It Grow Into? 4-3 Observing Our Surroundings Anew 4-5 Feeling Beauty 4-7 Stories of Flowers, Trees, and Forests	4-2 The Solar System and Planets 4-4 Forests, Deserts, Oceans - Ecosystems 4-6 Planet Exploration Game and Space Journal 4-8 Living and Non-living Things
May	5-1 Insects Seen in Spring: "Ants" 5-3 People Who Love Me 5-5 Our Family Coordinator 5-7 Oh Tree, Oh Tree	5-2 Happy Ants Going on a Picnic 5-4 Creative Inventions and Designs 5-6 The Principle of a Bladeless Fan 5-8 Developing Logical Thinking (Pattern Recognition Training)
Jun	6-1 How to Get Along Well 6-3 Zigzag Colors 6-5 "What If..." 6-7 Protecting Family from Fine Dust	6-2 Explorers of the Solar System 6-4 Planting and Gardening 6-6 If I Were a Robot 6-8 How Does Cool Wind Come Out?
Jul	7-1 Not Everything is Red 7-3 Who Lives in the Fish Tank? 7-5 Fish Traveling the World 7-7 The Sea in My Hands	7-2 Building an Underwater City 7-4 Bird Species and Characteristics Guide 7-6 Ocean Trash Problem-Solving Project 7-8 Oh! Hot Earth
Aug	8-1 Rainbow Fruit Shop 8-3 Now It's Your Turn 8-5 You Can Do Anything 8-7 Mirror, Mirror (Looking into the Heart)	8-2 What Time Is It? 8-4 Curious About Communication! 8-6 One Hour for the Earth 8-8 It's a Big Deal if You Break or Hurt Yourself!



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8-9 years old

Learning Areas	Communication · Social Relationship · Artistic Experience	Nature Exploration and Ecology · Science · Thinking Skills
Sep	9-1 Little Heroes in the Forest 9-3 What Is It Made Of? 9-5 A Table Set for Guests 9-7 父生我身 母鞠吾身 (Father Gave Me Life, Mother Raised Me)	9-2 Welcome to the Insect Hotel 9-4 In 100 Years: Clothing [依] 9-6 Forests and Trees Changing Clothes 9-8 The Age of Space Travel
Oct	10-1 The Birth of Our Country 10-3 Songs of Autumn Crops 10-5 Schumann - The Happy Farmer (Music) 10-7 Pointillism and Neo - Impressionism	10-2 I Am a Lyricist for the Hangul Song! 10-4 Eating Insects? - Insect Pizza 10-6 In 100 Years: Food [食] 10-8 AI and Me
Nov	11-1 On Top of the Mountain 11-3 Why Do Burrs Stick? 11-5 Millet - The Falling Leaves (Masterpiece) 11-7 House with Wings That Make Wind	11-2 The Invisible World 11-4 Insects Trapped in Spider Webs 11-6 In 100 Years: Housing [住] 11-8 Drawing with Sunlight
Dec	12-1 The Warmth-Selling Shop 12-3 The Value of Friendship 12-5 I'm Lost 12-7 The Wish-Granting Box	12-2 Fish-shaped Bread Squishy 12-4 Winter Survival Strategies of Animals 12-6 Christmas in Summer 12-8 World Climates and Weather
Jan	1-1 Public Etiquette Ambassador 1-3 If I Become Dad, and Mom Becomes Me 1-5 Ten Questions to Ask Myself 1-7 Giving the Gift of Love and Happiness	1-2 Whose Footprints Are These? 1-4 Why Do We Need Power Plants? 1-6 Spinning Washing Machine 1-8 Transforming Closet - Resource Recycling
Feb	2-1 My Secret 2-3 Expressing Gratitude 2-5 The Dream - Selling Stationery Shop 2-7 Memory Awards of the Year	2-2 The Penguin's Great Adventure 2-4 Science from Nature 2-6 Winters in Different Countries 2-8 Personal Flying Vehicles

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Neulbom School  
Program Monthly Plan.

8-9 years old

Week 1	Step 1	<b>Insects Seen in Spring: "Ants"</b> <b>Learning Content</b> -The lifecycle of insects -Ants and other insects living underground	<b>Learning Areas</b> * Art, Creative Thinking
		<b>Making an Ant Language Train</b> <b>Learning Content</b> -Characteristics and life of ants -Making an ant language train	<b>Learning Areas</b> * Scientific Culture, Language
	Step 2	<b>A Song for My Family</b> <b>Learning Content</b> -Collecting song lyrics -Creating music (composing)	<b>Learning Areas</b> * Expressive Ability, Positive Emotions
		<b>Not Everything is Red</b> <b>Learning Content</b> -Becoming a colorist -Making color chips of various shades	<b>Learning Areas</b> * Art, Expression
Week 2	Step 1	<b>Our Family Who Loves Me</b> <b>Learning Content</b> -Feeling the love of family -Making family dolls	<b>Learning Areas</b> * Art, Positive Emotions
		<b>A Florist for Our Family</b> <b>Learning Content</b> -Learning about various flowers and their meanings -Birthday florist	<b>Learning Areas</b> * Art, Expression
	Step 2	<b>Curious About My Body</b> <b>Learning Content</b> -Components that make up bones -Expressing my body	<b>Learning Areas</b> * Science, Expression
		<b>Alien Escaping from Space</b> <b>Learning Content</b> -From space: Earthlings are aliens too! -Designing means of transportation and movement in space	<b>Learning Areas</b> * Scientific Culture, Creative Thinking

Weeks 1 and 3: Focus on Communication, Social Relationships, Artistic Experiences  
 Weeks 2 and 4: Focus on Nature Exploration, Ecology, Science, Creative Thinking

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Neulbom School  
Program Monthly Plan.

8-9 years old

Week 3	Step 1	<b>Colorful Outfits for Our Family</b>	<b>Learning Content</b>	<b>Learning Areas</b>
			-What clothes do we need? -Our family coordinator	* Art, Expression, Relationships
	Step 2	<b>Spring Weather Forecaster</b>	<b>Learning Content</b>	<b>Learning Areas</b>
			-Spring weather and fine dust -Creating a weather museum	* Scientific Culture, Intrinsic Motivation, Autonomy
Week 4	Step 1	<b>My Friend, Succulent</b>	<b>Learning Content</b>	<b>Learning Areas</b>
			-Learning about various perennial plants -Making eco-friendly pots	* Art, Expression
	Step 2	<b>Unfolding Stories</b>	<b>Learning Content</b>	<b>Learning Areas</b>
			-Shh, it's a secret! -Keeping my secrets in a diary	* Emotional Regulation, Expressive Ability
Week 3	Step 1	<b>Tree, Oh Tree</b>	<b>Learning Content</b>	<b>Learning Areas</b>
			-Learning about the life of a tree through its rings -Our family's tree rings	* Nature, Science, Thinking
	Step 2	<b>Secret Letters to a Friend</b>	<b>Learning Content</b>	<b>Learning Areas</b>
			-Making a secret pen with natural materials -How to hide secret letters?	* Scientific Culture, Intrinsic Motivation, Autonomy
Week 4	Step 1	<b>Giuseppe Arcimboldo - Spring (Masterpiece)</b>	<b>Learning Content</b>	<b>Learning Areas</b>
			-Appreciating Giuseppe Arcimboldo's "Spring" -Is this the artwork? (Parody)	* Art, Expression, Appreciation
	Step 2	<b>The Return of Endangered Animals</b>	<b>Learning Content</b>	<b>Learning Areas</b>
			-Efforts for endangered animals and biodiversity -Endangered animals drawing exhibition	* Biodiversity, Self-Motivation

Weeks 1 and 3: Focus on Communication, Social Relationships, Artistic Experiences  
Weeks 2 and 4: Focus on Nature Exploration, Ecology, Science, Creative Thinking

# Broccoli

Preschool  
Play-Based Learning  
Theme Monthly  
Exploration Project.

6-7 years old

Learning Areas	Communication · Social Relationship · Artistic Experience	Nature Exploration and Ecology · Science · Thinking Skills
3월	<b>Meeting and Greeting</b>	
	3-1 Who I See in Myself 3-3 What's Happening in Our Preschool	3-2 Found My Other Half! 3-4 Designing Our Class Logo
4월	<b>Beautiful Spring</b>	
	4-1 Whose House Is This? 4-3 Fly, Frog, Fly!	4-2 Seeds Are Sprouting! 4-4 Insects' Worldview
5월	<b>Art Museum of the Heart</b>	
	5-1 Love and Gratitude 5-3 Colors of My Heart	5-2 Heart Jewelry Box 5-4 Close or Far?
6월	<b>Job Exploration Mission</b>	
	6-1 I'll Make Anything for You 6-3 I Am a Musician	6-2 Our Neighborhood Hair Salon 6-4 The Magic Prescription
7월	<b>Healthy Summer</b>	
	7-1 Summertime Fun 7-3 Drip Drop	7-2 Colorful Sea Friends 7-4 Crunchy Fruits Inside and Out
8월	<b>Appreciating Transport</b>	
	8-1 Edison's Journey 8-3 Rolling Ideas	8-2 How Fast Is It? 8-4 Go, Racing Car, Go!
9월	<b>Our Country and the World</b>	
	9-1 Treasures of Our Country 9-3 Cat Heaven, Turkey	9-2 Nature and Hanbok 9-4 Flags of Different Countries
10월	<b>Colorful Autumn</b>	
	10-1 Dragonfly Suncatcher 10-3 Elba Almarson's Autumn	10-2 Hedgehog's Autumn Outing 10-4 If We Open the Tent...!
11월	<b>Save the Earth</b>	
	11-1 What's Happening to Earth? 11-3 Return of Endangered Animals	11-2 One Step for the Earth 11-4 Today's Weather Forecast
12월	<b>Exciting Winter</b>	
	12-1 Wish-Granting Tree 12-3 Christmas in Summer	12-2 Beautiful Up Close 12-4 A Gift for the Tree
1월	<b>Smart Media</b>	
	1-1 Media That Helps Me 1-3 Promise, Promise!	1-2 Letter from the Future 1-4 Dear AI, Help Me
2월	<b>Growing a Little More</b>	
	2-1 How Old Are You? 2-3 A Trophy for Myself	2-2 Story of the 12 Zodiac Animals 2-4 Flying Transportation

# Broccoli

Preschool  
Play-Based Learning  
Theme Monthly  
Exploration Project.

6-7 years old

Week 1	Step 1	<p><b>Whose House Is This?</b></p> <p><b>Learning Content</b></p> <ul style="list-style-type: none"> <li>- Ant, who are you? (their appearance, and lifecycle)</li> <li>- Creating ants with my finger</li> </ul> <p><b>Learning Areas</b></p> <ul style="list-style-type: none"> <li>* Artistic Experiences, Nature Exploration, Imagination</li> </ul>
	Step 2	<p><b>Have You Seen a Tiger Swallowtail?</b></p> <p><b>Learning Content</b></p> <ul style="list-style-type: none"> <li>- They are not the same type of butterflies!</li> <li>- Tiger Swallowtails, Cabbage Whites, Blues, Brush-footed butterflies, and Skippers</li> </ul> <p><b>Learning Areas</b></p> <ul style="list-style-type: none"> <li>* Artistic Experiences, Nature Exploration, Imagination</li> </ul>
Week 2	Step 1	<p><b>Fly, Frog, Fly!</b></p> <p><b>Learning Content</b></p> <ul style="list-style-type: none"> <li>- -From tadpole to frog</li> <li>- -Jump Jum! Frog jumping competition</li> </ul> <p><b>Learning Areas</b></p> <ul style="list-style-type: none"> <li>* Nature Exploration, Science, Intrinsic Motivation</li> </ul>
	Step 2	<p><b>Today's Weather</b></p> <p><b>Learning Content</b></p> <ul style="list-style-type: none"> <li>- Exploring the job of a weather forecaste</li> <li>- Don't move! Fine dust (learning about climate change, ecology, and air pollution)</li> </ul> <p><b>Learning Areas</b></p> <ul style="list-style-type: none"> <li>* Nature Exploration, Science, Intrinsic Motivation</li> </ul>
Week 3	Step 1	<p><b>Stirring Seeds</b></p> <p><b>Learning Content</b></p> <ul style="list-style-type: none"> <li>- How do they grow? Seeds that can become anything</li> <li>- Appreciating underground friends (beneficial plants and animals)</li> </ul> <p><b>Learning Areas</b></p> <ul style="list-style-type: none"> <li>* Artistic Experiences, Creativity, Expressive Ability</li> </ul>
	Step 2	<p><b>Spring Florist</b></p> <p><b>Learning Content</b></p> <ul style="list-style-type: none"> <li>- Each flower has a name and meaning</li> <li>- Learning about flowers and plants that bloom in each season and making natural wreaths</li> </ul> <p><b>Learning Areas</b></p> <ul style="list-style-type: none"> <li>* Artistic Experiences, Communication, Social Relationships</li> </ul>
Week 4	Step 1	<p><b>Insects' Worldview</b></p> <p><b>Learning Content</b></p> <ul style="list-style-type: none"> <li>- The fascinating eyes of insects (compound eyes and simple eyes)</li> <li>- What if I became an insect?</li> </ul> <p><b>Learning Areas</b></p> <ul style="list-style-type: none"> <li>* Nature Exploration, Science, Thinking Skills</li> </ul>
	Step 2	<p><b>Jack and the Beanstalk</b></p> <p><b>Learning Content</b></p> <ul style="list-style-type: none"> <li>- My own greenhouse: The transformation of a zipper bag</li> <li>- How tall will it grow? (Observation and recording)</li> </ul> <p><b>Learning Areas</b></p> <ul style="list-style-type: none"> <li>* Nature Exploration and Ecology, Science, Task Persistence</li> </ul>

Weeks 1 and 3: Focus on Communication, Social Relationships, Artistic Experiences

Weeks 2 and 4: Focus on Nature Exploration, Ecology, Science, Creative Thinking

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**MONSTERA**

**General inquiries / Partnership requests :1833-2471**

**Monstera Co.**

4th Floor, Gangnam Finance Center, 152 Teheran-ro, Yeoksam-dong,  
Gangnam-gu, Seoul, South Korea

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