



THE INSTITUTE FOR
Experiential Jewish Education
 מחשבה ומעשה

M² develops and provides training and research to advance the field of experiential Jewish education and invest in the growth of its educators.



At M² we believe that captivating experiences infused with Jewish values serve as evolving foundations for Jewish growth, and that the creation of such experiences requires intentional, knowledgeable and trained educators.



M²: The Institute for Experiential Jewish Education is dedicated to advancing the field of experiential Jewish through a broad range of training and consulting services in North America and Israel.



By drawing from Jewish wisdom and academic research, modeling innovative methodologies and practical applications, and cultivating collaborative learning experiences, M² provides educators and organizations with knowledge, tools, skills and traits to advance the theory and practice of experiential Jewish education, ultimately strengthening its reach and impact.



The inaugural Executive Director of M² is Shuki Taylor, a veteran educational entrepreneur who previously founded and directed a range of professional development programs serving the field of experiential Jewish education in North America and Israel. He is joined by a team of educators, practitioners and cross-disciplinary experts from fields such as scriptwriting, psychotherapy and design, with decades of experience serving and building the field.

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About Our Name

M² represents *Machshava* and *Ma'aseh* – Intention and Action – two values whose interplay is at the core of Jewish life. At M² we believe that these values are the foundations of experiential Jewish education.

M² is also *Melech Machshevet* – Deliberate Craft – an idea that guided the building of the *Mishkan* – the Tabernacle – Judaism’s greatest act and expression of experiential Jewish education.



For more information about M²:
The Institute of Experiential Jewish Education,
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