

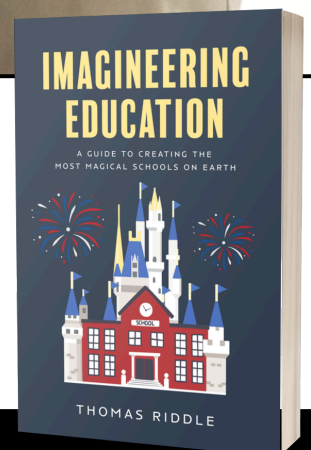
THOMAS RIDDLE

Author • Speaker • Consultant • Experience Designer

Partnering With
Visionary Leaders to
Reimagine What
Schools Can Be



Bring Thomas Riddle into your district to help reimagine what's possible. Through Human-Centered School Design, he equips visionary leaders to build schools where people, purpose, and possibility thrive.





MEET THOMAS

Thomas Riddle is a veteran South Carolina educator with more than 35 years of experience as a teacher, coach, principal, district specialist, university instructor, and museum leader. His work blends the heart of education with the creative practices of Disney's Imagineers, helping schools and districts design learning environments that engage, inspire, and transform.

He is the author of **Imagineering Education: A Guide to Creating the Most Magical Schools on Earth**, a two time **TEDx Speaker** and his work has been featured in collaborations with **Lucasfilm**, **Disney+**, **Edutopia**, **DK Books** and most recently as a selected speaker for **SXSW EDU 2026**.

Thomas is the creator of **Human-Centered School Design**, a practical, imaginative approach that focuses on the four pillars that shape every learning experience: Story, Space, Experience, and People. Through keynotes, leadership cohorts, professional learning experiences, and district partnerships, he helps educators build schools where students are engaged, teachers feel valued, and culture thrives.

Whether guiding a superintendent's cabinet, coaching principals, or helping a school reimagine its spaces, Thomas brings a blend of wisdom, creativity, and strategic clarity. His mission is simple:

Transform the human experience of school – so students, teachers, and communities can flourish.

TEDx Greenville

BYDES



Visionary educational leaders carry a tremendous weight. They see the potential in their people and their schools, yet they're often battling fragmented culture, inconsistent leadership practices, teacher burnout, and an engagement crisis unlike anything they've experienced before. They're under pressure to raise achievement, support overwhelmed staff, and create safe, welcoming environments—all while navigating political tension, shifting mandates, and limited resources. At the same time, they want something bigger: schools where students feel connected and curious, where teachers feel valued and inspired, and where the campus culture aligns with a clear, compelling vision. They want learning environments that lift people up instead of wearing them down. They want a district that feels alive with purpose again.

Thomas brings clarity, direction, and momentum to school and district transformation. Through his Human-Centered School Design approach and the core pillars of Story, Space, Experience, and People, he helps leaders align their vision with practical, imaginative strategies that strengthen culture and elevate the learning experience. His leadership cohorts, campus audits, Blue-Sky Design Labs, and district partnerships guide teams through a structured yet creative process that reconnects them to purpose, rebuilds cohesion, and inspires meaningful change. With Thomas as a strategic partner, districts move from fragmentation and overwhelm to confidence, alignment, and a renewed sense of what school can become—creating environments where students, teachers, and leaders can truly thrive.

SERVICES

Thomas helps districts reimagine what schools can be by placing people at the center of design. Through immersive professional learning, leadership development, and experience-driven school transformation, he guides superintendents, principals, and teams toward stronger culture, deeper engagement, and more inspiring learning environments.

The following menu outlines the core services available for districts.

LEADERSHIP DEVELOPMENT & EXECUTIVE COACHING

Imagineering Leadership Cohort (Flagship Program)

A 6-session transformational learning journey for principals, assistant principals, and district leaders.

Focus areas include:

- Purpose-Driven Leadership
- Human-Centered School Design
- Story, Space, Experience, People Pillars
- Culture building practices
- Creative problem-solving and Blue-Sky thinking
- Ideal for: district leadership pipelines, cabinet teams, principal development.

Superintendent & Cabinet Retreats

A customized strategic retreat to reset vision, strengthen teamwork, and align leadership practices with a shared narrative.

One-on-One Leadership Coaching

Confidential coaching for superintendents and principals focused on clarity, culture, confidence, and decision-making.

SERVICES

DISTRICT-WIDE PROFESSIONAL DEVELOPMENT

Full-Day & Multi-Day PD Experiences

Immersive, Imagineering-inspired workshops designed to energize staff, deepen engagement, and strengthen culture.

Topics include:

- Reimagining Learning Through Storytelling
- Designing Spaces That Support Belonging and Creativity
- Experience Design for Educators
- Human-Centered Teaching Practices
- Rebuilding Culture After Burnout

Keynotes & Opening Sessions

High-energy, story-rich talks perfect for convocation, district PD days, and leadership summits.

Themes include:

- The Art of Experience in Education
- Leading With Purpose, Power, and Love
- Human-Centered School Design
- Ignite Imagination: Reclaiming Creativity in Schools



"Thomas Riddle's Imagineering Education session was great! Many thought-provoking ideas about how I can improve as a teacher to help my students use their creativity. 'If you can dream it, you can do it!'"

"Such an amazing and invigorating session!"

SERVICES

SCHOOL TRANSFORMATION & EXPERIENCE DESIGN

Campus Experience Audit (Story–Space–Experience–People)

A full walkthrough and assessment of a school's culture, spaces, rituals, and learning environments.

Leaders receive:

- A clear snapshot of current culture
- A prioritized recommendations report
- Space and experience redesign ideas
- Strategies to increase student and staff engagement

Vision & Culture Design Consulting

Longer-term partnerships for districts launching new schools, redesigning existing campuses, or rebuilding culture after leadership transitions.

Blue-Sky Design Lab (District or School-Based)

A dynamic, collaborative session where teams imagine future possibilities using principles inspired by Disney Imagineering.

Outcomes include:

- Schoolwide vision alignment
- Creative prototypes and experience maps
- Clear next steps for implementation



Thomas Riddle is the epitome of visionary leadership. I am the educator I am today because of him and the way he challenged me to think about students and learning.

Shasta Looper
South Carolina Milken Educator Award Winner

SERVICES

STUDENT EXPERIENCE ENHANCEMENT

Immersive Space & Classroom Design Consulting

Support for educators and schools looking to design learning environments that enhance engagement, belonging, and creativity.

Schoolwide Storytelling & Identity Initiatives

Help schools create a unifying narrative that shapes culture, strengthens belonging, and focuses on purpose.

Maker Education & PBL Integration

Guidance for developing hands-on, curiosity-driven learning experiences infused with storytelling and design thinking.

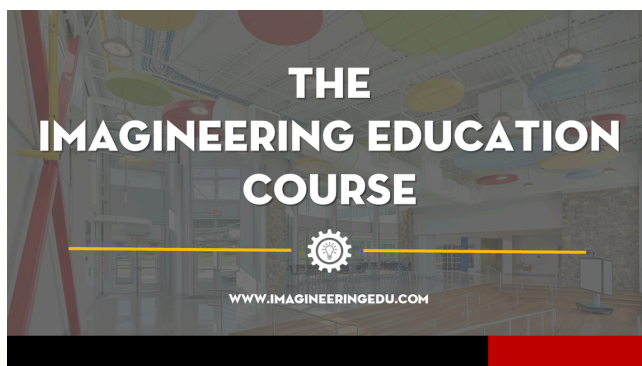


SERVICES

SCALABLE LEARNING OPTIONS

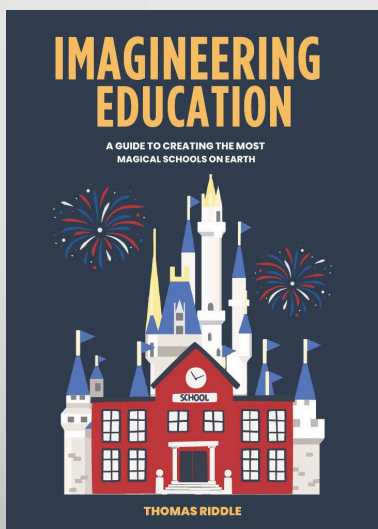
Imagineering Education Online Course

A self-paced, district-licensable course that brings the core principles of experience design, space transformation, and storytelling to educators in any context.



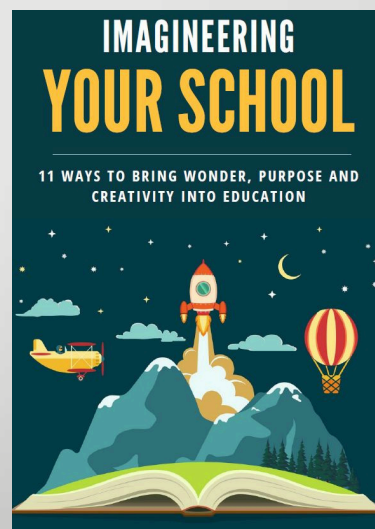
Imagineering Education — The Book

A practical and inspirational guide filled with examples, strategies, and stories that help educators design the most magical schools on Earth.



Companion E-Books & Study Guides

Short, accessible resources to support PLCs, leadership teams, or campus-wide learning.



WHAT PEOPLE ARE SAYING

"Imagineering Education makes you look at the strengths and talents within you to transform your classroom into a dynamic learning experience. The course helped remind me the most memorable things that students share years later were not the content I taught but the experience of learning the content."

Heather Brantley

Educator, Events and Community Specialist- [Curipod.com](https://www.curipod.com)



Thomas is a transformative leader whose impact ripples far beyond the walls of any classroom or design studio. With the vision of an Imagineer and the steady presence of a true servant leader, he has consistently shaped environments where innovation, collaboration, and human-centered design thrive.

What sets Thomas apart is his unwavering generosity—he doesn't just lead, he lifts. He shares his craft, his knowledge, and his time so that others can grow, contribute, and succeed. Whether mentoring peers or guiding teams through complex challenges, Thomas shows up fully—connected, intentional, and deeply attuned to the people around him.

His legacy is not only in the remarkable work he's created, but in the countless people he's empowered to see differently, to imagine boldly, and to lead with heart. I am grateful to have witnessed and learned from his example.

Mary Cantwell

Sr. Innovation Consultant- Nationwide Insurance

WHAT PEOPLE ARE SAYING

"Thomas is one of the most focused, imaginative, generous, and get-it-done people I've ever known. His brain and heart work to create a better world for young people, educators, and all who meet him."

Ken Morrill
Art and Design Educator- Fisher Middle School



"Thomas has crafted a bold and engaging educational style that is more than the sum of teaching. His path is the way of love for learning, exciting discovery, and critical thinking. His invitation is to connect the dots, making discoveries one can call their own, all with a steady and reassuring hand. When you hear him speak, you know you're in for an adventure!"

Albin Johnson
Informational Technology Administrator and
Founder of the 501st Legion

"Thomas Riddle is a master educator and storyteller who artfully blends his enthusiasm and passion into everything he does to authentically engage learners in meaningful ways. His energy is contagious as he weaves the art of storytelling, creates immersive experiences and spaces, and invites you to become active participants in the learning process."

Dr. Marialice B F X Curran
Founder & CEO, Digital Citizenship Institute



EARLY PRAISE FOR IMAGINEERING EDUCATION

What if education could feel magical every day? Thomas Riddle's *Imagineering Education* answers this question with three decades of educational wisdom fused with Disney's design principles. This isn't another book borrowing business lessons from theme parks; it's a practical guide showing how educators can create immersive, story-driven learning experiences that genuinely engage students.

Riddle demonstrates how narrative structure, emotional design, and participatory spaces transform classrooms into environments where curiosity thrives and learning becomes irresistible. The book brilliantly connects Imagineering principles to what neuroscience confirms: the best learning happens through discovery, not delivery.

Whether you're fighting for student attention daily or redesigning entire school cultures, this book provides both inspiring vision and actionable frameworks. It makes you want to transform everything immediately while showing you exactly where to start tomorrow.

Every educator talks about making learning magical, but Riddle shows us how the people who create actual magic do it, and how we can too.

-Matt Murrie

Author of *The Book of What If...?*, *The Screaming Hairy Armadillo*, and *Curiosity at Work*

As a veteran teacher of 35 years, this book has inspired me to look at teaching differently. It has ignited a creativity for creating new lessons that will captivate students. I encourage every teacher to read this book and be ready to be inspired!

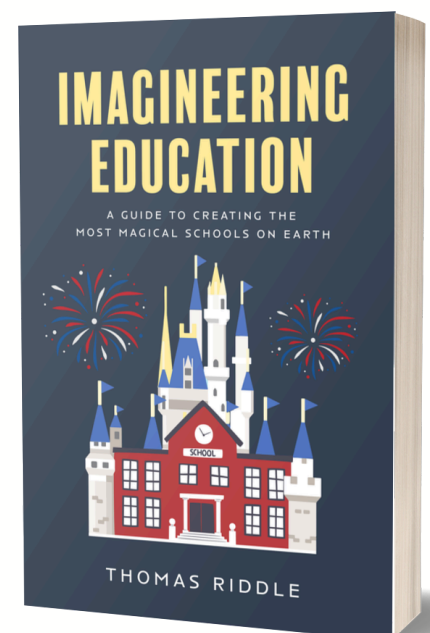
-Maureen Stevens

High School Educator

This isn't some doctoral, administrative theory that just looks good on paper – it is a practical vision with ideas and concepts that can change someone's classroom same-day! If you're looking for a guide on building an inspirational classroom, this is it!!

-Towns Lenihan

Communications Specialist- City of Gaffney



EARLY PRAISE FOR IMAGINEERING EDUCATION

What an amazing book! Not only are there great ideas, but it even helps you figure out how to apply these great ideas to your own situation. The author doesn't try to make this a "one size fits all" book. Instead, he encourages you to be creative so it can work in your particular situation, which makes it absolutely meaningful.

I can see this book being used as professional development for an entire school. This would be great for an entire faculty to read and then work together to answer the Reflect and Reimagine questions in small groups, such as each department or each grade level. This would be a great way to start small and then eventually expand it to the entire school.

-Patricia Hensley

Adjunct Professor of Education- Furman University

As an educator constantly looking for ways to make learning more engaging, Thomas Riddle's "Imagineering Education" feels like discovering a secret blueprint. This book masterfully translates the magic of Disney's immersive design principles into practical, actionable strategies for the K-12 classroom.

Riddle doesn't just use Disney as a catchy metaphor; he deconstructs the very elements of storytelling, theming, and guest experience that make Disney parks so captivating and shows how they can be applied to lesson planning, classroom design, and school culture.

This book is filled with creative, story-rich ideas to increase student engagement and make learning an adventure. It's a refreshing, optimistic, and incredibly useful guide for any teacher looking to sprinkle a little pixie dust on their curriculum. Highly recommended!

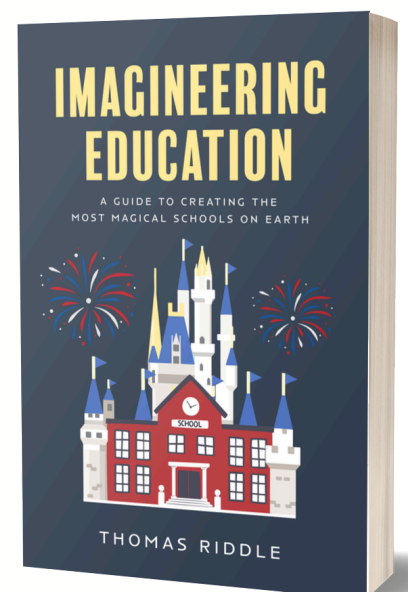
-Dr. Kris Frady

Associate Professor of Education- Clemson University

An inspiring book filled with oodles of interesting and actionable ways to make learning an unforgettable experience for kids. Author Thomas Riddle's passion for education is evident from page one, and it continues throughout the book. I love the idea of envisioning classrooms and curriculum the way that a Disney Imagineer might. I'm not a classroom teacher, but I found myself envisioning ways I'd design my classroom, or even theme my entire school.

-John Lanza

Speaker and Author of *The Art of Allowance*



PROUD TO WORK WITH THE BEST



David O. McKay
School of Education



PROUD TO WORK WITH THE BEST



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THOMAS RIDDLE

Imagine boldly. Design intentionally. Lead powerfully.



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If you're ready to elevate culture, strengthen your leadership, and transform the learning experience, for teachers and students, connect with Thomas today at 864-905-5326 or via email at thomas@imagineeringedu.com.

www.imagineeringedu.com

