



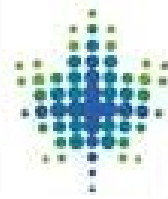
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SCHOOL OF BUSINESS

# Tools for Engaged Learning

Curious Instructor, or “Curious” Instructor?



Thank you!



**CPA**

CHARTERED  
PROFESSIONAL  
ACCOUNTANTS

EDUCATION FOUNDATION  
ALBERTA

# Tools We Will Explore

- WordArt
- Designrr
- VideoScribe
- MurfAI
- Articulate Rise

# Caveat

- With the exception of Articulate Rise, I do not have extensive experience with these tools so I cannot provide a firm endorsement of one tool over its competitors
- I am aware of alternative products worth investigating, some of which include:
  - eText publishers: Visme, Kotobee, Pandasuite
  - AI voice generations: Blaster Suite , invideo AI
  - Video creators: moovly, powtoon, invideo AI, Visme

As you can see, some of these options do more than one thing.

## WordArt

- Elements of interest in learning materials
- In class activity, especially for terminology
- Lecture slides and notes

# Designrr

- eTextbook
- Lecture notes
- Assignments or cases

# VideoScribe

- Explainer videos
- Map of the financial statements
- Concept videos you will reuse

## MurfAI

- eTextbook
- Lecture notes
- Assignments or cases
- Accessibility options



# Articulate Rise

- Despite being a much bigger product, Articulate Rise is astonishingly intuitive.
- Able to create much more interesting digital learning modules.
- Was used to build the Insight Series.

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INSIGHT

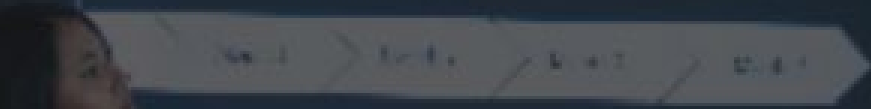
SERIES

Timeline - 6 Months

Identify  
Key Stakeholders

Develop a  
Communication  
Strategy

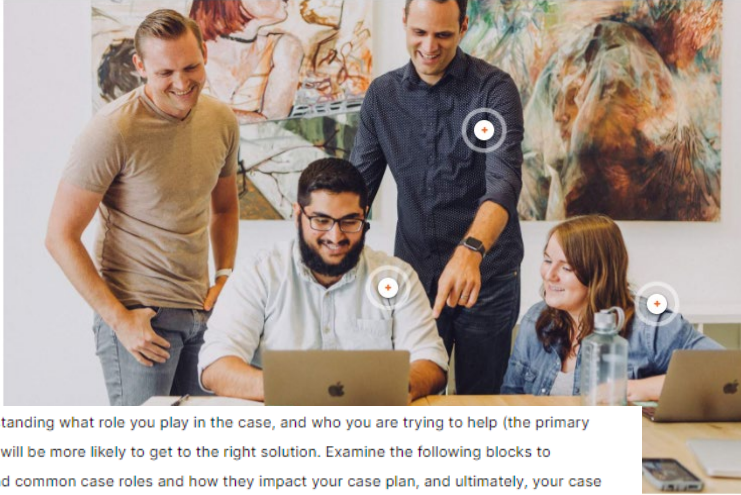
Monitor  
and Evaluate  
Communication  
Effectiveness



Criteria

Criteria	Current Score	Target	Gap
Financial Performance	85%	90%	-5%
Customer Satisfaction	78%	85%	-7%
Employee Engagement	72%	80%	-8%
Operational Efficiency	80%	85%	-5%
Market Share	15%	20%	-5%
Innovation	65%	75%	-10%
Sustainability	70%	75%	-5%

Explore the users in the scenario below starting with you, seated at the computer. Context: you have been engaged to help your clients with some big financial decisions.



By understanding what role you play in the case, and who you are trying to help (the primary user) you will be more likely to get to the right solution. Examine the following blocks to understand common case roles and how they impact your case plan, and ultimately, your case response. Click each + sign to expand the block.

- Internal analyst or advisor +
- External analyst or advisor +



First, read each of the tiles on the left and right columns carefully. Then, match each bias or goal on the left, to the potential issue on the right. Drag the item from the left column to the corresponding issue on the right column. They will snap together when you line them up. Then click submit to check your answers.

<p>☰ A new company is seeking investment from venture capitalists.</p>	<p>Financial information may overstate net income in order to increase company value.</p>
<p>☰ One of the co-owners invested in a risky company to help diversify strategy.</p>	<p>Sales may be inflated, or there may be a risk of customer complaints about sales tactics.</p>
<p>☰ Sales manager's bonus is tied to the percentage increase in sales.</p>	<p>There might be some unrecorded liabilities and expenses.</p>
<p>☰ The bank requires that the company maintains a debt ratio below 1.2.</p>	<p>Information that indicates underperformance or loss may be concealed or dismissed.</p>
<p>☰ Company owner wants to sell the business and the price will be calculated based on profit.</p>	<p>Forward looking information like sales projections may not be realistic or reliable.</p>

SUBMIT



Welcome! Select a section below, or the **Start Course** button above, when you're ready to begin.

As you read through the evaluation guide or answer key, and the accompanying example answer, here are some key items to be attentive to:

Performance expectations	Balance and depth	Priorities
Connections	Conclusion	



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**Have fun being a curious  
instructor!**



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