



DIGITAL CHANGEMAKERS TOOLKIT





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“ In this digital age, it doesn’t really matter if you are in Canary Wharf or the Caribbean; there are opportunities waiting to be grasped by entrepreneurs. ”

Richard Branson

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INTRODUCTION TO THE **DIGITAL CHANGEMAKERS PROJECT**

At a time when digital technologies have revolutionised the way we live and work and all aspects of our lives, we believe it is more crucial than ever to provide high quality, sector-specific training opportunities which allow business advisors to update their skills and embrace effective digital teaching and learning.

For this reason, Digital Changemakers aims to increase the ability and motivation of Business Advisors to use digital tools in their training and business advisory services.

The Digital Changemakers project will do this by developing:

- A Good Practice Catalogue to introduce business advisors to the value of using and teaching digital competences to Entrepreneurs and SMEs.
- Digital Changemakers Toolkit – Learn more below.
- An Online learning course which will consolidate advisors' skills and confidence in using mobile and digital learning resources and their ability to recommend digital solutions to their clients.

Our toolkit is designed to teach you our top twenty tools in under an hour each. It follows a simple four step process and our hope and aim is encourage you to try one or two tools initially, gauge the impact for yourself then learn some more

TOOLKIT OVERVIEW

WHO IS THE TOOLKIT FOR?

The target audiences for this Toolkit are Business Advisors, Mentors and Entrepreneurship Educators working across the Business Support network including; enterprise centres, incubators and VET and Higher Education Colleges as well as private sector accountants and consultants.

We aim to provide practical guidance to these business advisors on incorporating digital pedagogy tools into their day to day work – ultimately improving the quality and relevance of the service they provide to their SME and Entrepreneur Clients. consolidate advisors' skills and confidence in using mobile and digital learning

THE DCM TOOLKIT

Our Digital Changemakers Toolkit is an interactive and innovative toolkit which features 20 carefully selected digital tools and includes practical guidance on how to use them. Other tools are available in each of the categories, but the twenty we have selected represent an excellent starting point for any Advisor interested in improving their own digital competency. We have categorised the tools into **six categories** designed to help you find the right tool for the purpose you require. The six categories are:



PROJECT MANAGEMENT TOOLS

These are digital aids to assist an individual or team to effectively organize work and manage projects and tasks.



WEBINAR/ MEETING TOOLS

These include tools for digital meetings and tools for running seminars or training events over the web.



COLLABORATION AND FILE SHARING TOOLS

These tools enable people involved in a common task to collaborate share and co-author digital files through cloud computing



PRESENTATION & ANIMATION TOOLS

These tools use the power of visual storytelling to present and animate ideas and concepts incorporating text, video and graphics.



RESEARCH TOOLS

This technology offers knowledge sharing solutions and a social platform for interactions and discussions.



COURSE CREATION TOOLS

These tools enable users to simply and quickly create courses, simulations, or other educational experiences

Our toolkit is designed to help you learn any of our top 20 tools in less than 1 hour; in fact, most can be learned in less than 30 minutes! Our toolkits all follow a simple **4 step approach...**

HOW TO USE THIS TOOLKIT

STEP
01

"IN A NUTSHELL" OF EACH TOOL

At a glance, decide if this tool sounds right for you.

STEP
02

ADVANTAGES AND DISADVANTAGES OF EACH TOOL

Outlining the pros and cons of any tool is important and we have collated feedback from business advisors who have helped give us insight into how effective they feel these tools are.

STEP
03

LEARN FROM OTHERS AND SEE THE TOOL IN ACTION

Sometimes the best way to learn is to see a practical example. So that's what we have collated, some of the best online case studies to help you get a good flavor of how other Advisors and Educators are using the tool.

STEP
04

GET STARTED WITH THE TOOL!

Register online and get started with whichever tool you feel best suits your business needs!

So, give it a go, you will benefit from:

- Learning intuitive powerful tools for engaging students
- Understanding the pedagogic potential of digital learning tools
- Being motivated to incorporate some of these new tools into your advisory and teaching practice
- Increasing your own digital literacy enormously

*What are you waiting for,
go ahead and pick your first tool to learn...*



PROJECT MANAGEMENT TOOLS

The **monday.com** platform is a visual collaboration tool that helps transform the way teams work together. It is a simple, but intuitive, tool that enables people to manage work, meet deadlines and build a culture of transparency.

The checklist feature-this feature allows the user to score out any work completed on their subtasks or checklist enabling users to stay focused on the big picture of the project and maintain organization. With monday.com, everything is managed with a board. This is color-coded and visually organized to help you see who's working on a task, project, mission and to-do and where they are in the process. For example, team members can put a "Stuck," "Working on it" or "Done" status on each task. Keep you and your team on track and up to date!!

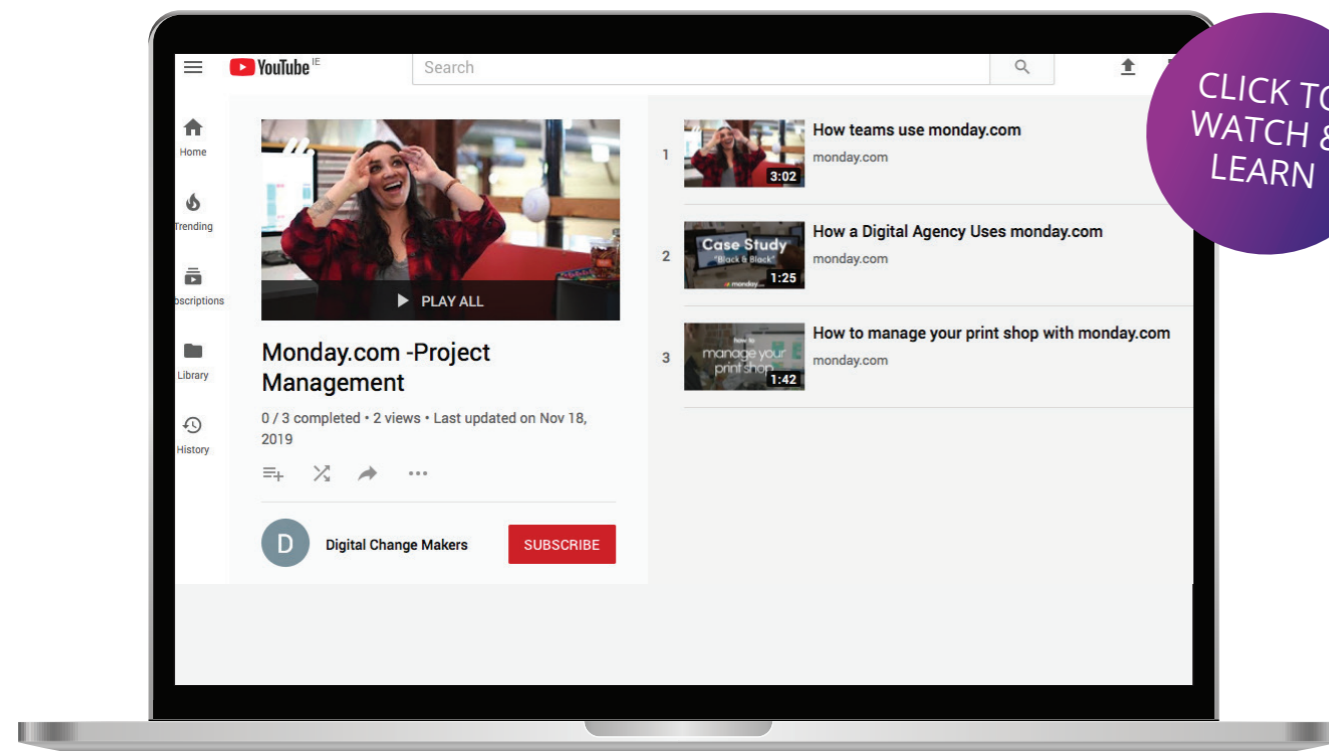
Monday



LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Monday and how it can be utilised. Click to watch and learn.

<https://www.youtube.com/playlist?list=PL8g8gMgvOS97uNKbaZ4QOc4r1cpSTYHPO>



ADVANTAGES

- Effective project management
- Production planning
- Website is easily accessed, user friendly
- Has a solution for many business functions- Sales & Marketing, HR , Real Estate, Venture Capital etc.
- Templates come built into the system, ease of use.



DISADVANTAGES

- Annual fee to use the system
- "Something for everyone" could be counterproductive.

"It allows me to use a project visualization tool, it works great. In addition, there's great drag-and-drop feature, the system is easy to use and straightforward. I can share schedules and tasks with others, I can set up priorities and add notes."

-Jackie K.(Business owner)

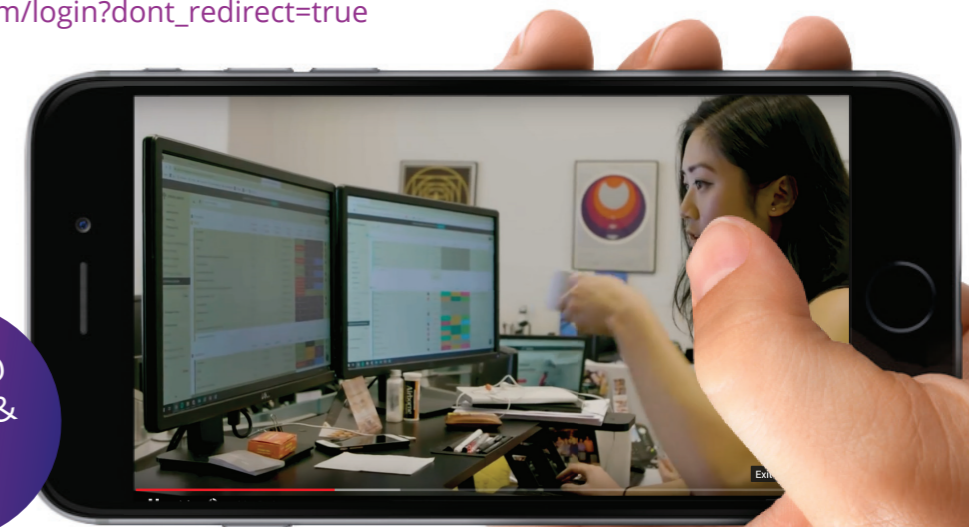


GET STARTED WITH MONDAY.COM

Follow the link below to get started using Monday, sign up for your account and invite your team to join your boards, explore the platform and see how it can help to transform how you and your team manage your workloads

https://auth.monday.com/login?dont_redirect=true

CLICK TO
WATCH &
LEARN



Trello is a collaboration tool that gives the user a visual overview of the project, and who/what has been done. A **Trello** board is a list of lists, filled with cards, used by you and your students. It's a lot more than that, though. Trello has everything you need to organize projects/assignments of any size. Open a card and you can add comments, upload file attachments, create checklists, add labels and due dates, and much more. Using **Trello** can allow individuals to participate in the actual development of the course content within the syllabus, making it more engaging and understandable from the beginning as it is highly visual more so than simple text. Trello makes it easy to get organized when taking on research or preparation for projects. Work from websites, blogs, News articles can be saved and shared in the cards of the Trello board, making the information more accessible. This can enhance workflow, train of thought, confidence in research and collaboration culture.

Trello



ADVANTAGES

- Easy to sign up and get started with the tool
- Free to use
- Assists in effective project management



DISADVANTAGES

- Organisational tools may be overwhelming for those who are not good with time management

"Its user interface is uber clean and you get to have a visually-appealing view of your current tasks. You can make customizations to benefit your task flow. Having different boards is a big plus."

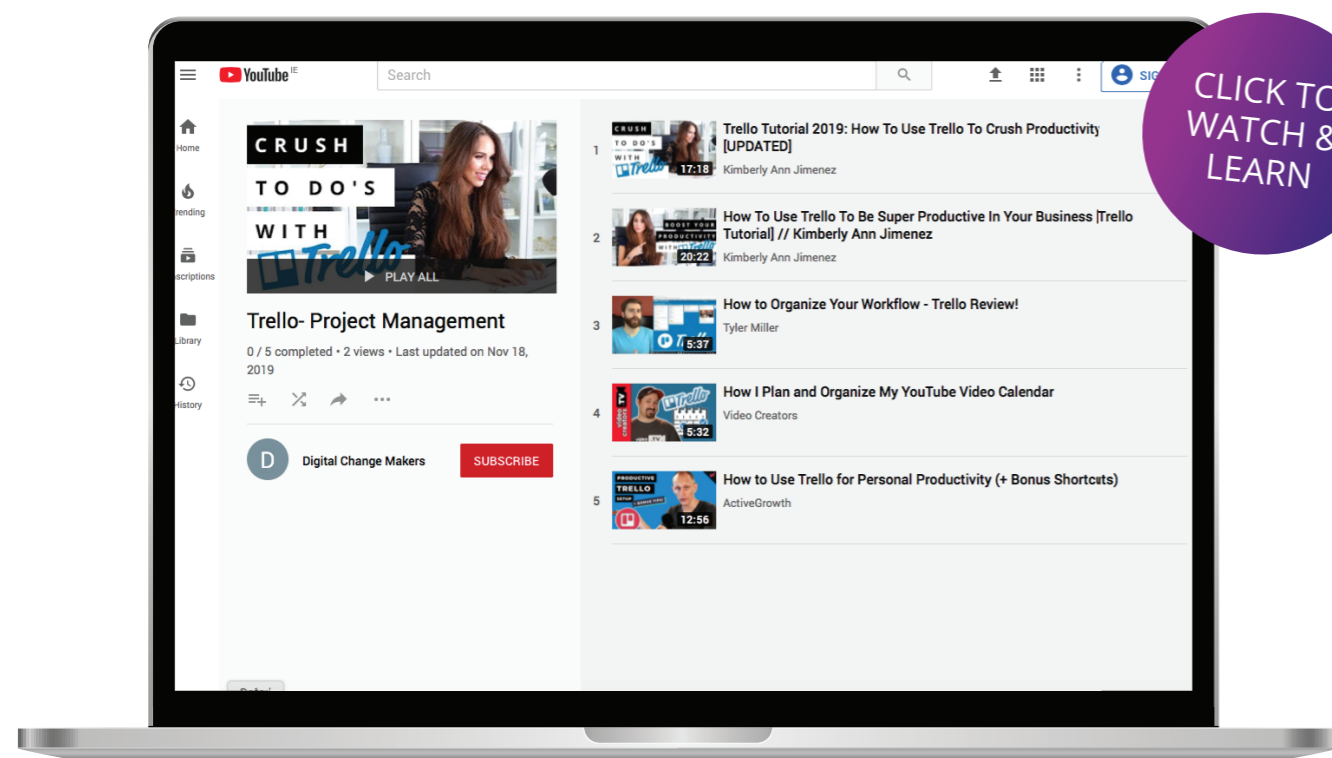
-Tom .M (Business owner)



LEARN FROM OTHERS

We collected and created some case study videos which will give you an insight into the use of Trello in practice. Click to watch and learn

<https://www.youtube.com/playlist?list=PL8g8gMgvOS97PDlp575IQhOQ91tbqhs1n>



GET STARTED WITH TRELLO

Follow the link below to get started using Trello, organize and manage your projects effectively: <https://trello.com/signup>



Mindjet is a powerful online tool designed for mindmapping, it channels the scattered thoughts that invade our busy brains and helps to effectively collate that data into a coherent idea, project or plan. **Mindjet, or Mindmanager**, helps to unlock the potential for many entrepreneurs, SMEs and educators, engaging the creative side of the brain and ensuring that the results are presented in a visually attractive, structured, interactive and useful map.

Working as an advanced virtual whiteboard Mindjet allows you to quickly capture your ideas and the surrounding information, drag and drop easily to move the information around as your idea evolves. Save notes, links and related files for easy access- Never lose out on a million pound idea with MindJet.

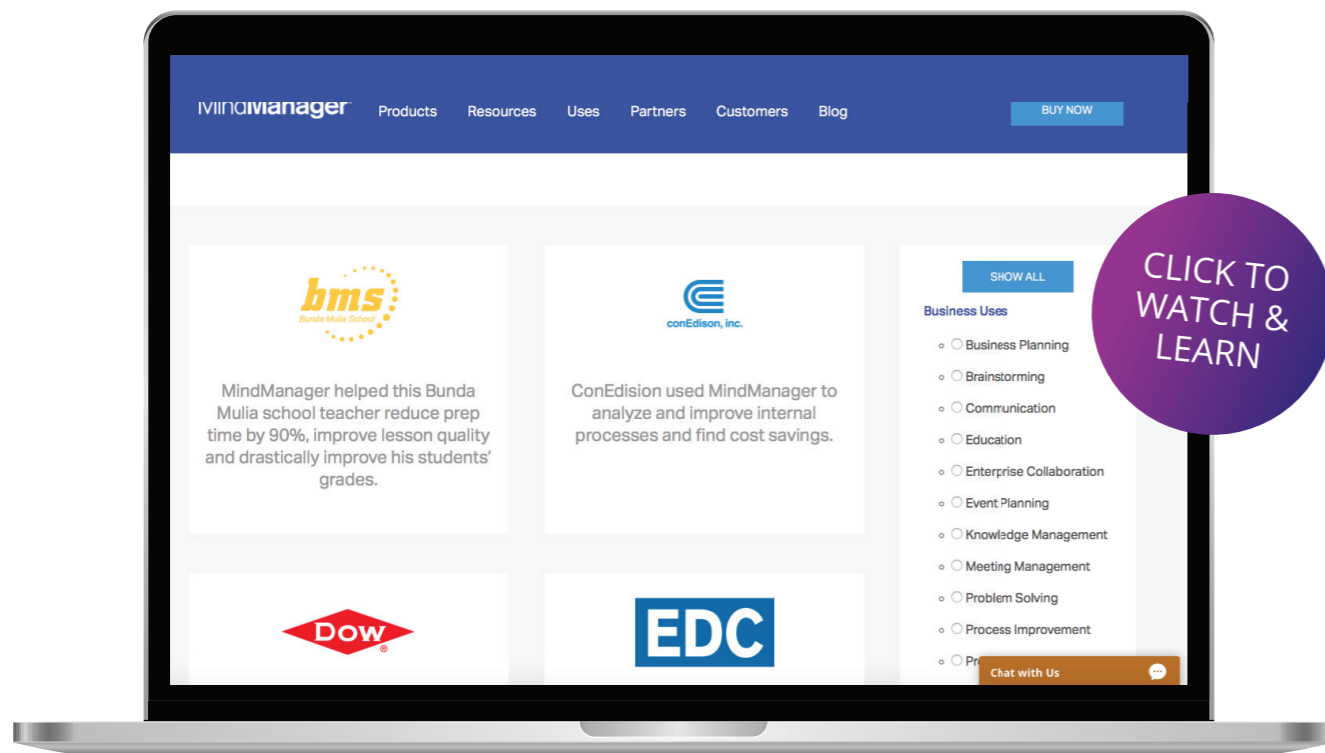
Mindjet



LEARN FROM OTHERS

Click below to read more on how Mindjet has helped their clients

<https://www.mindjet.com/customers/>



ADVANTAGES

- 30-day free trial period
- Built-in templates for quick starts
- Useful for capturing brainstorming sessions



DISADVANTAGES

- It is a large download which may hinder some users.
- Expensive for perpetual license

“Mindjet is the go-to application for at the beginning of “everything”. Catching ideas, creating and managing ToDo list(s), planning projects, outlining articles, writing projects, and other business and personal activities.”

John Griffith (VP Marketing, Principal)



GET STARTED WITH MINDJET

Follow the link below to get started using MindJet, <https://vision.mindjet.com/>





WEBINAR/
MEETING
TOOLS

GoToWebinar (or go to meeting) is a tool with the potential to allow individuals to set up online seminars and invite an audience to join. It is an effective way to incorporate online tools, particularly for remote meetings or showcasing an idea to multiple people in different locations.

GoToWebinar help advisors to bring a new element to their service, allowing the online showcasing of tools alongside the feedback area which allows them to improve with each new webinar. You can serve up information in real time, cutting across geographies and time zones. Great for training business professionals like SME owners for example who might be tight on time!

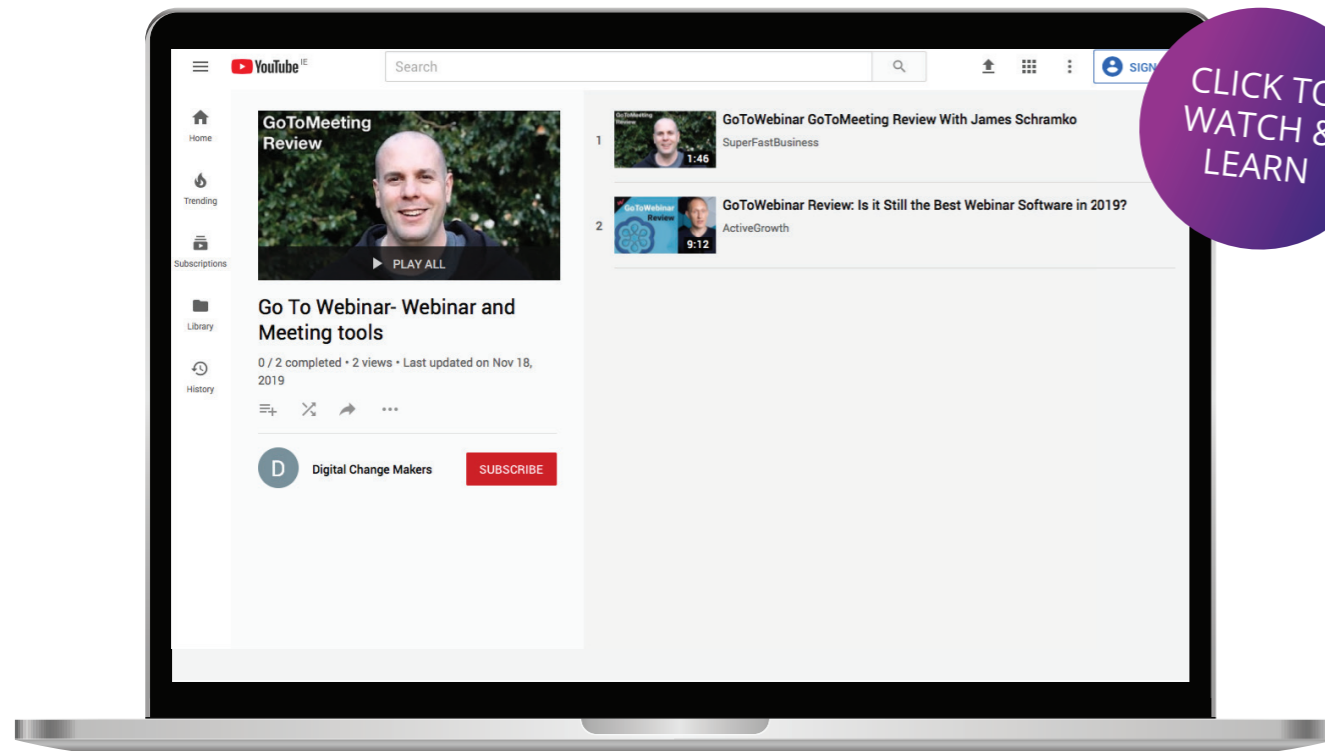
GoToWebinar



LEARN FROM OTHERS

We collected and created some explainer videos which include tutorials, case studies of educators using this tool and more. Click to watch and learn..

<https://www.youtube.com/playlist?list=PL8g8gMgvOS97L2fI3iHgNXumDwg1tEwUZ>



CLICK TO
WATCH &
LEARN



ADVANTAGES

- Sets up and monitors events
- Capture data such as attendance
- Provides feedback on success of event
- Very specific tool which meets the needs of its users



DISADVANTAGES

- May be limited audience for this among small businesses

“The software was easy to learn and the user interface is intuitive. Features were easily accessible and icons were self-explanatory to any person who grew up in the age of smart phones and the internet. I was able to launch the webinar without any prior training and hosted my very first webinar ever without a hitch. GoTo Webinar has the ability to keep track of attendees’ engagement, record presentations, poll the audience, generate analytics, switch between presenters and speakers/ panellists seamlessly”

Joey P (Staff Engineer)



GET STARTED WITH GO TO WEBINAR

Follow the link below to get started using GoToWebinar, organize and manage your projects effectively: <https://www.gotomeeting.com/en-gb/webinar/try>



CLICK TO
WATCH &
LEARN

Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, collaboration, chat, and webinars across mobile devices, desktops, telephones, and room systems.

Zoom holds the feature to allow the host to annotate their shared screen, making engagement more interactive and informative. For those who want to host a webinar online, the **Zoom** video webinar feature provides access for up to 100 interactive participants, with packages that allow for up to 100,000 view-only attendees. Sharing is simple with a single click, and there's even dual-screen support. Zoom breakout rooms enable groups to move smoothly from a single large gathering into several smaller groups, then return to a single group session

Zoom

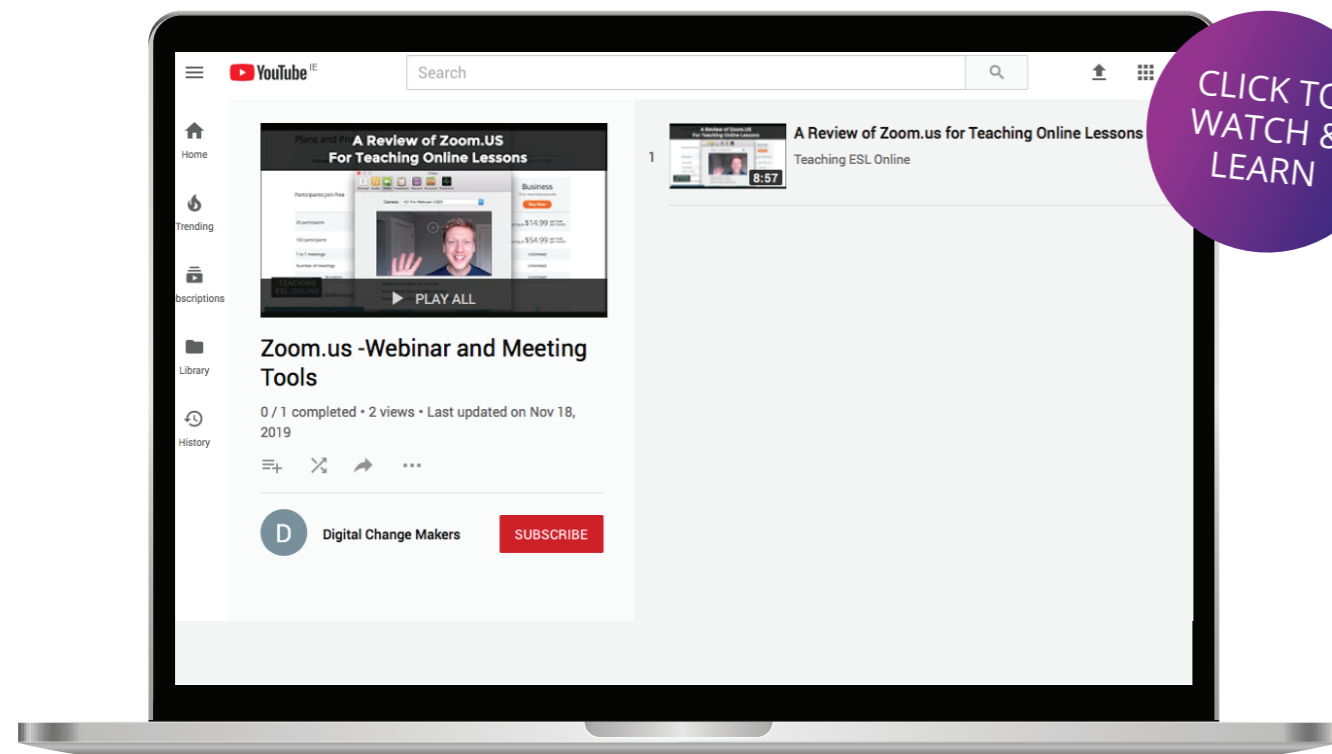
zoom



LEARN FROM OTHERS

We have selected the top example of Zoom in action. Click below and learn more.

https://www.youtube.com/playlist?list=PL8g8gMgvOS96IU_v7UkoA2Oq5bsBzdGq1



ADVANTAGES

- Great tool for video conferencing
- Includes webinars
- Ranked number 1 by customer reviews



DISADVANTAGES

- May not be suitable for all small businesses

“Zoom has actually helped us push our company into an era that uses tech for collaborating and cut down significantly on travel costs, as well as having helped reduce our carbon footprint”

-Charles Browder (Technology Adoption Specialist)



GET STARTED WITH ZOOM

Follow the link below to get started using Zoom, keep up to date with clients and colleagues, organize effective meetings: <https://zoom.us/signup>



Skype is a free online tool which allows online calls, messaging, affordable international calling to mobiles or landlines and **Skype** for Business for effective collaboration with partners.

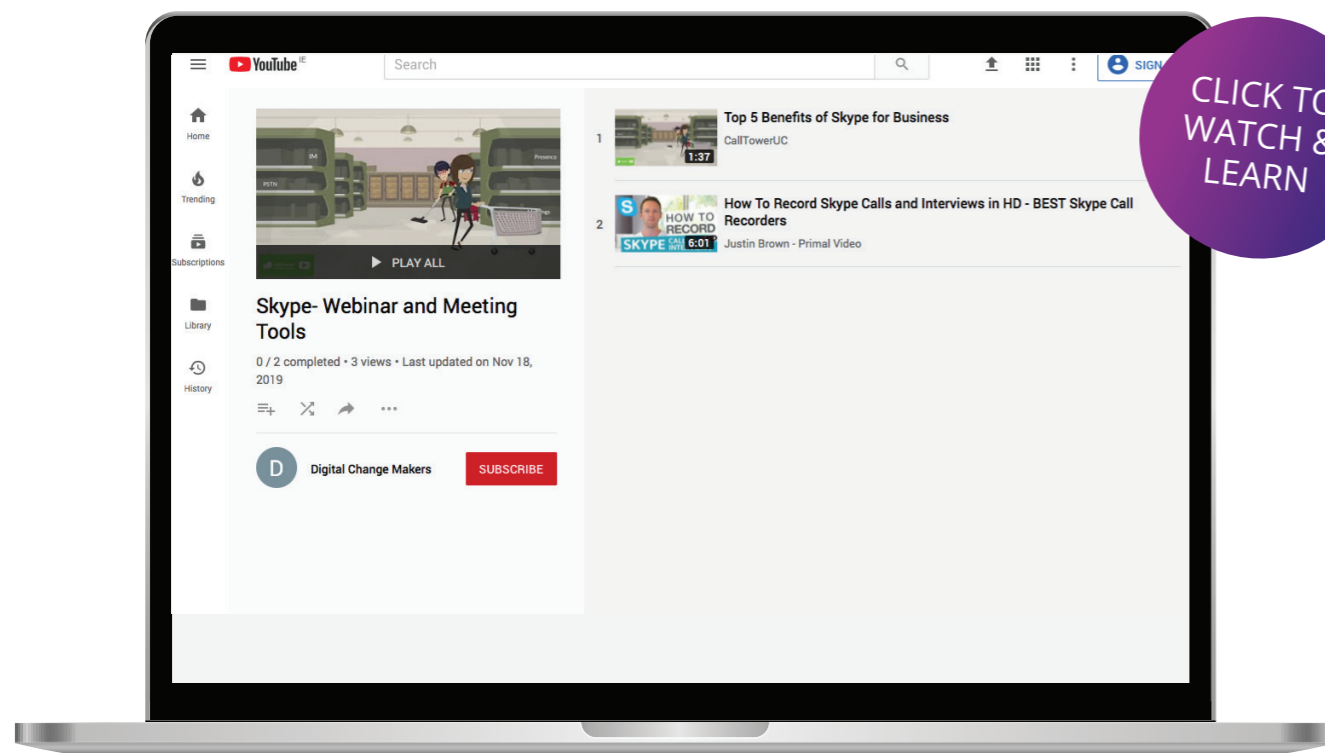
Skype allows its users to connect with other people from all over the world via messages, voice and video calls. Connect with clients, colleagues and SMEs to ensure effective communication, management and organisation. Projects and business relationships require ease of communication to allow for effective collaboration and success. Skype makes it easy to stay in touch and for free, it's the perfect tool for businesses!

Skype



LEARN FROM OTHERS

We have collated some the best case study, exemplar videos on Skype and its usage in business. Click below to watch: https://www.youtube.com/playlist?list=PL8g8gMgvOS96D_mwX_QzxGgbTl23vSlpQ



ADVANTAGES

- Universal appeal
- No "fear factor" with clients
- Well established
- Free tool
- Allows you to nurture the "face to face" relationship, even when an in person meeting isn't possible



DISADVANTAGES

- Some issues with connecting and ensuring large groups are all online at the same time.

"We use Skype to talk to staff who work remotely and who don't come into the office. We also use Skype to talk to suppliers who use the video to show us products and goods that we might want to buy. It's easier to see details and we can see how the goods look in real life rather than just seeing them in pictures."

Vivian Vassar (Business Owner)



GET STARTED WITH SKYPE

Follow the link below and sign up for your own Skype account. Free, effectively and world renowned, what're you waiting for?

<https://signup.live.com/signup>

CLICK TO
WATCH &
LEARN





COLLABORATION AND FILE SHARING TOOLS

Dropbox is one of the simplest cloud storage solutions and is renowned for its ease of use. According to Dropbox, over 6,000 educational institutions worldwide are using the cloud-based software. **Dropbox** is being used in many schools as a shared storage solution for all sorts of documents, resources, and lesson plans. The huge benefit here is that files are in one location that is accessible to all.

Dropbox enables the sharing of large sized files, numerous file transfers or files that are too sensitive to be sent via email. **Dropbox** allows files to be securely stored for viewing by invited parties only and means that documents can be worked on by multiple people at the same time.

Dropbox

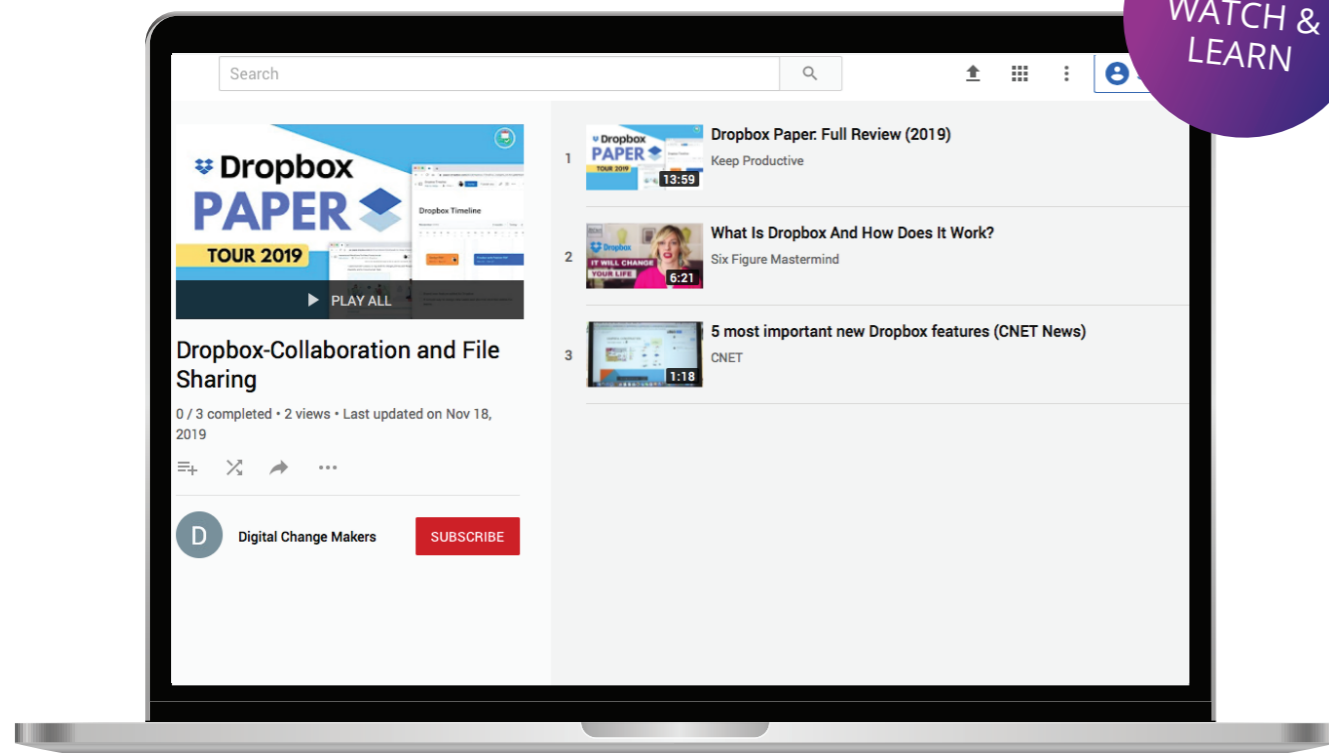


LEARN FROM OTHERS

We collected and created some best practice usage videos. Click to watch and learn

<https://www.youtube.com/playlist?list=PL8g8gMgvOS96-QrBUqCvc5Ppj5T3crlC>

CLICK TO
WATCH &
LEARN



ADVANTAGES

- Very well-established tool.
- Great tool for group work, distance groupwork.
- It's a free tool.
- Content can be easily added, moved and deleted- flexibility.



DISADVANTAGES

- Participants in the folders can add or delete as they please, this may cause issues if personal backups of materials are not kept up to date.

"I'm a solo practitioner. I use it daily for all my client documents and projects. I like it because I know that there will always be a backup if there's an issue. I don't have to worry about losing files or work. Clients also use it, so it makes it easy for us to share files."

Michelle Messenger Garrett
(Writer/Content Creator/Public Relations Consultant)



GET STARTED WITH DROPBOX

Follow the link below, sign up for your own Dropbox account and get started with your new file sharing journey:

<https://www.dropbox.com/business/try>

CLICK TO
WATCH &
LEARN



Slack is an intuitive, innovation and intelligent collaboration platform for communication and sharing. It is used primarily in business to limit the need for email however, it is becoming increasingly popular in the field of education and training.

It allows group and direct messaging, file sharing, and 3rd party app integrations. It's basically a chatroom with lots of smart, elegantly integrated features which make it an excellent resource for business advisors and trainers.

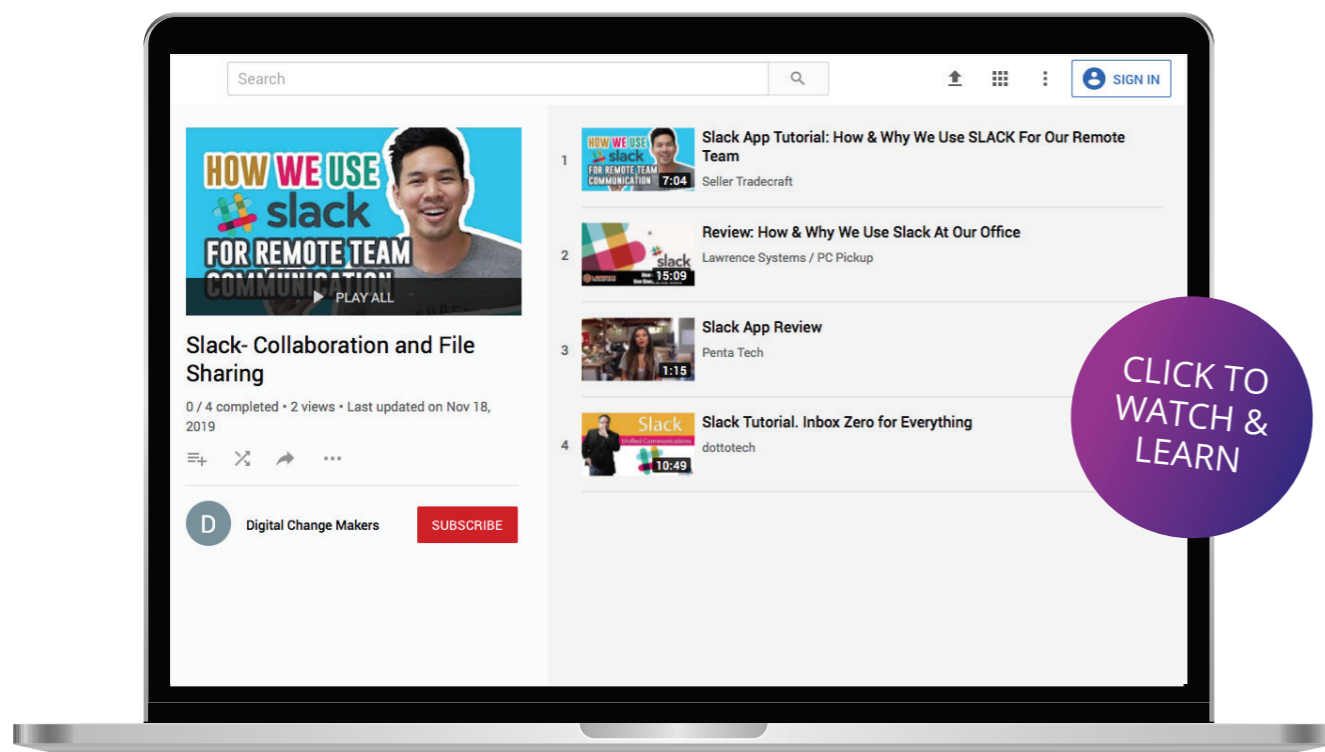
Slack



LEARN FROM OTHERS

We collected and created some best practice videos. Click below and learn something new:

<https://www.youtube.com/playlist?list=PL8g8gMgvOS95ACmRNNIVY-F6Wbc-IW8W4>



ADVANTAGES

- Join an existing "Workspace"
- Set up your own unique "Workspace"
- Add your own team to your Slack, chose your team size.
- Good accessibility



DISADVANTAGES

- Due to the traditional nature of using email in business it may be harder to convince some individuals to make the move to Slack.

"This is a tool to improve communication and collaboration. From my team's experience, we were able to pose questions to the group and discuss in real time, while keeping a record for future reference. Sharing documents in one place was simple for discussion, rather than having to wade through an entire Google Drive to find the right document name. In our company's case, Slack really did eliminate the need to have frequent project meetings."

Katie from Bluestem Network



GET STARTED WITH SLACK

Follow the link below, sign up for a Slack account and get started with the tool and get your team together! <https://slack.com/get-started#/>

CLICK TO
WATCH &
LEARN



WeTransfer is a cloud-based online platform designed to allow you to transfer different types of files for free to other users on the Internet. It is a great tool which has the benefit that there is no registration required, therefore no time wasted filling out forms, adding a password, confirming the password etc...simply add recipients email address and send.

Send large files, up to 2 GB when using the free, doesn't fill up memory of device with unnecessary files as many file sharing tools do. Simple and Effective!

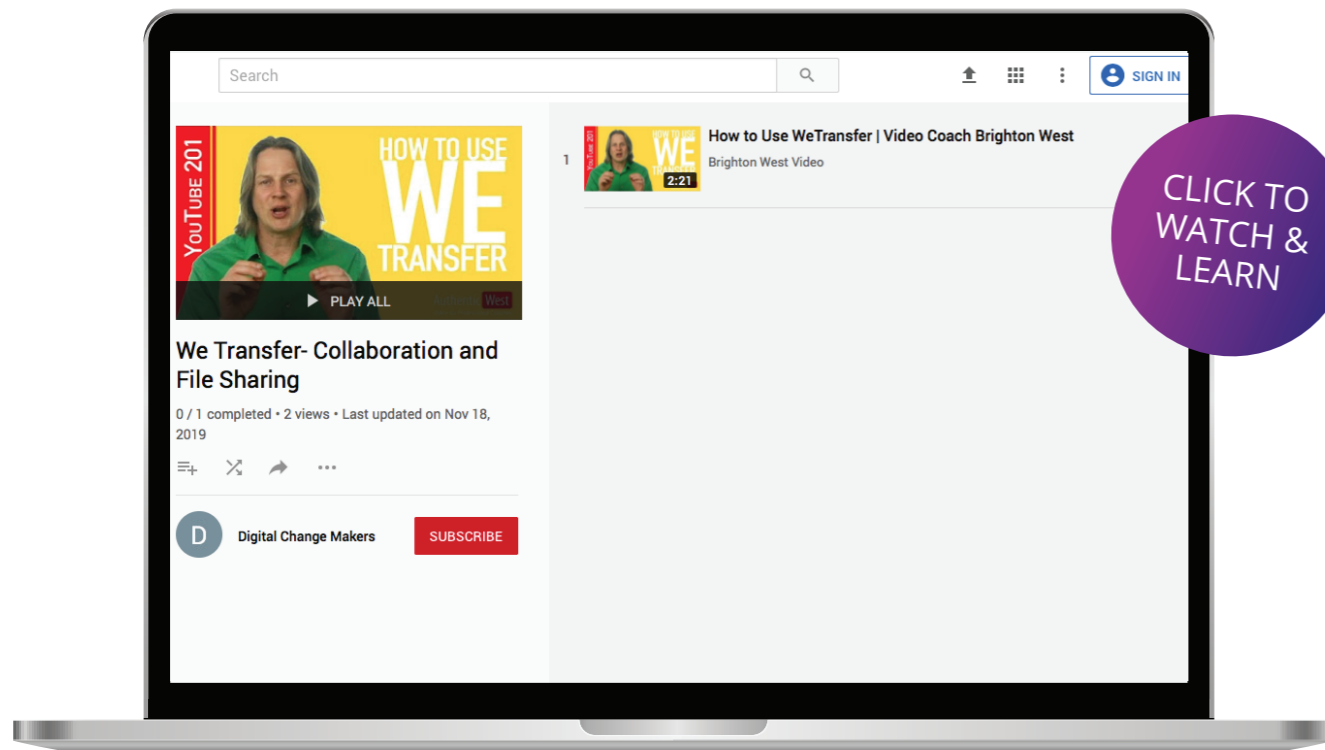
WeTransfer



LEARN FROM OTHERS

collected and created some case study videos which highlight best practice with WeTransfer. Click to watch and learn.

https://www.youtube.com/playlist?list=PL8g8gMgvOS96tzlybj4TCGVD_4jSE7Hch



ADVANTAGES

- Great tool for transferring big files
- Send up to 2GB for free
- Can upgrade to WeTransfer Plus for up to 20GB of transfer space, only 21 Euro per month
- Very useful, allows you to see when your files have been downloaded.



DISADVANTAGES

- This is quite a new tool and some people will not be familiar with its functionality, but its easy to use so you can inform your colleagues and friends

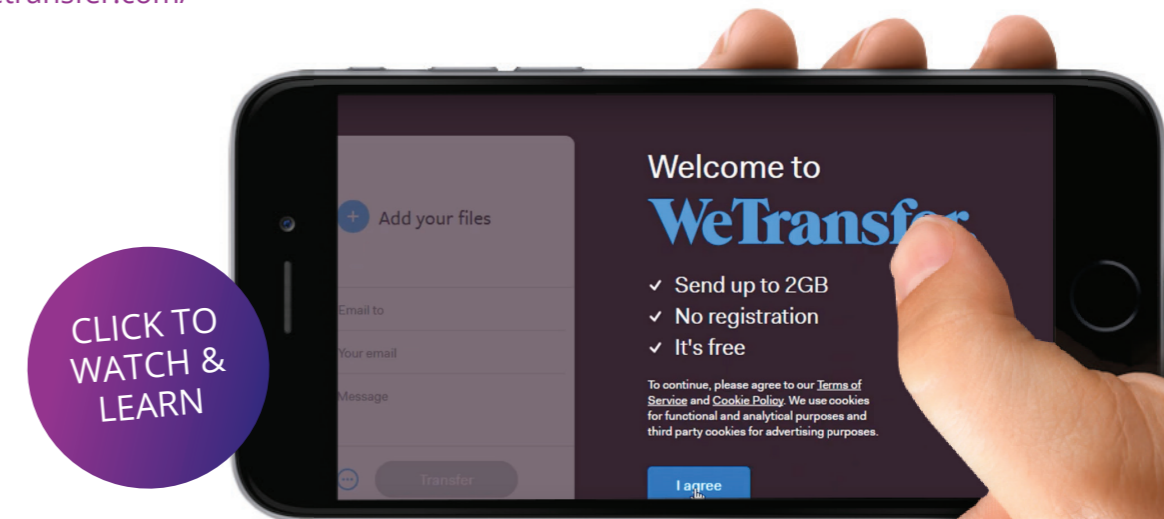
“What I love most about this software is its ease of use and convenience! As a professional photographer, film director, and editor, I’m constantly using large files and never want to compromise quality when needing to send or receive files online or via email. WeTransfer allows me to work with large files without sacrificing quality due to size constraints. Also, It’s so easy to use and saves me so much time within my workflow. Professional emails and notifications upon sending, receiving, or downloading files is a great touch.”

Tommy Schneckenberger (Business owner of media production company)



GET STARTED WITH WE TRANSFER

Follow the link below to get started using WeTransfer- no need to sign up!
<https://wetransfer.com/>





PRESENTATION
& ANIMATION
TOOLS

Kahoot! is a free game-based system which offers an engaging way to test the learning and knowledge of learners and audience. Kahoot! makes learning new topics interactive and fun, it encourages engagement even from Adults! **Kahoot!** can be adapted to a wide variety of subjects and languages.

Trainers and educators the world over recommend Kahoot! not only for its pedagogic potential but also because it is very simple to set up and navigate, meaning that it is much more likely to be used on a daily/weekly basis. Tap into your learners' competitive natures, engage them as well as assessing their understanding of certain topics. Zero in on the needs of individuals and adapt your materials to ensure that you are meeting the requirements.

Kahoot

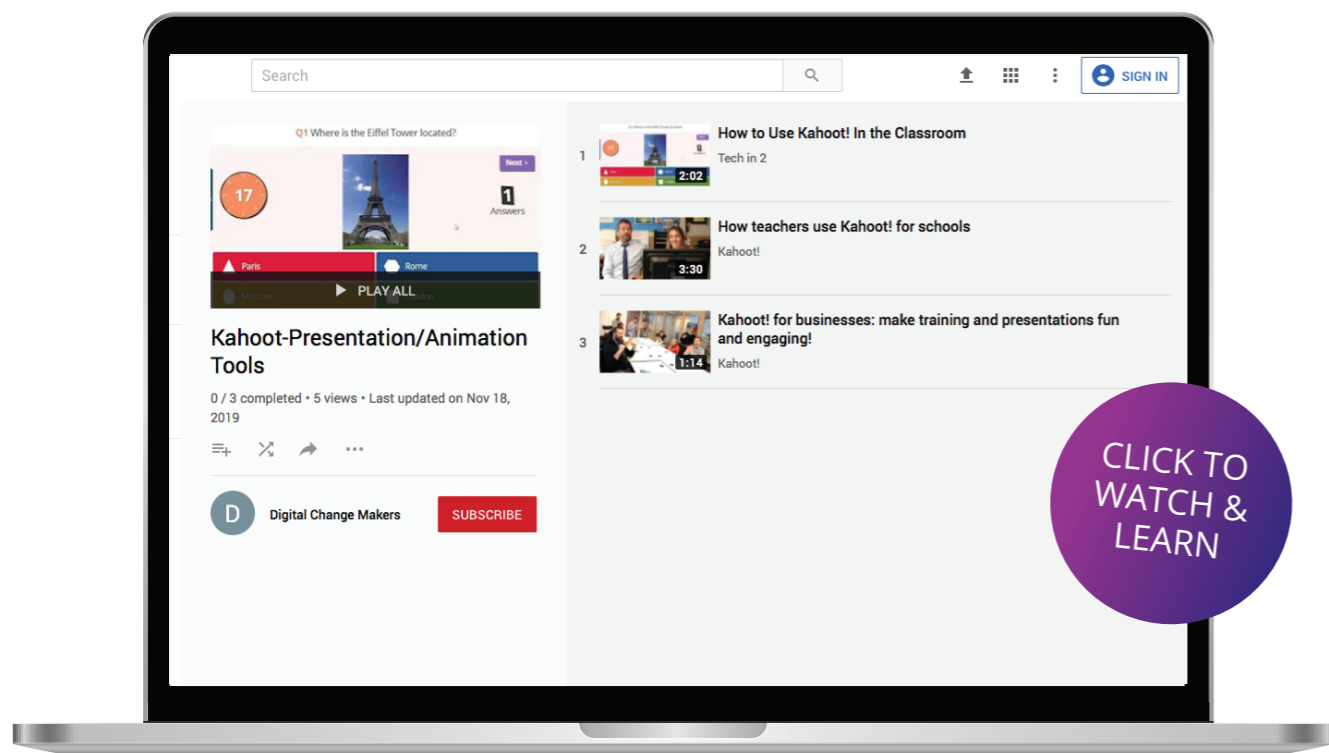
Kahoot!



LEARN FROM OTHERS

We have collated a playlist of high-quality videos which we hope will further your knowledge and understanding of this tool. Broaden your learning by way of these tutorials and case studies.

https://www.youtube.com/playlist?list=PL8g8gMgvOS96VsX-rLw_GnOmj1PMWQjxV



ADVANTAGES

- Introduce a new concept or topic
- Reinforce knowledge
- Challenge learners to make their own Kahoot!



DISADVANTAGES

- Due to the "game-style" nature of this tool some adults may be reluctant to get involved.

"Kahoot is excellent! Kahoot has brought listener response to the next level as users are hooked with its interactive display and game mode setting. Users and administrators love it because it gives instant feedback from listeners"

Russell P.
Consultant E-Learning, Self-employed



GET STARTED WITH KAHOOT

Now that you know a little bit more about Kahoot! Its your turn to try out the tool! Give it and go and see what you could unlock.

<https://create.kahoot.it/register>



Nearpod is a cross-platform, engagement platform, that captivates your audience with interactive activities, connecting them through collaborative discussions, and gain instant insight into learning through formative assessments on Nearpod. Educators and trainers can build upon content they already have invested hours into developing by using the import feature of a PDF saved from any PowerPoint, KeyNote or SMART Notebook as the basis for a **Nearpod** presentation.

Receive immediate feedback on what your audience have learnt by the Poll, Quiz or Open-ended question feature. You can add audio & video directly from BBC Worldwide Video, your storage drive (Dropbox, Google Drive, etc.), from your computer, or use the built-in YouTube search

Nearpod



ADVANTAGES

- For teachers and school districts
- 7000+ studies available
- Creating your own course within this tool is straightforward
- Ideal for classroom style environment



DISADVANTAGES

- Not targeted at "enterprise" organizations or trainers
- Tailored to a US audience

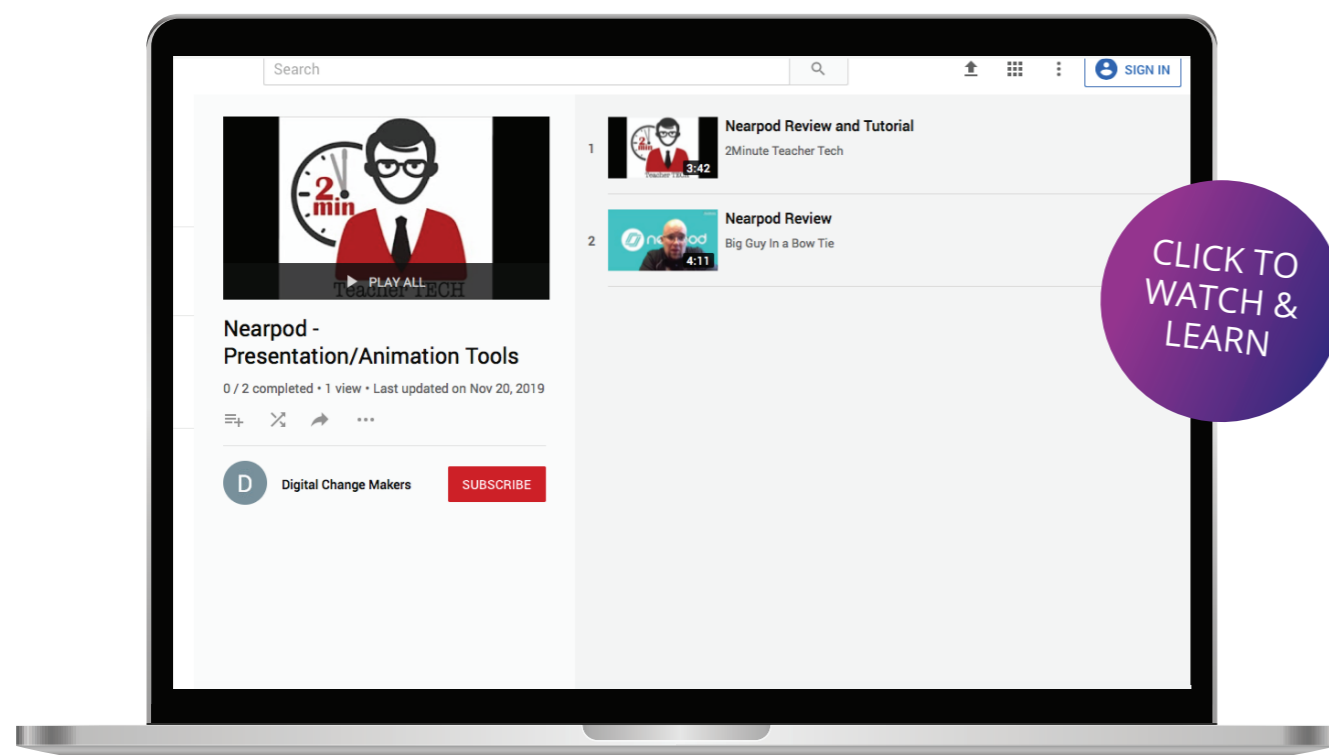
"I really love having access to all of the lessons that are already made - it makes planning super easy! But it also really easy to create your own, as well. My favorite part is that many functions require every individual to respond in some way, whether it is a poll, drawing, short answer response, or quiz."

Rachel P



LEARN FROM OTHERS

https://www.youtube.com/playlist?list=PL8g8gMgvOS970eSGL_OgyQgd7ikNLbIDF



GET STARTED WITH NEARPOD

Now that you have had a good introduction into Nearpod – why not test it out for yourself?

<https://nearpod.com/signup/?oc=SignUpTopNav>



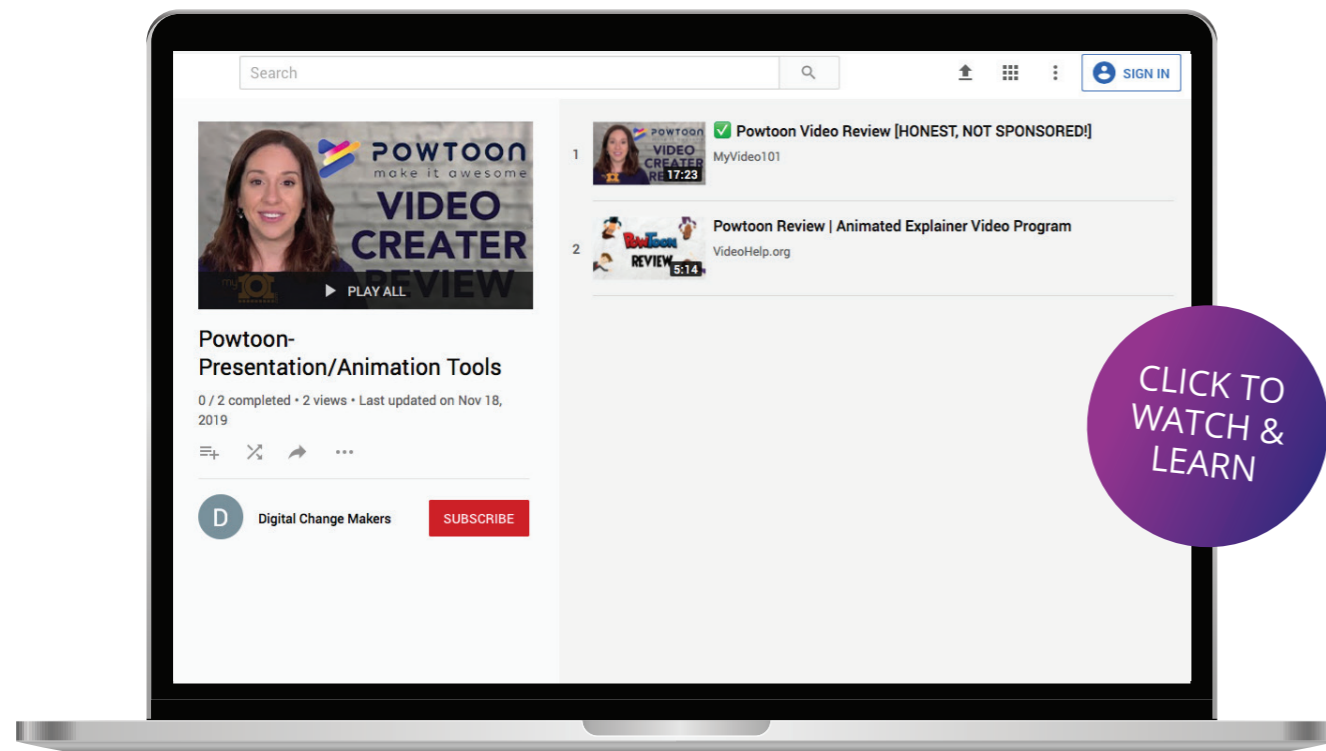
Powtoon is an animation and presentation program that can be utilized in order to make content more engaging, interactive and captivating while also offering a very professional look and feel. It allows users to explain topics with effective impact using a short and simple "Powtoon". Employ voice over track- once the user has their script drafted, they can simply select the "import" button on the top toolbar, then select the "record" option when ready to speak! The slides on the presentation can be easily edited to parallel the information with the voice over. Text can also be added with great ease, the textbox can be plain or the user can utilize one of the specially designed text boxes with shape and animation to make their presentation/video more captivating. Powtoon has an extensive library of objects, backgrounds and characters to avail of, coupled with the facility to import your own images if necessary.

Powtoon



LEARN FROM OTHERS

<https://www.youtube.com/playlist?list=PL8g8gMgvOS95OTdW8jGWhQulQIEv7hzjz>



ADVANTAGES

- Used by Coca Cola, Cisco, eBay, Pfizer, Costco etc.
- Excellent for creating engaging presentations.
- Focused on sales and marketing
- Sample video structures are by business sector
- Select your own style of moving images and soundtrack



DISADVANTAGES

- Might take some time to get familiar with this tool

"Powtoon is a convenient to use online computer animation online video building application, which gives plenty of innovative and wonderful designed themes for creating an animated video. It helps to produce an online video through your imagination. Powtoon will likely be happy to support their clients and asks for any ideas for greater functionality."

Riyan K (Marketing Manager)



GET STARTED WITH POWTOON

Now that you have had a good introduction into Powtoon, click below for sign up to the tool and get creative with your materials.

<https://www.powtoon.com/account/signup/>



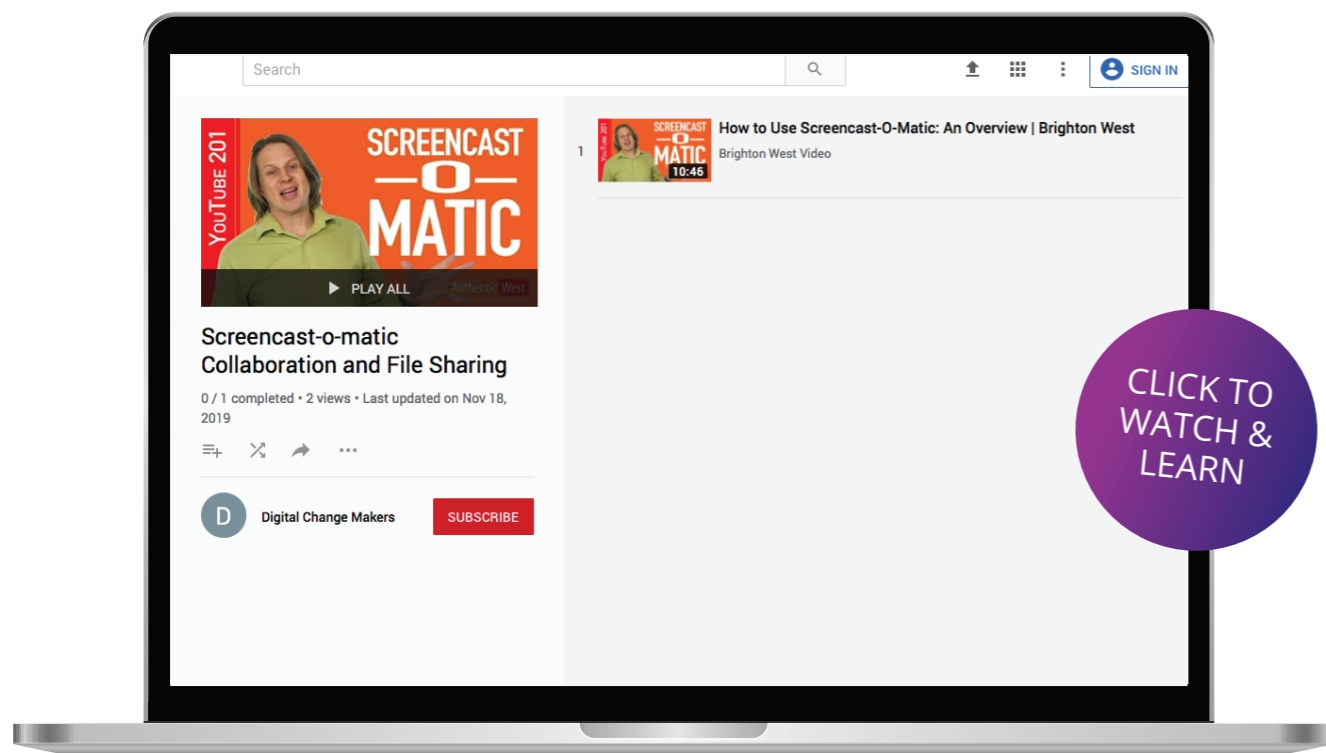
ScreenCast-O-matic is a form of video and audio screen capture software that can be used to create video from your screen (i.e. short lectures or course tours), that can be used online or downloaded and installed. There are both free and subscription versions of this program. The subscription service allows you to directly upload videos to Google Drive, Drop Box, and a few other spaces, though you can manually upload the files to the same spaces with the free version. The paid version also allows you a wider range of tools to play with including the ability to record webcam footage of yourself to embed in the screen cast, which could be particularly useful for online courses especially if the student is a visual, auditory or kinaesthetic learner. This also helps to personalise online learning, as the student becomes familiar with the course creator and may feel more inclined to contact them if they encounter any areas of difficulty

ScreenCast o Matic



LEARN FROM OTHERS

<https://www.youtube.com/playlist?list=PL8g8gMgvOS95OJGB5tzpXH1YHx1mlcLg>



CLICK TO
WATCH &
LEARN



ADVANTAGES

- Excellent tool for video recording and editing
- Nominal annual fee
- Suitable for sales and marketing
- Suitable for companies with flexible working locations
- Suitable for keeping customers in touch with developments



DISADVANTAGES

- Need to pay for premium to access the wider range of tools available

"I love how easy Screencast-o-matic is to use. The software is intuitive and flows easily after just a few times of using it. When I do get the chance to use it, the simple editing tools make it easier to finish a capture without having to edit it in in some other software then upload it."

Sean D (CEOSmall-Business)

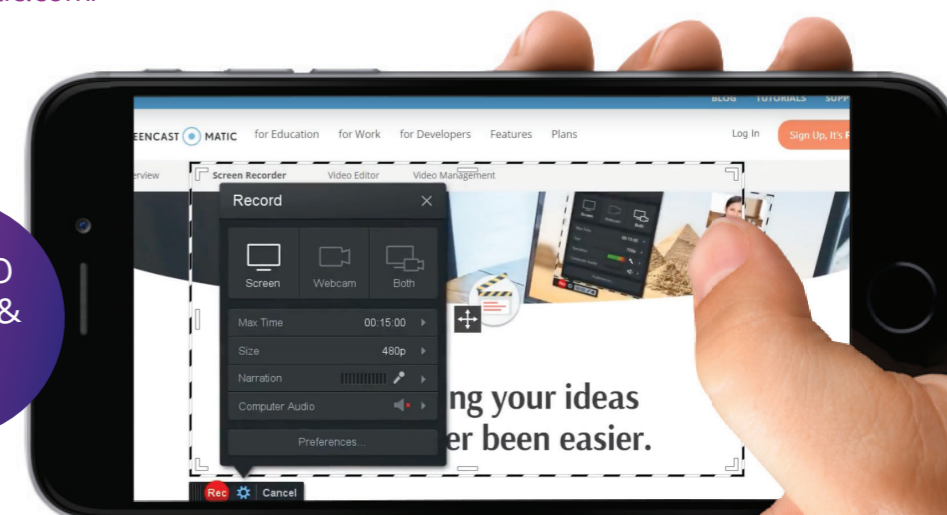


GET STARTED WITH SCREENCAST-O-MATIC

Introduction and best practices completed; you should have a good idea if this tool is what you're looking for. If you think it may be something you could use, click the link below and sign up for free!

<https://screencast-o-matic.com/>

CLICK TO
WATCH &
LEARN



Camtasia is used to create video tutorials and presentations. A useful feature of **Camtasia** is that it allows the user to screencast or direct record their presentations. In addition, you can also edit your videos and audio.

Although the basic features of **Camtasia** are quite easy to use, there are many advanced editing options which can take time to master. Screen casting has many instructional applications include step-by-step process visuals, demonstrations, tutorials, and presentations. Create your own screencasts to create a video that aligns with your learning objectives.

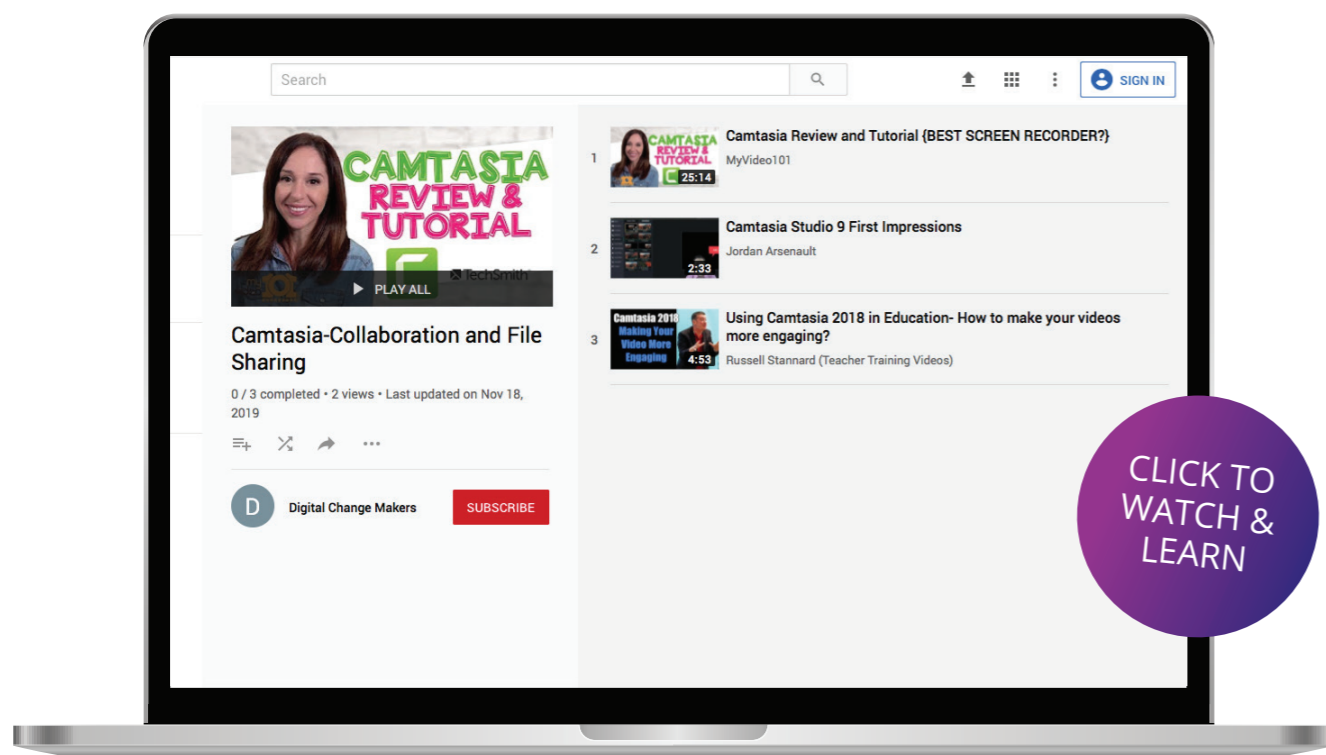
Camtasia



LEARN FROM OTHERS

We collected and created some explainer videos which include tutorials, case studies of educators using this tool and more. Click to watch and learn.

https://www.youtube.com/playlist?list=PL8g8gMgvOS94a2d-5SjKele-la8m6_dAJ



ADVANTAGES

- Create professional looking videos
- Record, edit and share easily from this tool
- Very sophisticated product



DISADVANTAGES

- Large trial download
- May prove too complex for some users
- May not be attractive to SMEs/managers

“For the past 12 years, our web design company has been using Camtasia to make great videos that show clients their website interfaces as we are developing them, and to create training videos explaining to clients on how to manage their websites. Project updates are easily communicated to clients and collaborators with Camtasia. When we look at the clients existing website or software for analysis we create friendly talkative screencast videos for the client. It’s like we are right their next to the client talking to them as they can see our screens and hear our voices”

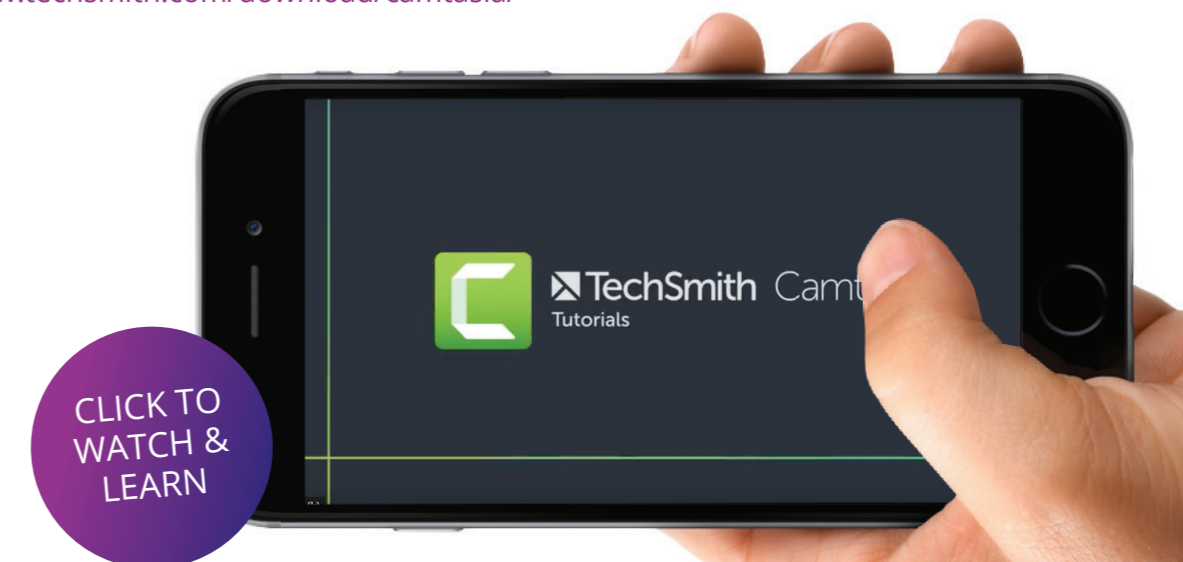
K. Murphy (Business owner)



GET STARTED WITH CAMTASIA

Follow the link below, sign up for your free trial of Camtasia and get started:

<https://www.techsmith.com/download/camtasia/>





RESEARCH TOOLS

Diigo is a powerful information capturing, storing, recalling and sharing tool. **Diigo** is an acronym for Digest of Internet Information, Groups, and Other. There are many possibilities with **Diigo**, including saving important websites and getting direct access to them on any computer. Categorizing websites by titles, notes, keyword tags, lists and groups.

You can also save a screenshot of a website and see how it has changed over time and annotate websites with highlighting or virtual “sticky notes.” **Diigo** is an excellent tool for developing a range of different skills and can be used to help boost confidence in research and helps users to collate high quality materials and support resources.

Diigo

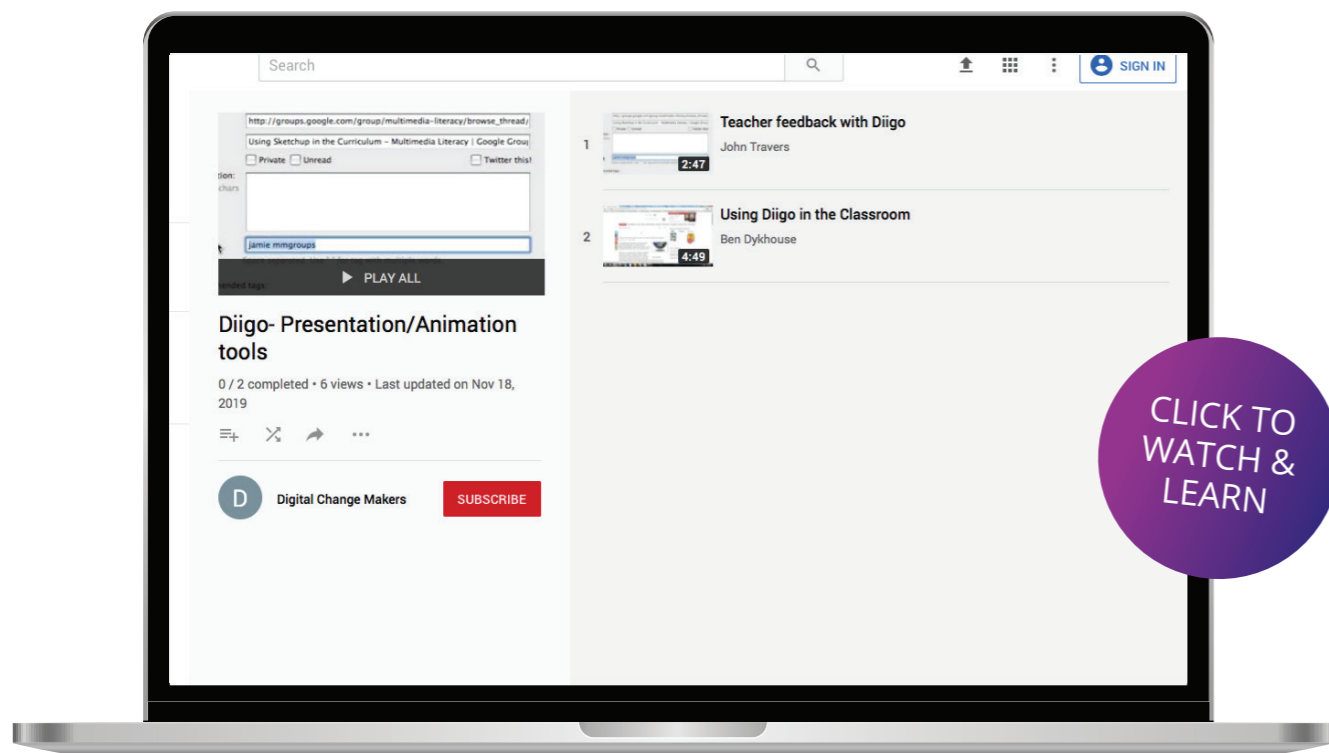
diigo



LEARN FROM OTHERS

We have collated a playlist of high-quality videos which we hope will further your knowledge and understanding of this tool. Broaden your learning by way of these tutorials and case studies <https://www.cultofpedagogy.com/diigo/>

<https://www.youtube.com/playlist?list=PL8g8gMgvOS94OyBjuhi029iHv-IXSUYLy>



ADVANTAGES

- Collects and organizes online research results
- Suitable for report writing based on discovered online content
- This includes data, reports and video content



DISADVANTAGES

- Designed for researchers and academics not specifically for business advisors
- May have limited SME appeal

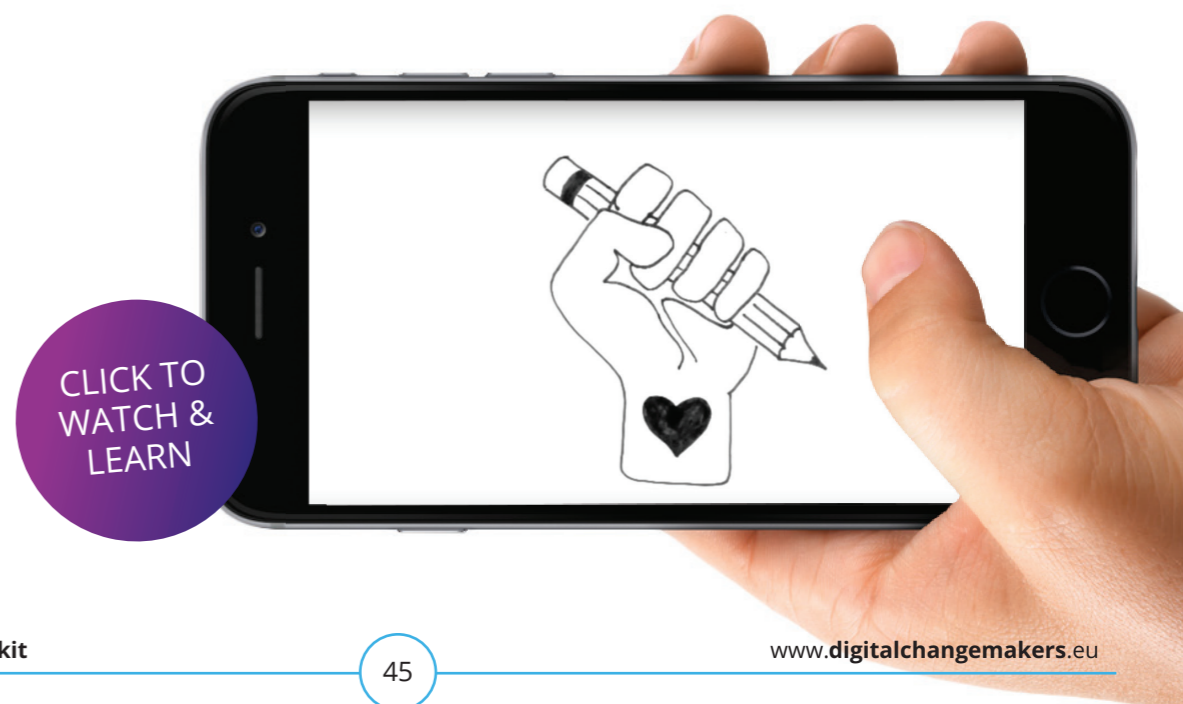
“I loved how much easier to made my note taking and sharing when I do my work research online. Prior to this I was using about 3 different tools to keep track of the research material I was reading, temporarily bookmarking links and sharing the content. Diigo did all of that in one place which was fantastic.”

Surender S (Manager) Technology and Services Company



GET STARTED WITH DIIGO

Follow the link below to create your own Diigo account, and begin your new research adventure today: <https://www.diigo.com/premium>



Pearltree's is a visual and collaborative curation tool that allows users to organize, explore and share any URL they find online as well as to upload personal photos, files and notes...it is also referred to as social bookmarking. From preparation to meeting activities, **Pearltrees** collaborative organizational system enables the user to digitalize all of their projects with unparalleled ease and consistency.

Pearltrees enables advisors and educators to direct their audience more efficiently through a topic or research by guiding them through different sites laid out on each pearl of the tree. Create private collections to prepare before meetings or in order to enhance a lesson.

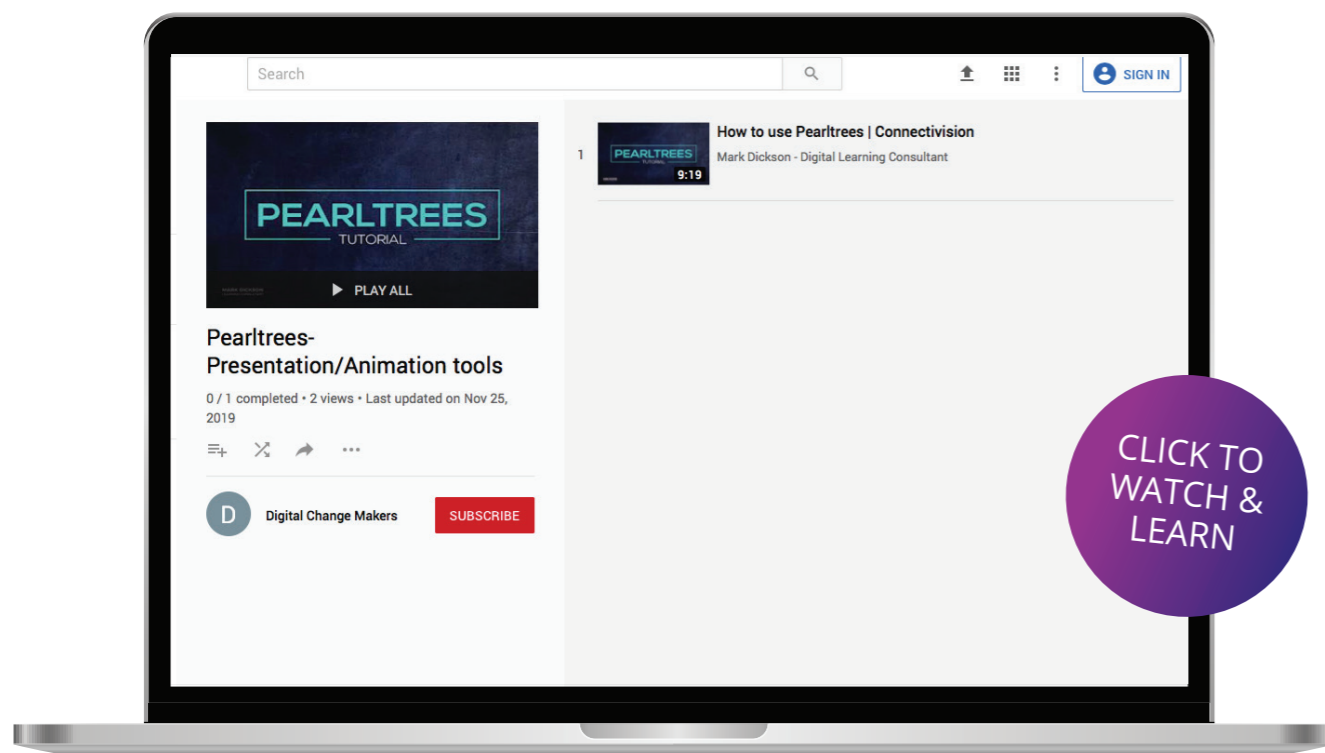
Pearltrees



LEARN FROM OTHERS

We have collated a playlist of high-quality videos which we hope will further your knowledge and understanding of this tool. Broaden your learning by way of these tutorials and case studies

https://www.youtube.com/playlist?list=PL8g8gMgvOS948OibrtcuXB_KHmvuqwGue



ADVANTAGES

- Pearltrees is a great free tool
- Drag and Drop facility is very useful for collecting online data and links from various quarters
- Great resource for project managers



DISADVANTAGES

- Website is not as visually attractive as some other tools available
- Access to this site is not easy

"I am so excited! I would use Pearltrees to archive articles for my personal and professional interests, share articles and assignments."

Kim



GET STARTED WITH PEARLTREES

Now that you have had a good introduction into Pearltrees- why not test it out for yourself? Give your materials a new lease of life.

<https://www.pearltrees.com/>





CONTENT
CREATION
TOOLS

TED is a global community that is passionate about the power of ideas to change attitudes and lives. **TED Ed** is the education wing of TED and is committed to creating lessons worth sharing. It has an extensive library of lessons where carefully curated educational videos are available.

The TED-Ed platform allows users to take any TED Talk, TED-Ed Lesson or educational video and easily create customized questions and discussions around the video. Users can then distribute these lessons, publicly or privately, and track their impact on the world, a class or an individual student. As TED Ed is an online application it needs Internet connection. Users do not need to login in order to watch TED-Ed lessons but it is required to save answers, participate in discussions or create new lessons around a YouTube videos.

TED Ed



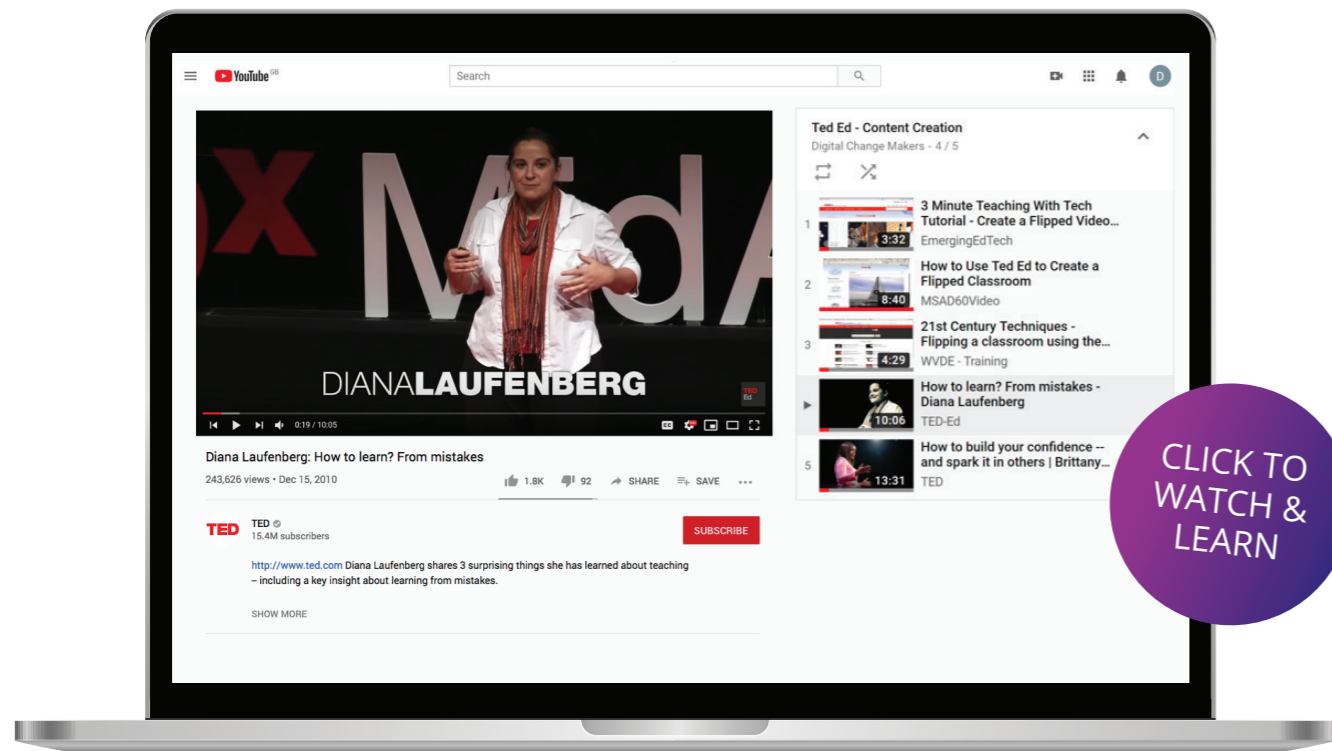
TEDEd



LEARN FROM OTHERS

We have collated a playlist of high-quality videos which we hope will further your knowledge and understanding of this tool. Broaden your learning by way of these tutorials and case studies.

<https://www.youtube.com/watch?v=TPPbAcY9s-M&list=PL8g8gMgvOS97Er4-KGRomqDBFi9FrX2r>



ADVANTAGES

- Ted Ed includes a large library of existing educational material, prepared by other trainers, advisors and educators. These lessons can be easily navigated via the search facility in order to find your desired topic. If you cannot find what you are looking for users can also create lessons around their own YouTube videos
- Videos can be short and to the point. In the fast paced digital world, “bite-sized” learning is key, especially when time face to face with a business advisor is limited.
- Its free and easy to use and encourages open discussion on the topics at hand.



DISADVANTAGES

- Some people may find it difficult to generate their own visually attractive presentation content.
- In order to create a lesson around a video, it need to be previously updated to YouTube as well as listed as public.

“I’ve used the videos to supplement lessons or to help students understand a confusing concept. Ted ED was engaging, concise, and it helped me answer their questions. I have yet to try any of their lesson plans that go with some of the videos” -

Josh W. (Educator)



GET STARTED WITH TEDED

- 1 Go to <http://ed.ted.com>
- 2 Register or Sign in to your TedEd account in the top right-hand corner of the screen and unlock the unlimited possibilities with TedEd

CLICK TO
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LEARN



Originally best known as a blogging tool when it was first established, **WordPress** ranges from simple websites, to portals and enterprise websites, and even mobile applications; many of which include useful educational content. Given the versatility of **WordPress**, it has endless possibilities as an educational tool. **WordPress** combines simplicity for users and publishers with extensive programming options; making it flexible whilst still being easy-to-use. In our opinion and experience it is the ideal tool for online course creation.

WordPress is an open source - that means it's free and also has a very large community of developer and contributors working on it. A useful feature of Wordpress its responsiveness, meaning it automatically optimises how your course is displayed across different devices such as phones, tablets and laptops.

WordPress



ADVANTAGES

- It is an open source and free to use. People create themes and plugins for others to download.
- Easy-to-use administrator panel. When it comes to WordPress, you don't have to be an expert. Every element is arranged on the sidebar as menus and submenus. All you have to do is choosing the right one and acting accordingly.
- Easy to register for and makes it possible for start ups to generate their online presence quickly and easily.
- Built in blog section which allows you to keep customers and clients up to date on new developments



DISADVANTAGES

- In order to utilize all of the technical capabilities within WordPress you may need some expertise in Digital Platforms.
- There have been some security concerns so it is important to install updates as they become available.



LEARN FROM OTHERS

We have collated a playlist of high-quality videos which we hope will further your knowledge and understanding of this tool. Broaden your learning by way of these tutorials and case studies. <https://agencytrailblazer.com/category/podcast/>

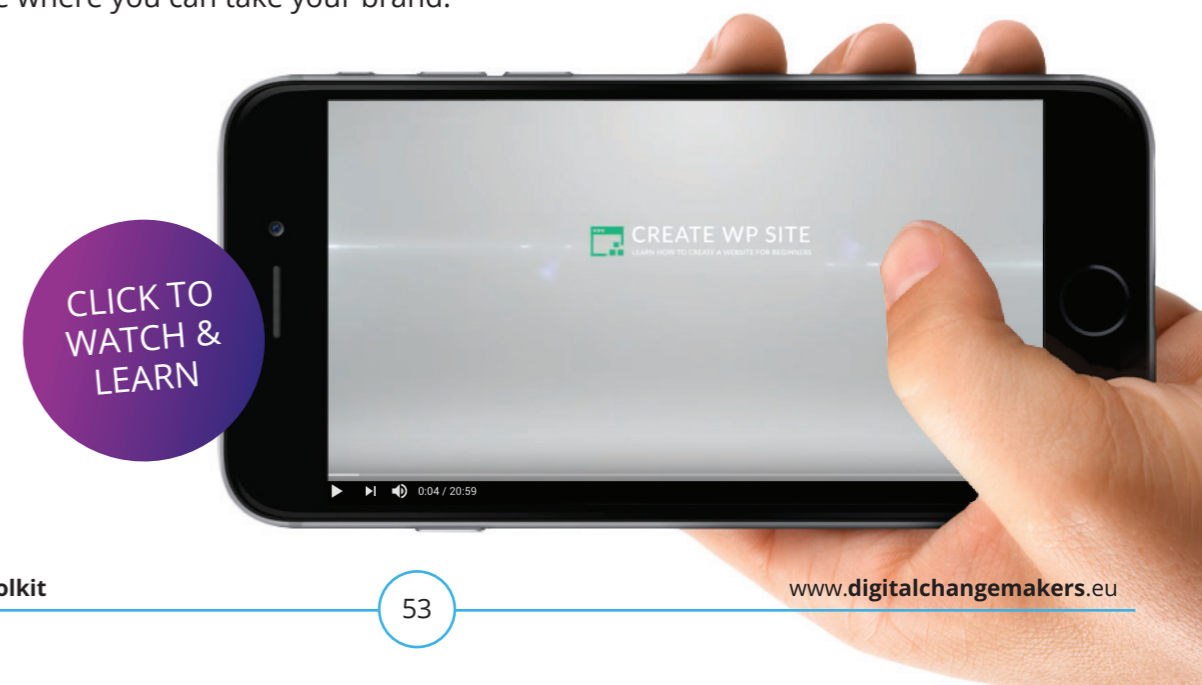
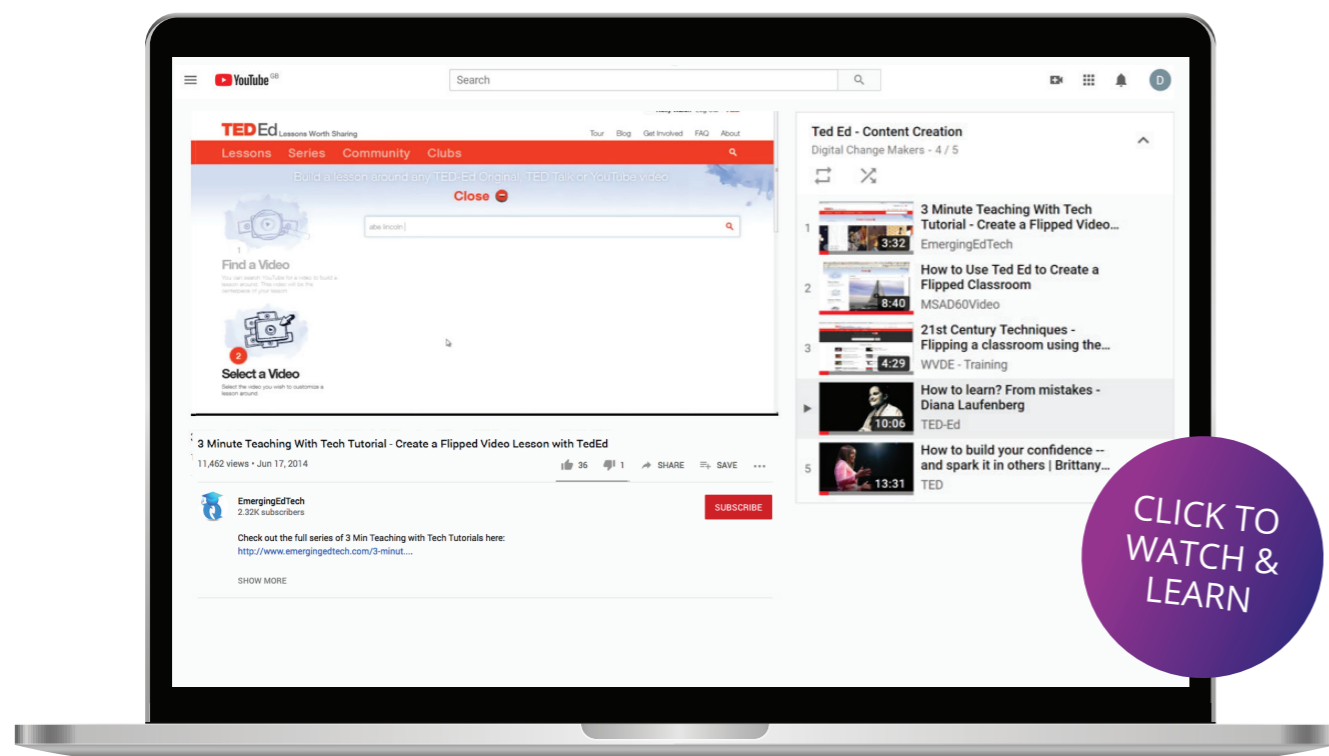
"As a first-time Wordpress.com user, I am quite pleased with the service. There are so many ways to learn and choose from various web site themes. I appreciate the periodic updates, the various Wordpress.com forums and support references. I'm just quite pleased with this service and would recommend it to anyone.."

Bernice McMillin



GET STARTED WITH WORDPRESS

- 1 Go to <https://wordpress.com/start/site-type>
- 2 Follow the link below, sign up and get started on creating your own unique WordPress site and see where you can take your brand.



EDPuzzle enables learning through videos, voiceovers, audio notes and embedded questions and quizzes. Educators and trainers can take any video from YouTube, Khan Academy, Learn Zillion etc. and can adapt them to suit the educational content of a course. Given the increasing importance of assessment in education, the quizzing feature of EDPuzzle provides the potential to create tests and assess learning through digital technology.

As this tool encourages greater independence in learning, it also promotes the development of critical thinking skills; enabling the trainer to become a facilitator and learning to become more rounded and discussion based.

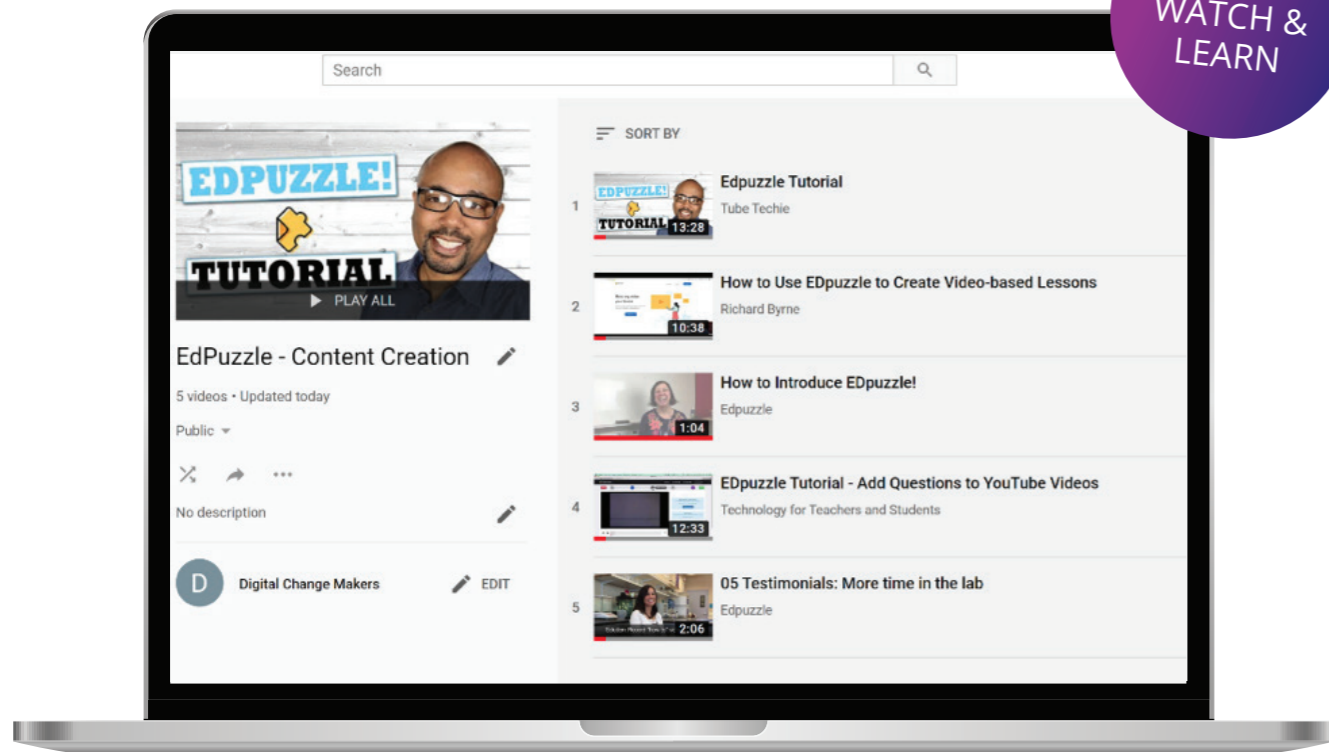
Ed Puzzle



LEARN FROM OTHERS

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CLICK TO
WATCH &
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ADVANTAGES

- Possibly EDPuzzles best feature is the fact that it enables educators and trainers to add their own voiceovers and audio notes to existing educational videos already online, this allows for lesson customisation and time saved making original video clips!
- It is completely free and it offers unlimited space quoted for videos, classes and learners.
- It is generated by teachers for teachers, meaning that they have the same unique insight into the most successful learning techniques.



DISADVANTAGES

- The quality of the learning is highly dependent upon quality content in the original video.
- Currently EDPuzzles' users are more education based, however this is expanding and is applicable to many other sectors.

"Overall EDpuzzle is an excellence resource, free and easy to use- what more do you need for a video content tool! If you're looking for a way to spice up your video content by adding questions, notes or audio then EDpuzzle is absolutely worth trying."

Darren Moore



GET STARTED WITH EDPUZZLE

Follow the link below, sign up as a teacher and see how you can implement these innovative lessons in your business advisory role: <https://edpuzzle.com/>

CLICK TO
WATCH &
LEARN



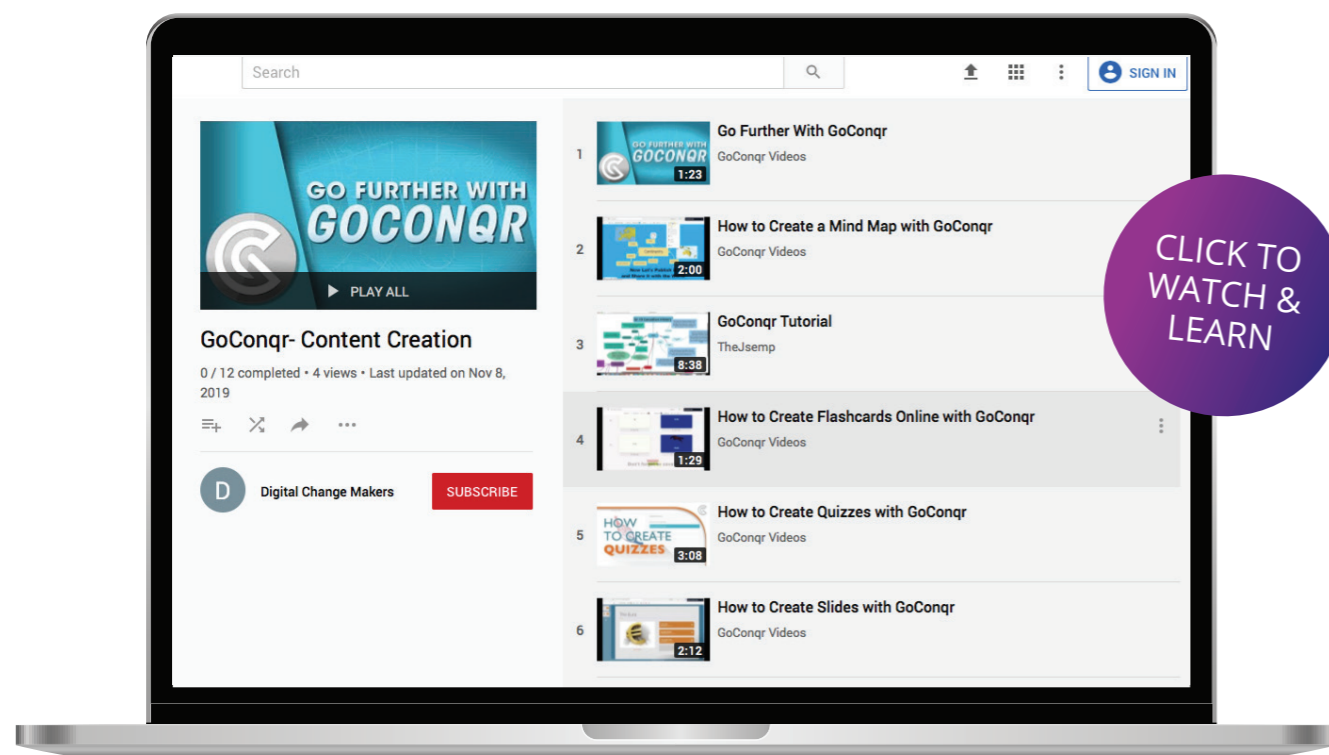
GoConqr is a web-based service that offers specifically designed learning tools for your iPhone and iPad. Trainers and learners can use Mind Maps, Flashcards, Quizzes and Notes for more engaged learning. The course builder allows trainers to create media-rich study materials that help display information in dynamic new ways, as well as combine resources and schedule delivery for a fluid learning experience.

GoConqr



LEARN FROM OTHERS

We have collated a playlist of high-quality videos which we hope will further your knowledge and understanding of this tool. Broaden your learning by way of these tutorials and case studies.



ADVANTAGES

- It is a very powerful tool for both students and trainers. It allows its users to create, discover and share content. It also appeals to a variety of learners and is more engaging, due to its interactive nature.
- It can be enjoyed for free, and is only £3.95 per month for a premium subscription.
- It utilizes mind maps which are engaging for business advisors and entrepreneurs and help promote “outside the box” thinking.
- It is multilingual – available in English, Spanish, Portuguese, Brazilian Portuguese, and German



DISADVANTAGES

- It is not possible to create resources using mobile app.

“I learn something new every day with GoConqr.”

Juwan Milner



GET STARTED WITH GOCONQR

Follow the link below to create your GoConqr account, explore some of their 9 million resources: https://www.goconqr.com/en/users/sign_up



[illegible]



www.digitalchangemakers.eu

PROJECT PARTNERS

