

## **Real learning with real people – Video case studies from three sectors**

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### **About the Project**

This project aimed to create video case studies with leaders from three sectors – public, private and not-for-profit/impact sector as video case studies have a tighter focus and are easier to follow while also being emotionally gripping. In addition, they accommodate the preference of younger learners who are considered *digital natives* and prefer a multimedia approach to their learning. The presence of video case studies also addresses different modes of learning for better engagement and impact.

These video cases seek to make learning real by sharing stories of real people as living proof to increase engagement in classes through the story. These videos will also serve as a masterclass with offerings that touch on various management-related topics to shape future leaders. Therefore, I have interviewed leaders from three sectors who have offered valuable insights about their organisations. Each interview is unique and provides a perspective on how the three sectors - public, private and not-for-profit/impact sectors' intent and functioning.

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