

# Methodological Guide to Implementing Video Storytelling in Education

## Bringing Stories to Life in Entrepreneurial Education

The [Methodological Guide for the Implementation of Video Storytelling in Education](#), created within the **EntreAction! Project**, offers teachers and students a practical pathway to integrate video-based case studies into entrepreneurial learning. The guide responds to the digital habits of Generation Z by combining classic case-study learning with engaging audiovisual storytelling.

Structured in three key phases—**Pre-Production, Production, and Post-Production**—the guide provides step-by-step advice, practical examples, and low-cost solutions that allow anyone to create impactful videos using just a smartphone. From planning and storyboarding, through filming and interviewing, to editing and distribution, it simplifies the process while encouraging creativity, digital skills, and critical thinking.

Beyond the technical know-how, the guide envisions a growing digital library of video cases, freely available to the academic community and beyond. By transforming learning into an interactive, story-driven experience, it aims to inspire the next generation of entrepreneurs and educators alike.

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