

Professor Corner

May Professor: Dr. Bertrand Guillotin, Associate Professor of Instruction

Department: Strategic Management



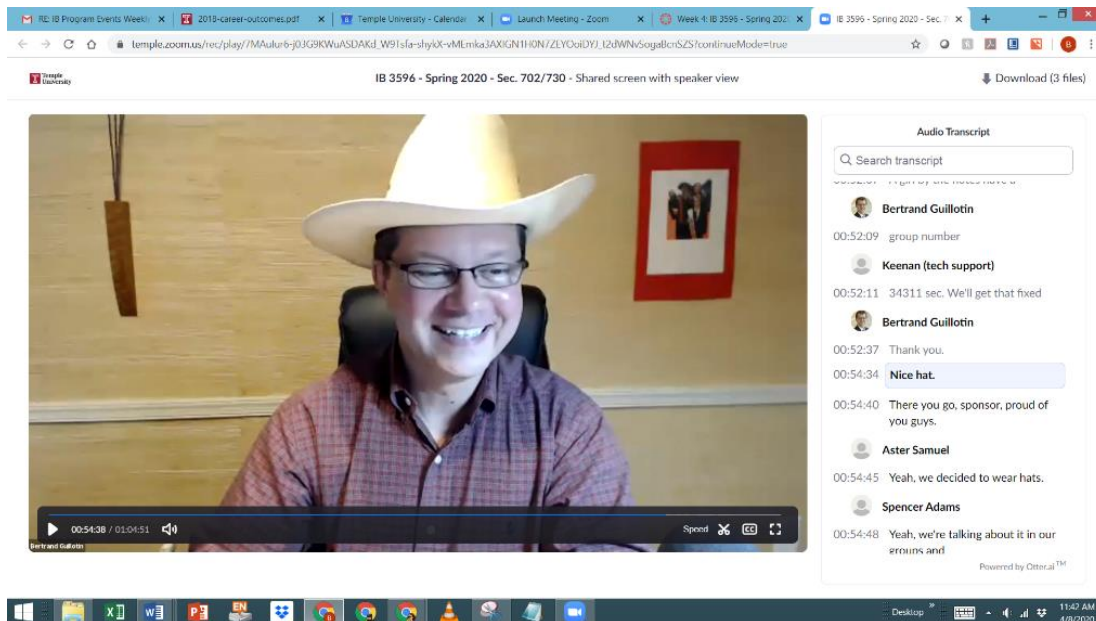
Dr. Bertrand Guillotin – Online Engagement Tools

During Spring 2020, amid the global pandemic, my main strategy was to show more empathy, due to the rising stress and issues, if not tragedies, that some students and their families were experiencing.

In addition to focusing on the positive, i.e., at least, we had Zoom and the internet and my students were making progress toward Graduation, I called a Crazy Hat day during our intensive 7-week Global Entrepreneurship class. At first, only [Noe Espinosa](#) (now a Manager at AMZN) had joined me in this fun endeavor. Then, others followed. The few seconds here and there that we took to smile and relax, simply forgetting the terrifying pandemic out there, helped us all stay on task and meet, if not exceed, the course objectives.

So, in essence, not much new here, other than when you have the opportunity to show more empathy and lead by example, it can go a long way to get the team to move forward, regardless of the challenges. I reminded my students, over and over, that if they could make it through this horrible pandemic, there is nothing in the world that they cannot achieve. In turn, this also helped me and my family, here and in France, where some relatives had caught the virus. So yes, helping others first often comes full circle and we all benefit in the end. However, and for the magic to really work, you must “give” first and genuinely, without expecting anything in return, in my opinion. If you teach with a purpose, this strategy is easy to implement.

Noe Espinosa:



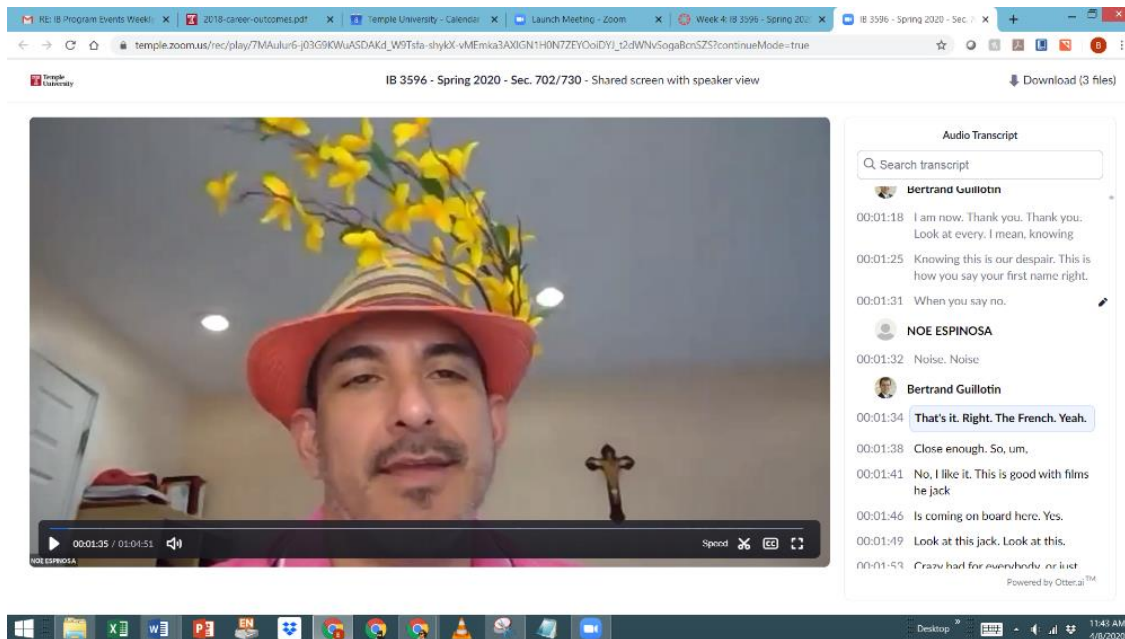
IB 3596 - Spring 2020 - Sec. 702/730 - Shared screen with speaker view

Audio Transcript

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- 00:52:09 Bertrand Guillotin group number
- 00:52:11 Keenan (tech support) 34311 sec. We'll get that fixed
- 00:52:37 Bertrand Guillotin Thank you.
- 00:54:34 Nice hat.
- 00:54:40 There you go, sponsor, proud of you guys.
- 00:54:45 Aster Samuel Yeah, we decided to wear hats.
- 00:54:48 Spencer Adams Yeah, we're talking about it in our errors and

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- 00:01:18 Bertrand Guillotin I am now. Thank you. Thank you. Look at every. I mean, knowing
- 00:01:25 Knowing this is our despair. This is how you say your first name right.
- 00:01:31 When you say no.
- 00:01:32 NOE ESPINOSA Noise. Noise
- 00:01:34 Bertrand Guillotin That's it. Right. The French. Yeah.
- 00:01:38 Close enough. So, um,
- 00:01:41 No, I like it. This is good with films he jack
- 00:01:46 Is coming on board here. Yes.
- 00:01:49 Look at this jack. Look at this.
- 00:01:53 Crazy hat for everybody or just

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