

# THE CURRICULUM PRODUCTION TEAM FIELD GUIDE

**A COMPANION GUIDE FOR REAL ESTATE EDUCATORS**

*Building AI-Powered Workflows Without Losing the Human*

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## Start Here

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This guide is a companion to the session "The Instructor's AI FieldGuide: Craft, Connect, and Captivate." It is not a technical manual. It is a working playbook for educators who want leverage without losing the human element that makes teaching matter.

Every tool in this guide earns its place because it removes friction from the parts of your work that should not require friction. Drafting slides. Writing summaries. Finding the right example. Refreshing a deck from 2019. Those tasks drain the time you should be spending on judgment, storytelling, and connection.

Your curriculum production team is five tools working together. Not a toolkit. A system. Each one has a role. Each one feeds the others.

***Keep the human first. Technology should amplify judgment, not automate empathy.***

That principle runs through every page that follows. If a tool ever pulls you away from your learners or dulls your voice, step back. The goal is never to sound like AI. The goal is to sound more like yourself, more often, with less drag.

# The Three Learners in Every Room

Before you build content, remember who you are building it for. In almost every real estate classroom, you are speaking to three distinct learners at the same time. The same material. Three different reasons to care.

## The New Agent

Average age 35. New to the business. Hungry but overwhelmed. Tech-curious but still building confidence.

- Fear: survival. Will I make it in this business?
- Motivation: quick wins. Show me what works right now.
- AI angle: speed to competence. Less guesswork. Faster momentum.

## The Mid-Career Agent

Average age 50. Producing but anxious. Sees newer agents moving faster. Worried about looking outdated.

- Fear: falling behind. Am I still relevant?
- Motivation: closing the gap. Compete on strategy, not on execution speed.
- AI angle: leverage. Stop grinding, start systemizing.

## The Veteran Agent

Average age 60. High producer. Feeling the competitive pressure. Sees tech-savvy newcomers winning listings and buyer clients.

- Fear: losing ground. Can I stay at the top?
- Motivation: force multiplication. Protect the empire without starting over.
- AI angle: experience plus amplification. Wisdom scales when you pair it with modern tools.

***Same content. Different threading. Your job as an educator is to make every learner feel the lesson was written for them.***

# Meet the Team

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Five tools. One mission. Scale your teaching without watering it down.

The curriculum production team is organized around the lifecycle of a course. Research. Design. Delivery. Repurposing. Refresh. Each tool specializes in a stage. Each one hands off cleanly to the next.

Think of this the way you would think of a real production team on a film set. The director is still the director. The team handles the logistics, the lighting, the sound, the editing. You stay in the creative seat. The team handles the grind.

## The Lineup

1. Claude. The thought partner and institutional knowledge engine.
2. Descript. The transcription and clip creation shop.
3. NotebookLM. The research and infographic factory.
4. Canva AI 2.0. The design studio with living memory.
5. Claude Cowork. The legacy content refresh crew.

On the pages that follow, each tool gets its own briefing card. Role. What it does. Where to start. Use the cards as a reference during the session and as a cheat sheet back at your desk.

# Tool Cards

## 01 | CLAUDE

*The thought partner and institutional knowledge engine*

### ROLE

Claude is your brain trust. It brainstorms course outlines, reviews your teaching transcripts, challenges your assumptions, and learns your voice over time. When you feed it your past classes, your style guides, and your philosophy, it stops sounding generic and starts sounding like you.

### WHAT IT DOES

- Brainstorms course outlines and lesson structure from a few bullet points
- Acts as your AI board of directors to pressure-test content
- Reviews transcripts of past classes and suggests improvements
- Generates content tailored to specific learner personas
- Drafts marketing copy, emails, and scripts in your voice

### START HERE

Open Claude. Start a Project. Upload a transcript of your best recent class and ask, "What themes, examples, and phrasings define my teaching voice based on this?"

## 02 | DESCRIPT

### *The transcription and clip creation shop*

#### ROLE

Descript turns your spoken teaching into searchable, reusable text and short clips. It is the front door of your institutional knowledge system. Every class you teach becomes a deposit in the bank. Over time, that bank is what gives Claude the context to sound like you.

#### WHAT IT DOES

- Auto-transcribes recorded classes, webinars, and voice memos
- Identifies and extracts highlight-worthy clips in minutes
- Produces clean text files ready to feed into Claude
- Enables fast repurposing into social posts, reels, and shorts
- Builds a searchable library of your own teaching over time

#### START HERE

Record your next class or rehearsal. Upload to Descript. Export the transcript as plain text, then drop it into your Claude Project for future reference.

## 03 | NOTEBOOKLM

### *The research and infographic factory*

#### ROLE

NotebookLM is where you feed research materials and get back usable synthesis. It reads studies, whitepapers, state regulations, and long-form content, then produces summaries, teaser content, post-class recaps, and visual assets like infographics and briefing documents.

#### WHAT IT DOES

- Synthesizes multiple research sources into coherent summaries
- Generates pre-class teaser content and post-class recaps
- Produces infographics and visual references from dense material
- Creates audio overviews and study guides for different learning styles
- Extracts citations and key data points with source attribution

#### START HERE

Pick a topic you are teaching soon. Drop three to five relevant articles or PDFs into a NotebookLM notebook. Ask it to generate a one-page infographic and a two-minute audio overview.

## 04 | CANVA AI 2.0

*The design studio with living memory*

### ROLE

Canva AI 2.0 is where outlines, scripts, and briefs become visuals. The living memory piece matters. Over time, Canva learns your brand colors, fonts, layout preferences, and design voice, so your fifth deck takes a fraction of the effort of your first. Consistency becomes automatic.

### WHAT IT DOES

- Converts outlines and scripts into polished slide decks
- Remembers your brand voice, colors, and layout preferences
- Automates multi-step design workflows across formats
- Creates social media series, handouts, and marketing assets from a single brief
- Produces first drafts that are 80 percent of the way there

### START HERE

Take your next class outline. Paste it into Canva AI 2.0 with a brand brief. Let it generate a first-draft deck. Then refine. The second and third pass is where your voice takes over.

## 05 | CLAUDE COWORK

*The legacy content refresh crew*

### ROLE

Every educator has a library of dusty PowerPoints and handouts from years ago. Solid material. Outdated design. Claude Cowork is built to modernize that library without rebuilding from scratch. It refreshes design, updates stale data, tightens language, and brings legacy content into the current decade.

### WHAT IT DOES

- Modernizes visual design on older PowerPoints and course decks
- Updates outdated statistics, case studies, and references
- Tightens wordy slides into cleaner, learner-friendly language
- Converts dense handouts into modern, scannable formats
- Preserves your original expertise while refreshing the delivery

### START HERE

Find the oldest deck in your library that still gets taught. Open it in Claude Cowork. Ask it to modernize the design, update the data, and rewrite the copy to match your current voice.

# The Institutional Knowledge Loop

The magic is not in any single tool. The magic is in the loop.

When you teach a class, you produce raw material. Descript captures it. Claude ingests it and learns from it. NotebookLM cross-references it with research. Canva translates it into assets. Cowork keeps the back catalog fresh. Then you teach again, and the loop compounds.

## How the Loop Works

6. Teach. Record every class, rehearsal, and key conversation you are willing to reuse.
7. Capture. Run the recording through Descript. Store the transcript.
8. Learn. Feed the transcript into your Claude Project so your institutional knowledge grows.
9. Research. Use NotebookLM to back your teaching with current data and citations.
10. Design. Build and refresh assets in Canva AI 2.0 with your living brand memory.
11. Refresh. Use Cowork to modernize legacy material so nothing goes stale.
12. Repeat. Every iteration makes the next one faster, sharper, and more on-brand.

***Institutional knowledge is not a feature of a tool. It is a practice. You build it on purpose, one class at a time.***

# The First Draft Workflow

This is how to move from a blank page to a usable course draft in a fraction of the time it used to take. The goal is not a finished product. The goal is a strong first draft you can refine with judgment.

## Step by Step

13. Start with a rough idea. One paragraph on what you want to teach and why.
14. Bring it into Claude. Share your learner personas, your teaching voice, and your desired outcome.
15. Ask for a course outline. Request learning objectives, a suggested structure, and key teaching points.
16. Pressure-test it. Have Claude play the role of a skeptical attendee or a compliance officer.
17. Hand the outline to Canva AI 2.0 with a design brief. Let it generate a first-draft deck.
18. Layer in research with NotebookLM. Pull in data, case studies, and references.
19. Refine with your own voice. This is where the human work matters most.
20. Record and iterate. Every delivery feeds the next version.

***You stay the designer. You stay the teacher. The team handles the grunt work.***

# Monday Morning Action Plan

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Do not try to install the entire system in one week. Start with one tool. One project. One output. The system compounds. Start small, iterate, and build.

## If You Have 30 Minutes

- Open Claude. Start a new Project titled with your name and "Teaching Knowledge Base."
- Upload one transcript, one syllabus, or one outline from a class you have already taught.
- Ask Claude to describe your teaching voice and suggest three improvements for your next class.

## If You Have One Hour

- Record a short teaching segment (5 to 10 minutes) using your phone.
- Run it through Descript. Export the transcript.
- Feed the transcript into Claude with the prompt, "What patterns, strengths, and weaknesses do you notice in my teaching?"

## If You Have An Afternoon

- Pick the oldest deck in your library that you still use.
- Open it in Claude Cowork. Ask for a modernization pass on design, data, and language.
- Review the output. Keep what works. Push back on what does not.

## If You Have A Weekend

- Set up a Claude Project, a Descript account, a NotebookLM notebook, and a Canva brand kit.
- Pick one class you teach regularly. Run it through every step of the institutional knowledge loop.
- At the end, ask yourself what felt faster, what felt better, and what changed your thinking.

# Operating Principles

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A few rules of the road. These are not optional. They are how you keep the human first and the work credible.

## 1. Disclosure is non-negotiable

If AI helped produce the content, say so when it matters. Attendees respect honesty. Education boards require it. Your reputation depends on it.

## 2. Compliance is the floor, not the ceiling

State regulations, CE requirements, and fair housing standards do not bend for AI workflows. If anything, AI makes careful review more important, not less.

## 3. Judgment stays human

AI drafts. You decide. Never publish or teach content you have not personally reviewed, tested, and stood behind.

## 4. Voice is earned, not prompted

Your voice as an educator comes from years of teaching, not a prompt. AI can scale it. AI cannot replace it. Feed your tools enough of your real work that they serve you well.

## 5. Privacy is a hard line

Never upload student data, client files, or confidential material into tools you have not vetted for data handling. When in doubt, redact first and ask permission second.

***The tools do not make you a better educator. The tools remove the friction that keeps you from being the educator you already are.***

## Quick Glossary

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Terms used throughout this guide, defined in plain English.

### **Institutional Knowledge.**

The accumulated context, voice, examples, and philosophy you have built over a career. When fed to an AI tool over time, it makes outputs feel like you instead of generic.

### **Living Memory.**

A feature in tools like Canva AI 2.0 that remembers your brand assets, style preferences, and past designs so your outputs stay consistent across time and formats.

### **Thought Partner.**

A framing for how to use AI in creative and strategic work. You bring the judgment and the experience. The AI brings speed, breadth, and a willingness to iterate forever.

### **AI Board of Directors.**

A practice of asking your AI tool to play multiple roles in reviewing your work. A skeptical learner, a compliance officer, a marketing strategist, a senior instructor. Each role surfaces different feedback.

### **Curriculum Production Team.**

The five tools in this guide, treated as an integrated system rather than a collection of apps. Each has a defined role in the lifecycle of a course.

## About the Author

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Matthew Rathbun is Executive Vice President of Coldwell Banker Elite, serving hundreds of agents across the DC, Maryland, and Virginia markets. He is a nationally recognized real estate instructor, speaker, and AI strategist focused on helping educators and brokerages use technology without losing the human element that makes their work meaningful.

His mission is simple. To gather knowledge, share knowledge, and use knowledge to the benefit of those he serves.

***Keep the human first. Use AI as leverage. Teach like it matters, because it does.***

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