

MIGHTY!

Maximizing Our Articulate Rise Investment with Mighty

Sample Script

How to Use this Guide

Hello, learning creator!

We're excited to help you pitch Mighty to your organization and showcase just how much this powerful tool can boost your team's efficiency, course quality, and overall learning outcomes.

This sample script pairs with the Mighty Approval Pitch Deck, guiding you through Slides 4–16, and includes the slide, the slide text, and key talking points. This deck covers everything from the ROI of Mighty's features to our privacy practices, all with a focus on how it benefits your organization. We encourage you to customize this presentation, highlight the points that matter most to your stakeholders, and make it your own.

As always, we're here to support you with any additional resources you may need. Reach out anytime at support@maestrolearning.com.

Looking forward to having you as part of the Mighty family!

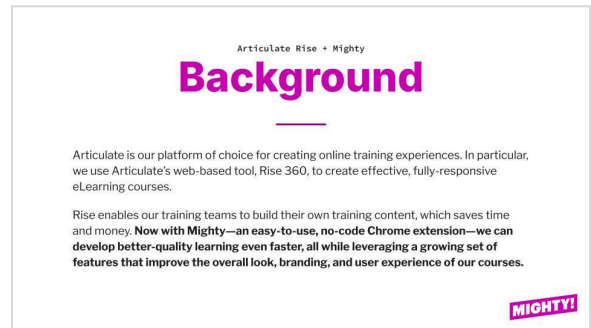
Happy designing,
The Mighty Team

04 Articulate Rise + Mighty: Background

Slide text

Articulate is our platform of choice for creating online training experiences. In particular, we use Articulate's web-based tool, Rise 360, to create effective, fully-responsive eLearning courses.

Rise enables our training teams to build their own training content, which saves time and money. **Now with Mighty—an easy-to-use, no-code Chrome extension—we can develop better-quality learning even faster, all while leveraging a growing set of features that improve the overall look, branding, and user experience of our courses.**



Supporting script

After trialing Mighty, we've found that this tool allows us to create eLearning courses more efficiently while also significantly improving the quality of the end product. This allows our training teams to produce the best learning experiences possible for our learners while being cost-effective. Mighty's unique features cut down on development time while yielding better, more-effective end results than we can achieve by using Rise alone.

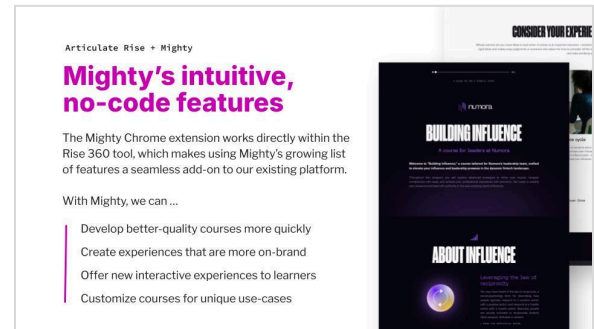
05 Articulate Rise + Mighty: Mighty's intuitive no-code features

Slide text

The Mighty Chrome extension works directly within the Rise 360 tool, which makes using Mighty's growing list of features a seamless add-on to our existing platform.

With Mighty, we can ...

- Develop better-quality courses more quickly
- Create experiences that are more on-brand
- Offer new interactive experiences to learners
- Customize courses for unique use-cases



Supporting script

The Mighty Chrome extension is easy to install, works seamlessly within Articulate Rise 360, and is directly integrated into the platform. With Mighty installed, our team can enjoy more creative control and flexibility, while maintaining the ease of use we already have in Rise. For example, with Mighty, we can now adjust visual design elements such as font size, line height, and letter spacing in just a few clicks—making it much easier to create better-looking, higher-quality courses. Tools like the Quick Color Picker and Custom Fonts allow us to design courses that are more on-brand and customized—without any of the hacks and workarounds that slowed us down when designing in Rise alone.

The new blocks Mighty introduces—such as the Reflection block and Reverse Hotspot—help deepen learning, encouraging learners to think more critically about the course material. Mighty offers new blocks—such as the Reflection block and Reverse Hotspot—that deepen learning and get learners thinking more critically about what they've learned. Mighty's Interactive HTML block is a game-changer, allowing us to quickly embed any interaction we can dream up directly into our courses by simply adding the necessary HTML, Javascript, and CSS. Without Mighty, adding an interaction like this would easily take twice as long, requiring us to build from scratch in Storyline and have technical knowledge and know-how to code. Plus, the post-export production process would slow us down. After every single course publish, we'd have to unzip all of our files, open a code editor, and drop in our changes. We'd also have to store our changes somewhere and maintain our code as Rise evolves. Now, Mighty handles all of that—no extensive coding needed, no changing files after publishing—and Mighty does the work of keeping up with Rise's evolutions. With Mighty's Interactive HTML block, we can now use Rise in previously unimaginable ways to create dynamic and immersive learning experiences that are completely unique.

06 Articulate Rise + Mighty: Background

Slide text

A proven product - Trusted by thousands of Rise authors across industries at leading companies and institutions

Created for Rise users, by Rise users - Created by Maestro, a learning innovation company that creates award-winning learning experiences for Fortune 500 companies

A stand-out Support Team - Along with a robust Help Center, Mighty users have direct access to the Support Team and other Mighty users in an always-on community platform

Articulate Rise + Mighty

Trusted by L&D teams at top companies

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Logos: Stanford, lululemon, BROWN, Carrier, UNIVERSITY OF LOUISVILLE, Royal Caribbean, NETFLIX, MIGHTY!

Supporting script

Mighty is widely used across industries and trusted by Rise authors at top companies and institutions, including Home Depot, Royal Caribbean, lululemon, Netflix, Stanford, and Brown.

Mighty was created by Maestro, a learning innovation company with over 15 years in the industry and over ten years of experience in SaaS, meaning they have deep experience maintaining stability, performance, and uptime. I've seen this firsthand as part of their always-on Community platform, available for free to Mighty users. The Support Team responds in minutes—sometimes seconds—to inquiries or bugs, they stay on top of QA, and they address glitches with lightning-fast turnaround. The Community platform also gives our team direct access to other Mighty users—many of whom are top learning creators in our industry—allowing us unique professional development and growth opportunities through peer connection.

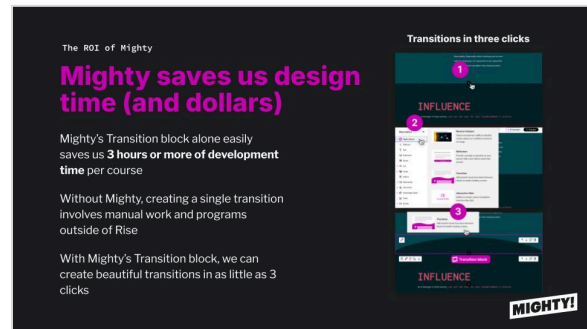
08 The ROI of Mighty: Mighty saves us design time (and dollars)

Slide text

Mighty's Transition block alone easily saves us **3 hours** or more of development time per course

Without Mighty, creating a single transition involves manual work and programs outside of Rise

With Mighty's Transition block, we can create beautiful transitions in as little as 3 clicks



Supporting script

Transitions are an important element of well-designed eLearning. They provide visual cues to let the learner know content is shifting, without it being distracting. Before Mighty, creating on-brand, visually interesting transitions involved a lot of extra work and the use of programs outside of Articulate Rise. For instance, before Mighty, we'd use Adobe Illustrator or Photoshop to create illustrative elements or shapes, export those, and then use a hack to add the transition into the course—a process that takes around 10 minutes per transition, or more. With an average course using around 20 transitions, you can imagine the extra development time invested in improving the look and feel of our courses—roughly three hours or more per course. If an hour of development time equates to around \$100 per hour, that's roughly \$300 invested in transitions alone, per course!

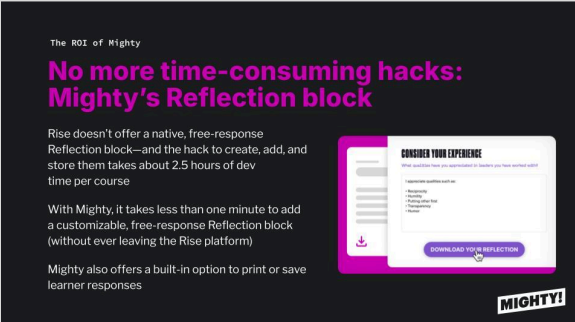
With Mighty's Transition block, we can create transitions in as little as three clicks. Mighty offers a preset library of beautiful, customizable shapes to choose from, as well as an option to easily upload our own image or design with just one click, and no hacks. With the "inherit background" toggle, we can automatically set the colors of the transitions without worrying about finding the exact HEX code—or we can use the color picker to select any color on the screen. All of this leads to more-beautiful, on-brand courses and a shorter course-development time.

09 The ROI of Mighty: No more time-consuming hacks: Mighty's Reflection block

Slide text

Rise doesn't offer a native, free-response Reflection block—and the hack to create, add, and store them takes about 2.5 hours of dev time per course

With Mighty, it takes less than one minute to add a customizable, free-response Reflection block (without ever leaving the Rise platform)



The ROI of Mighty

No more time-consuming hacks: Mighty's Reflection block

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Mighty also offers a built-in option to print or save learner responses

MIGHTY!

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Supporting script

By using Mighty, we can make our training experiences more engaging and impactful, without the need for extensive technical skills or time-consuming hacks. Take reflection questions. Free-response reflection questions are one of the most requested features: they provide an opportunity for learners to make personal connections, enhance understanding, and think critically by providing a unique response. We use Reflection blocks to engage learners in open-ended experiences, journaling, and short-response prompts. But Rise doesn't offer a native, free-response Reflection block—and the hack to create one in Storyline was tedious. We had to design the interaction in Storyline, update the correct variables to match, test the interaction, store the Storyline file, and then add it to Rise as a Storyline Interaction block. That's a lot of work. Not only that, but Rise doesn't store learners' responses—if we wanted to retain responses, we also had to add Javascript to Rise. All said and done, the process of creating a single Reflection block took at least 30 minutes. The average course includes 5 reflection opportunities—if an hour of our development time costs \$100, and we spend 2.5 hours developing Reflection blocks, that's \$250 per course. With Mighty, it only takes one minute to add in that same Reflection block—without ever having to leave Rise. Plus, Mighty gives us the ability to automatically save or print learner responses. The improved efficiency Mighty grants us lets us recoup those development dollars and invest them in making dynamic, engaging courses.

The Reflection block also has further customization options, such as adding additional questions and updating the button label. And it adapts to different use-cases, allowing us to survey learners, collect short-answer responses, and more.

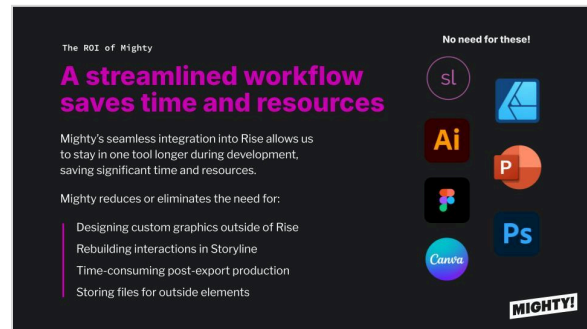
10 The ROI of Mighty: A streamlined workflow saves time and resources

Slide text

Mighty's seamless integration into Rise allows us to stay in one tool longer during development, saving significant time and resources.

Mighty reduces or eliminates the need for:

- Designing custom graphics outside of Rise
- Rebuilding interactions in Storyline
- Time-consuming post-export production
- Storing files for outside elements



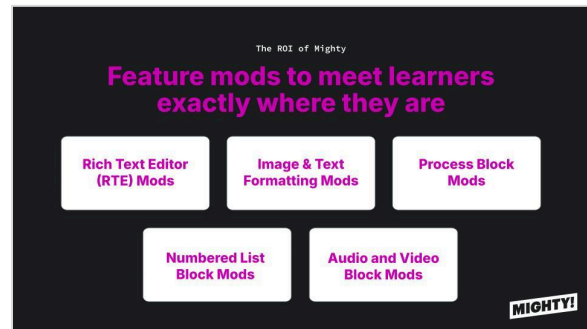
Supporting script

Because of the restrictions and limitations we'd run into with Rise, we'd spend significant time and resources building outside interactions in Storyline as well as custom graphics in tools like Illustrator and Photoshop to improve the look and feel of our courses. But working with multiple tools, pivoting between platforms, and storing and managing all the associated files is inefficient. With Mighty, we won't have to use multiple tools and tedious hacks to build interactions because we'll be in Rise the whole time. Plus, we'll spend significantly less effort on post-export production. That means major time and money saved. Not to mention eLearning courses that are easier to manage and update, plus a more organized, streamlined workflow for our teams.

11 The ROI of Mighty: Feature mods to meet learners exactly where they are

Slide text

- Rich Text Editor (RTE) Mods
- Image & Text Formatting Mods
- Process Block Mods
- Numbered List Block Mods
- Audio and Video Block Mods



Supporting script

What we love about Mighty is the creative control it gives us over our course creation. It's crucial for our clients and content developers to be empowered with tools that let them tailor the material to their unique teaching style and the specific needs of their audience. This freedom fosters innovation, engagement, and a deeper connection with learners. Small changes make a big impact.

Earlier I mentioned a few of the Mighty features that offer our developers more creative freedom, control, and customization—like Extended Font Control, a Quick Color Picker, and Custom Typography. There are countless more Mighty mods—modifications to existing Rise features—that empower us to take the visual design of our courses to a level that simply isn't possible in Rise alone. Which is vital because, as we know, visual design directly impacts how learners respond to an experience and how effective it ultimately is. Design tweaks like these were either not possible in Rise alone or required inefficient workarounds. Now, these features are available right in the Mighty toolbar.

There's a link to the complete feature list at the end of this presentation, but I'd like to call out a few high-impact mods that would help our team deliver higher-quality courses customized to directly meet our learners' needs:

The Rich Text Editor (RTE) Mods open the door to more font families and font sizes while also giving us the ability to change line height, letter spacing, and view underlying code.

The Image & Text Formatting Mods allow us to change the look and feel of the Image & Text block, from content-width control to column ratios to padding adjustments and custom mobile settings.

The Process Block Mods give us the option to remove the "Step" label that floats above cards in the Process block, allowing us to repurpose the Process block for other innovative use-cases beyond just explaining step-by-step processes.

With the Numbered List Block Mods, we can update the bullet style in numbered lists, as well as add blocks in between a numbered list. Without Mighty, we'd have to start a new list every time, but with Mighty, we can continue the list from where we left off.

The Audio and Video Block Mods give us the option to set audio and video to automatically play as soon as the learner encounters the block. Without Mighty, learners must press the "Play" button. By removing this requirement, we can use this block in more creative ways, like achieving a "motion graphics" feel by incorporating autoplay visual elements.

13 Pricing and Plans: Straightforward pricing + plans

Slide text

Plan management is easy:

Mighty reduces or eliminates the need for:

- Licenses aren't tied to individuals, so we can freely move licenses to other team members
- Group billing and invoicing options are available
- We can cancel anytime

Pricing and Plans

Straightforward pricing + plans

Annual	Monthly
\$337 Per user / year <small>That's only \$28.08 / month</small> <small>End of October 2025</small>	\$47 Per user / month <small>End of October 2025</small>

Save an additional 15% with 5+ creators

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MIGHTY!

Supporting script

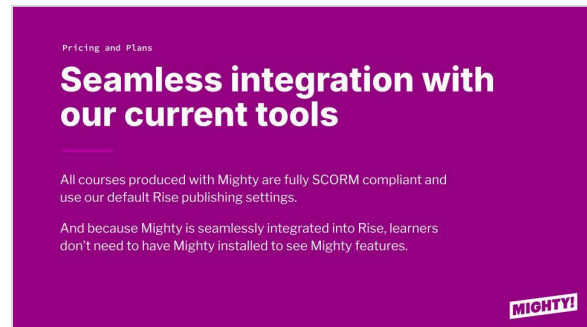
Mighty is competitively priced and quickly pays for itself when you calculate all the development dollars we save—and the improved course quality we achieve. Mighty also offers a 15% discount for groups of 5 or more users. A single annual license costs \$337, so with the team plan, we can save significantly while equipping everyone with this powerful and proven tool. Plus, licenses aren't tied to individuals, so we can move licenses around easily. Mighty also offers nonprofit and education discounts.

14 Pricing and Plans: Seamless integration with our current tools

Slide text

All courses produced with Mighty are fully SCORM compliant and use our default Rise publishing settings.

And because Mighty is seamlessly integrated into Rise, learners don't need to have Mighty installed to see Mighty features.



Supporting script

Once we're on a paid Mighty plan, we can publish unlimited courses with Mighty. Plus, we can still use Review 360 to gather feedback, so it'll be easy to continue collaborating with clients and stakeholders the way we always have. Mighty simply publishes a version of the Rise course for us in Review—our reviewers will never need to install the Mighty extension. It's also worth noting that we can cancel anytime. Mighty will save all of our work so that we can return when we're ready and pick up right where we left off—no content lost.

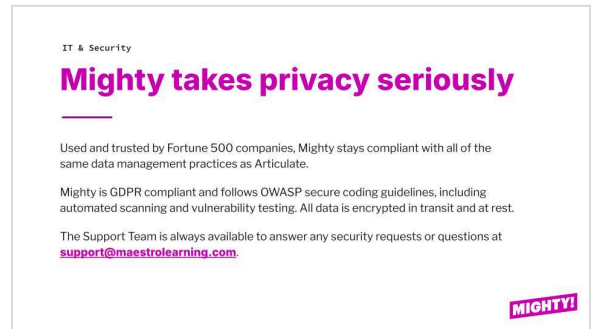
16 IT & Security: Mighty takes privacy seriously

Slide text

Used and trusted by Fortune 500 companies, Mighty stays compliant with all of the same data management practices as Articulate.

Mighty is GDPR compliant and follows OWASP secure coding guidelines, including automated scanning and vulnerability testing. All data is encrypted in transit and at rest.

The Support Team is always available to answer any security requests or questions at support@maestrolearning.com.



Supporting script

Privacy is a top priority for Mighty. They're committed to ensuring that the data entrusted to them by their users is handled with the highest levels of security and integrity. They have documented security practices in place to safeguard user information and maintain a secure development environment. Specifically, Mighty is GDPR compliant and closely follows the ISO 27001. All data is encrypted in transit and at rest. And, if we have any questions or requests, the Support Team is always available at support@maestrolearning.com.