

Transform Your Video Strategy

Proven Ways of Using Video to Enhance Enterprise Learning and Communication



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Uses of Video Across the Enterprise

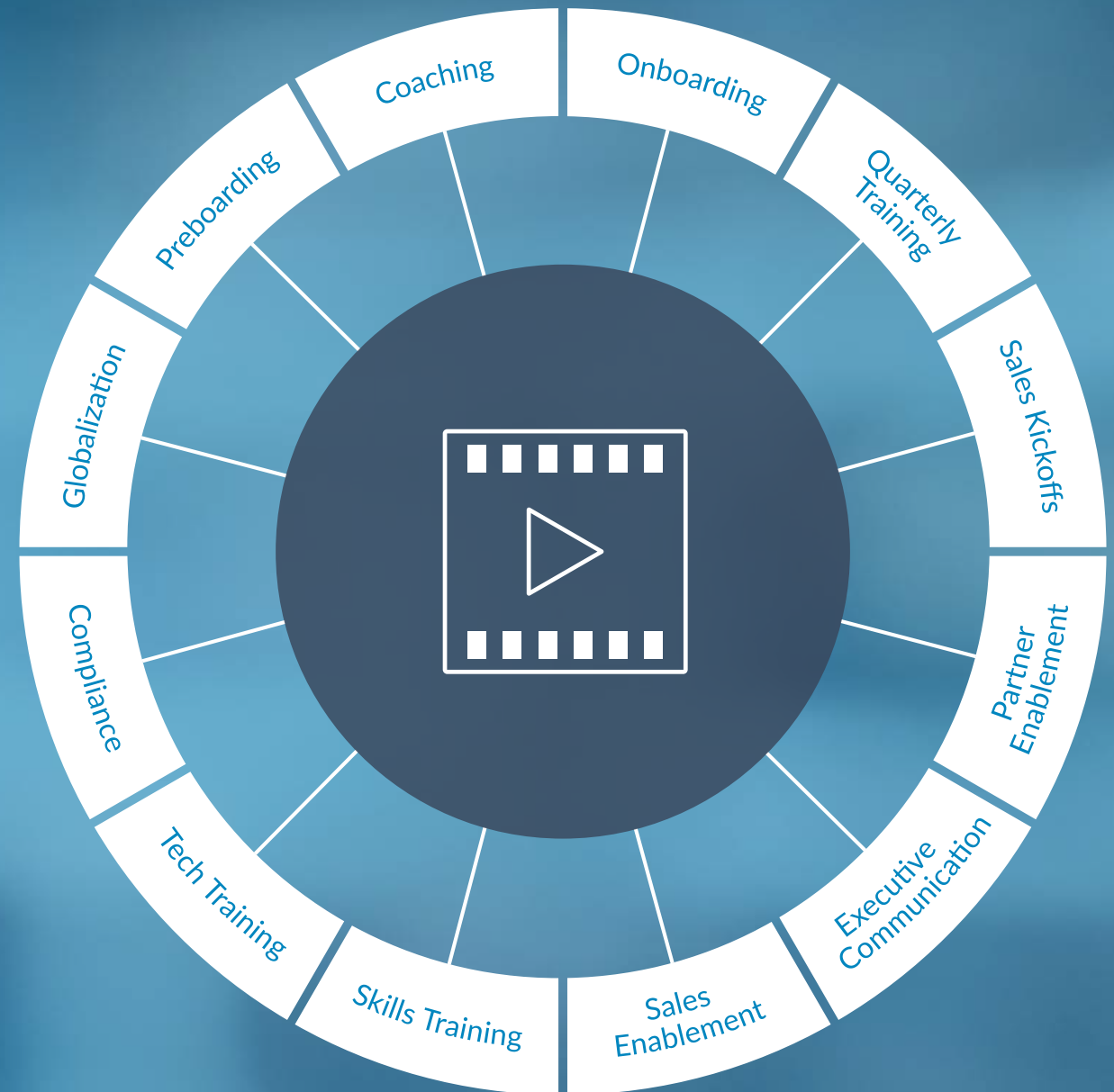
Video is undeniably powerful because, like email, it can be used across all departments of the company. With a robust video strategy and platform in place, individuals throughout an organization can learn at the speed of search.

Tom Clancy, former CLO of EMC and Executive Advisor to Content Raven, predicts that within five years, with the current trends, most companies will have video capability as a key part of their business strategy.



"I am confident that by 2021, video will be as important and widely adopted as email is today."

Tom Clancy | Former CLO of EMC





The brain processes
visuals 60,000 times
faster than it does
written word.

Today, large companies stream more than 16
hours of video per worker, per month.

Learning and communication within the workplace is constantly evolving. Employees today prefer microlearning (e.g., bite-sized pieces of content) and learning at the speed of search, while companies are looking for the most effective and efficient ways to communicate and educate their workforce. Although email remains a constant and heavily relied upon means of communication, it is time enterprise organizations ask themselves, is it the most effective channel?

With the brain processing visuals 60k times faster than it does the written word, all indications point to video as the emerging solution for enterprise-wide learning and communication. According to Gartner Research, large companies stream more than 16 hours of video per employee each month, resulting in employees watching 45 minutes of video daily. Video is a multifaceted channel that is used both to communicate and educate efficiently and effectively.

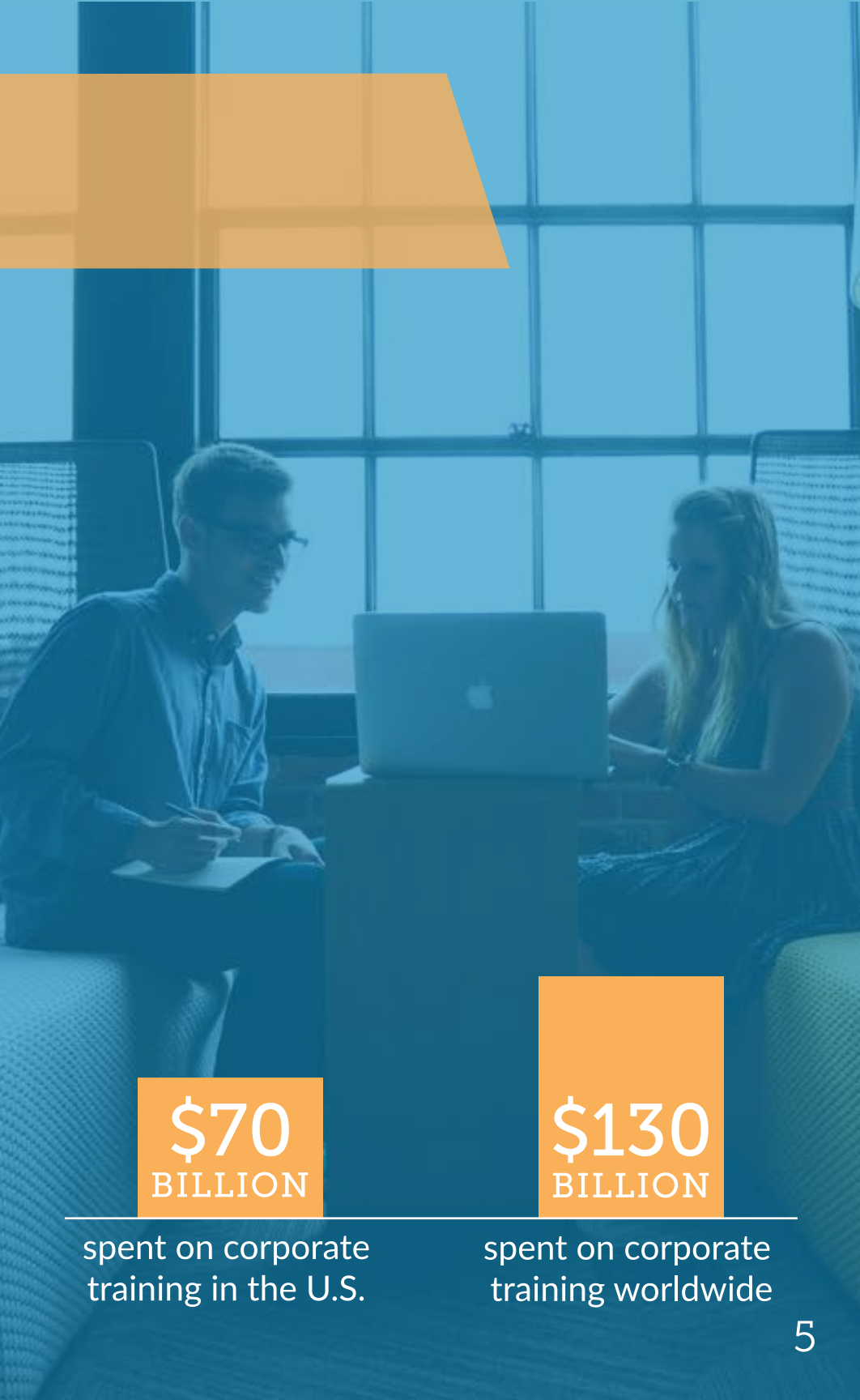
This eBook serves as a guide for best practices in implementing a blended learning platform with video across the enterprise. Takeaways include: (1) enterprise-wide benefits of using video, (2) how to use video to deliver more personalized, situational learning, and (3) easy steps you can take to scale the use of video at your company.

In today's corporate training environment, video can play a variety of roles. One of the most common use cases is for sales training.

Proven to be the most effective learning method, video resonates with the audience more than any other medium. Ideal for corporate training and communication due to its global scalability, video is cost effective, provides employees with instant access to specific information and encourages a self-paced, blended learning approach.

In 2014, over \$70 billion was spent by the United States on corporate training and \$130 billion worldwide. According to Forbes, Oracle saved about \$10 million by using on-demand video for sales kickoff meetings, rather than staging an instructor-led training for its international sales force.

In today's workspace, what works well for one department might not work for the other. That said, it is important to create an environment that supports video communication and can be used by one department (vertical play) or across many (horizontal play). Let's delve into some other key benefits to adopting video communications.





Benefits of Implementing a Video Platform

1 COST EFFECTIVE

Many companies depend heavily on instructor-led training sessions to educate their employees, including product trainings, new corporate development updates, ongoing education, and sales kickoffs. These training sessions can be costly, averaging thousands of dollars per week (or even per day) depending on the length of the sessions and the amount of employees attending.

Sales kickoffs, for example, are often multi-day events at an offsite destination that can be costly in terms of fees, travel, lodging, and food. Companies also factor in the time and potential sales lost by the team while attending the event.

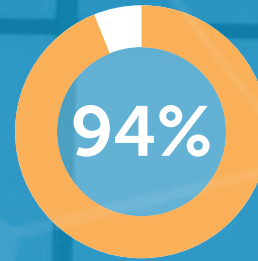
However, there is an opportunity to save money by transitioning to a blended learning approach with a video platform. The idea is quite simple. Take the most successful sales people in the organization and have them record the same training content that would otherwise be taught. With the learning organization facilitating, the sales team (or other business units) can take charge of their own training and professional development, resulting in significantly reduced costs.

While there will be times when instructor-led training is necessary, company-produced training videos can create a platform for employees to relate, collaborate, and share knowledge.

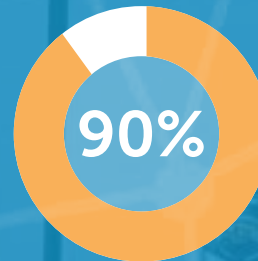
2 GLOBAL SCALABILITY

As the marketplace becomes increasingly global, video communication is more effective than ever. Yes, email is global as well, but a lot can be lost in translation when it comes to the written word.

According to Cisco, “94 percent of young executives value video as a way to break down language barriers in the increasingly global marketplace.” With the correct platform, videos are easy to upload and share on the internet. Video already accounts for 57% of all internet traffic and is on target for 90% of all traffic by 2017 (Cisco).



Of young executives think video can break down language barriers



Of all Internet traffic is expected to be video-based by the end of 2017

3 SELF-PACED LEARNING

Every year, companies continue to invest in continued education for their employees to keep their staff up to date on the latest trends and help advance their skills sets. Not only is this an investment in the employee, but in the overall company as well.

Video is a great tool for training and continued education because it provides knowledge at your finger tips, and can be accessed anywhere, at any time.

Everyone learns and consumes information in different ways. A video training platform provides easy accessibility and the opportunity for self-paced learning by giving the user the ability to pause, rewind, fast-forward and replay specific snippets of information, an unlimited number of times.

Having the flexibility of self-paced learning gives learners the ability to consume information multiple times at their own pace. Video also carries the additional benefit of complementing ILT before, during, and after the in-person training sessions.



4 TIME TO MARKET

Nowadays, anyone with a smart phone can easily record and edit a video. The time it takes to create and upload a short two-minute video requires little to no cost.

One of the top business goals driving organizations to invest in video is better communication from corporate leadership. Executives can take three to five minutes of their workweek to deliver announcements in order to remain connected and in communication with their employees. This type of communication promotes employee engagement and results in a positive effect on company morale.

As a company scales their video strategy, they should consider investing in in-house expertise.



**83% of U.S. workers
have smartphones**

according to CareerBuilder

Implementing a Video Platform

GETTING STARTED

Adopting a video platform is a systematic process. First, it is important to establish objectives and answer a few questions.

- How will this platform be used?
- Who will use this platform?
- What kind of budget do we allocate?
- What resources do we need to create these videos?
- Do we need security?

Organization is key when creating a successful video platform. Depending on how many users and producers there are, the platform needs to be user-friendly and easily accessible. It is best to start small and test a video platform in one department (vertical play) with audience participation and buy-in, gauge success, and then expand over other departments.

For example, have a sales manager ask their best salesperson to record themselves talking about two things they do well and two areas they need improvement and have them share with the team. Short videos like these can be beneficial to the sales team and help foster a platform for knowledge share and team building.



SHIFTING FUNDS

A natural question that will arise is, “How do we fund this implementation of video?” Shifting from ILT to self-paced, blended learning with video will save a company thousands, if not millions, of dollars. As a result, there is no need for additional funds but rather a reallocation of existing funds.

If a corporation takes the money they invest in sales kickoffs and ongoing education, and invest in a video platform, it will not be long before the company sees a net increase in savings.

For example, cancelling a single, one-week ILT class can result in savings of \$10K, so applying this same principle to multiple classes could result in hundred of thousands of dollars that could be opened up to investing in new initiatives, resources and technologies. This do-it-yourself model positively affects the bottom line, while increasing overall training value and efficiency.

CURATION

A blended platform with video that allows end users to upload their own videos results in a better learning experience and community. The user gets to learn first-hand from subject matter experts in their industry and as a result, can gain the skills to become an expert themselves.

Giving users control, results in a more personalized and custom platform for an organization or group. Adopting an adaptive learning strategy that is customizable meets the needs of today's multicultural workforce. For example, what makes a salesperson successful in the United States might be very different from what makes a salesperson successful in Japan.

Curation also provides managers a platform for coaching. Managers can use video to provide quick and actionable feedback to their employees. This coaching method can be effective because it allows the manager to reach their employees, whenever and wherever they may be working.

Video fosters a community that is interactive and encourages social interaction, such as liking, commenting, and rating videos. Users can subscribe to channels that resonate with them, which personalizes their learning experience and gives them control of their own professional development.

Necessary Features for a Successful Video Platform



Microlearning is “a way of teaching and delivering content to learners in small, very specific bursts, [where] learners are in control of what and when they’re learning.”

PERSONALIZED LEARNING PATHS

“Learning Paths” is a methodology developed by Jim Williams and Steve Rosenbaum that helps define and produce an effective sequence of personalized learning. Learning paths are often used when onboarding employees and getting them up to speed quickly and efficiently.

Companies find this extremely important because if employees are less than efficient, it has a significant impact on the company’s productivity and bottom line. In a video platform, learning paths allow course designers to develop a video structure or path that is short, sequential, and has breaks built in for practice tests and assessments.

These short videos are considered microlearning, what eLearning Industry defines as “a way of teaching and delivering content to learners in small, very specific bursts, [where] learners are in control of what and when they’re learning.” This new way of learning is gaining rapid adoption, especially because of the growing population of millennials in the workforce.



Of students who received personalized instruction outperformed those who did not

OFFLINE ACCESS

Unfortunately we do not live in a world where Internet connection is never lost and bandwidth is unlimited. Bandwidth and Internet connection are two important resources that employees, students, and clients rely on to access content.

Video training offers a better user experience, but tends to take up bandwidth and slow down network connections. Companies adopting a video platform that allows content to be consumed offline, on mobile or desktop, solve this challenge. This makes content available anytime, anywhere.

One example of the benefits of offline video (and other content) availability is seen with a nationwide dental practice management corporation, which saved \$3 million in costs by moving their training content offline (and off-hour).

Realizing the significant advantages offered by an offline content strategy, many other enterprise companies are following suit.

An offline platform saves bandwidth, increases productivity, enables global access of content, and supports easy classroom-based training.



RAPID SEARCH

Users want to learn at the speed of search. A quick glimpse into Google Trends shows that search results for "DIY" solutions are growing rapidly. Learners today need to consume educational/training content that is personalized, accessible when they need it (e.g., "just-in-time"), and is situationally relevant. All of these requirements are driven by a video platform with rapid search capabilities.

In the digital age, search is key. Search capabilities provide consumers with easy and instant access. A critical component of any reliable learning platform is robust search capabilities. Today, students are searching for their answers online, essentially "learning at the speed of search."

It is important for a video platform to provide users with the criteria needed to develop a searchable database. This means it must be easy to upload videos, tag them appropriately, add metadata, and categorize them by specific topics or properties. All of these features will cultivate an efficient, easy-to-use learning database.

3.5
billion

Google
searches
per day

1.2
trillion

Google
searches
per year

SECURITY

A company's training content is its intellectual property, and videos are no exception. Video-hosting platforms like YouTube, even with "unlisted" video capabilities, run the risk of valuable private information being exposed, from one-on-one coaching clips to demonstrations on product architecture. With that in mind, it is critical for any enterprise company to be able to control who can view, share, and download their content.

It is important for a corporation to protect what is theirs, especially since it is an investment in both time and money. By allowing administrators of the platform to restrict print, download and share capabilities, access control grants users custom capabilities making the video platform personalized, yet secure.

Dynamic watermarking provides the ability for watermarks to change by user. By placing a digital stamp, whether that is a username or email address, it is easy to track who is responsible if the content is leaked.

ANALYTICS

How can you tell if your video training platform is effective? By measuring it. An effective video platform measures user interaction and engagement, course assessment and completion scores, as well as which videos are resonating with viewers and which videos have concerning drop-off rates.

These valuable insights guide video content for the upcoming future. Administrators can use these advanced analytics to double down on the video content that proved most effective and eliminate the content that performed poorly. These analytics provide management with quantitative insight that is valuable to content planning.

These metrics can also help administrators make correlations between viewing certain videos and employee performance. Analytics are key not only to running an effective video platform, but supporting a successful company.

MOOCs and Game-Based Learning



The MOOCs available have grown to 4,200+ in the last four years

According to the American Psychological Association, new research suggests that offering a variety of options may be the best way to engage millennials. MOOCs (Massive Open Online Courses) and Game-Based learning are poised for explosive growth in the coming years. With the increase in millennials entering the workforce and earning degrees online, learning and development leaders have started to recognize that training initiatives need to be interactive and engaging.

In the last four years, the number of MOOCs offered has soared to more than 4,200, with over 1,800 of those created in 2015 alone (iSpring). These open online courses are free of charge, let you learn at your own pace, choose your language, and accept you as a member of a social community.

In addition, gamification in learning has proven effective at employee engagement and retention. By incorporating game elements to motivate the learner, gamification provides a more relaxed and self-paced learning environment.

In the e-learning world, some gamification features include: earning points and badges for correct answers or for consuming certain content, competing for positions on a leaderboard, and a learning path that reflects gaming levels as questions or challenges get progressively harder. Gamification provides instant feedback so the learner knows the correct answer instantly.

CONCLUSION

A blended learning platform with video is necessary to support next-generation corporate training and communication. With a secure, user-friendly platform, companies can save significant funds while providing their employees and customers with the most effective and enjoyable learning experience. As enterprise companies understand the massive impact video provides, more and more are adopting video for communication and training on a global scale.

Video platforms are the way of the future and can provide in-depth security, customization, analytics and a seamless integration into existing systems. If your company is looking for a new effective way to communicate, stop typing and start recording.

ABOUT CONTENT RAVEN

Content Raven is an all-in-one enterprise learning experience platform. We help corporate training leaders securely distribute video and all types of training content to any device, anywhere in the world. Some of the most recognizable Fortune 500 companies use Content Raven to train their employees, partners, and customers.

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