Making the Case for Development with Video

Cindy Pascale, Vado Inc.

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Presenter

Cindy Pascale
Co-Founder/VP Business Development
Cindy.Pascale@vadoinc.net
Safety Training with Videos
Videos

• One of many learning assets

• Right set of learning assets
Here’s What We’ll Cover

- Business importance of videos
- Benefits of videos in e-learning
- 5 categories of training videos
- How to effectively use videos in e-learning
- A few watch-outs
- Guide to get started
1. Fold the long side of the paper in half
2. Flip the paper 90°
3. Folder the paper over again to make a crease & open it back up
4. Fold the upper left corner down to the middle seam
5. Fold the upper right corner down to the middle seam
6. Fold the bottom of the top sheet up to where it meets the folded triangles
7. Fold the bottom of the other side up to where it meets the folded triangles
8. Now you have a hat!
A Paper Folding Exercise
Video is Changing Business Operations
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Stats that Jumped Out

1. Half of mobile traffic
2. Customers are 85% more likely to purchase and 68% more likely to share
3. Impact of the word video in email campaigns
4. 90% of information delivered to brain is visual
5. Visual information is processed 60,000 times faster
6. 1 minute of video = 1.8M words
7. 75% of employees more likely to watch video than read text
8. Attention spans fell from 12 seconds to 8 seconds
Benefits of Video in e-Learning
#1: Demonstration Friendly

- Easier to “show” than “tell”
#2: Grab Attention

- Capture attention quickly
#3: Learner Engagement

- Keep Learners Engaged
- Learners take in more information
#4: Build Rapport

- Create a personal connection
#5: Reinforcement

- Use video to reinforce information taught verbally
#6: Discussions

- Trigger discussions
#7: Think & Analyze

- Improve overall experience
- Invites learners to think & analyze
#8: User-Generated

- Perfect for informal
- And user-generated content
#9: Millennials

- Largest generation in the workforce
- Largest consumer of all videos
- Engage them with videos
5 Categories of Training Videos
#1: Communication

- Use video to deliver key messages
- Company executive
- Gives credibility
- Merger, acquisition, strategic change
#1 Communication
#2: Motivation

Many styles

Use to:
- Launch meeting
- Introduce curriculum
- Compel to act
#2 Motivation
#3: Knowledge or Awareness

- Conveys information
- Comprehension & retention
- You need to know this information
- Product knowledge, safety, compliance
#3 Knowledge or Awareness
#4: Hard Skills

- Teach the viewer how to perform a task
- Video is visual and narration is step by step details
#5: Soft Skills

- Behavioral modeling
- Tells story by demonstrating
- Real life interactions
#5 Soft Skills
A Paper Folding Exercise “Do Over”
How to Make a Paper Hat
How to Effectively Use Videos in Learning
Short

- 5 minutes or less
- More memorable
Interactive

- If cannot be short, make it interactive
- Quizzes, summaries
Summarize
File Sizes
Compress
Videos
Script
Approved by SME
• Don’t assume everyone will have sound cards or headphones

• Differently abled learners
Quality

- Lighting
- Sound
- Editing
- Graphics
- Gripping script
- Maybe professional actors
Creative

• Different camera angles
• Different music
File Format

- MP4 most widely accepted
- Supported on all smartphones
A Few Watchouts
Talking Heads

- Can bore learners quickly
- Punch up with music, sub-titles, graphics
Bandwidth

- Can still be an issue
Distracting

Watching in an office can distract co-workers
Usability

- Hard to skim
- Difficult to search
Expensive

- If hiring professional actors and voiceover actors
Updating
Can be problematic to keep up to date
Getting Started

Guide:
- Needs analysis
- How is video being used now?
- How well received? Working?
- Best learning solution
- Gain support
- Start with a pilot
Resources

- Download our paper:
  *Video and Learning: A Winning Combination*
  [www.vadoinc.net/Video](http://www.vadoinc.net/Video)

- Download our paper:
  *70:20:10 Guide: Structure the 70*
  [www.vadoinc.net/702010](http://www.vadoinc.net/702010)

- Join our 70:20:10 LinkedIn Discussion Group:
  *70:20:10 Structure the 70*
Questions?
Research Sources

- Axonn Research
- Animoto
- Dr. James McQuivey of the Forrester Group
- Forbes
- The Forrester Marketing Group
Thank You!

Cindy.Pascale@Vadoinc.net
952-545-6698

www.vadoinc.net