205
Coaching SMEs to Produce Rock-star Videos

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Objectives

In this session, you will learn:

• The process that makes the best use of everyone’s time
• To help the SMEs help you
• Tips for coaching and support
• A concrete example to share with your SME team
Development Team

SME

Subject Expert

Provides the content

Developer

Training Expert

Focuses the content

SME Dave

@cre8iveii
Things You Must Always Do When Working With SMEs

• Show appreciation for the time and effort your SMEs invest in your project.
• Acknowledge their content expertise.
• Take the time to really know your SMEs’ strengths and weaknesses.
• Always provide clear guidelines on their roles and your expectations.
• Be attentive and responsive to SME concerns.
Things You Must Always Do When Working With SMEs

• Be as flexible as possible while realizing SMEs have busy professional lives outside your project.
• Always seek their review and comments. Encourage diversity and collaboration.
• Make sure every SME has a chance to participate in discussions and meetings.
• Always provide copies of finished products and projects.
• Celebrate milestones and victories with your SMEs.
SMEs Perspective

- Enjoy the creative tension.
- Make your SMEs part of your design team.
- Don’t ignore or take SME participation for granted.
- Don’t revisit discussions or decisions already completed.
- Involve all SMEs equally in discussions.

SME Dave
Pre-Production Planning Checklist

• Define your business objective
  – Answer this question: What do you want to happen when people finish watching your video?

• Dave’s answer
  – Smoothly coordinated evacuation
    • Be familiar with the process/sequence/coordination of evacuation of the airplane.
    • It’s a dance between the pilot and the flight attendant.

Note: Some projects may involve multiple SMEs!
Pre-Production Planning Checklist

• Define your audience.
  – Answer this question: What does this audience care about and how does your service relate to those concerns?

• Dave’s answer
  – Flight crew
  – Responsible for safety of the passengers on the airplane
Pre-Production Planning Checklist

• Develop your message.
  – Answer this question: What specific problem are we trying to solve and how do we communicate the solution to that problem?

• Dave’s answer
  – The danger/threat – not proper coordination, people can be injured or killed.
  – Timing and direction provided by the pilot – flight attendants must execute.
Pre-Production Planning Checklist

• Concept – What’s the big idea.
  – Answer this question: What is the idea for this video?

• Dave’s answer
  – Instead of reading a manual – let people live it.
Pre-Production Planning Checklist

• Treatment and Storyboard.
  – Answer this question: What are the list of details that need to be included in the video?

• Dave’s answer
  – Pilot will coordinate what he is doing in sequence (give perspective behind the scenes)
  – Flight attendant’s commands
  – Flight attendant performing the evacuation on the plane

SME Dave
Pre-Production Planning Checklist

Storyboard

• Script / Narration – what is being said by whom on-screen or as voice-over.
• What is being shown on screen – where is the action taking place and who or what is in each scene.
• What other elements (logos, text, animations, music track, sound effects etc.) are needed to support what is being said and shown.
Storyboard

- Intro – Talk about doors (FA)
- Video – Armed (FA)
- Scenario – Emergency (Pilot)
- Scenario – Be prepared (FA)
- Video – Evacuation (FA)
- Summary (Pilot)

SME Dave
Let’s Rehearse!
Production Strategy

- Plan ahead and rehearse!
- Be prepared
- Consider quality
- Keep it short
- Keep it simple
Plan Ahead

• Filming each video may be more time consuming than initially thought
• Don’t spend time during the shoot figuring out what will go into the video.
Be Prepared

Make sure you plan ahead and take care of as much as possible before the shoot.

• Make sure you have all of the equipment necessary.
• Learn some beginner tips for setting up lighting and capturing sound.
• Know how many people will need to be there, and make sure you have a schedule in mind for everybody involved.
Consider Quality

- Find a good balance that works for your course and budget.
- Even minor steps can make a huge difference – like investing in a tripod or a good microphone.
Keep It Short

Bite-sized videos around five minutes each is usually a good target length, for both instructors and learners.
Keep It Simple

Stick to the basics and focus on the best way to explain your material.
Pre-Production and Practice

• Give your SME an outline and desired learning goals.
• Have a practice run before the day of the shoot.
Roll Camera

• Help your SME play the role of an EDUTAINOR (combination of an educator and an entertainer)
Roll Camera

- Capturing the SME’s passion for the subject will help to engage learners.
- Try not to script or control the shoot too much or the passion might be lost.
- Always think about what you would be willing to watch.
Tips

• Work with your subject matter expert to find the best way to meet the instructional goals.
• Obtain written permission before filming in a secure area.
• Get written permission from everyone appearing in the footage.
• Try and have the SME on hand at the shoots to confirm that the action captured is what is needed, and that it will work in the context of the class.

SME Dave
Tips

• Bring copies of everything to have on hand at the shoot. You need immediate access to contact information, scripts, permission forms, and every other document relevant to production.

• Shoot more footage than you need to increase your chance of getting the right shot, especially if you are working without scripts.

• Capture as much as you can while everything is in place, because you won’t get a second chance (most likely) to shoot again.
Resources

Rapid Video Development for Trainers: How to Create Learning Videos Fast and Affordably - Jonathan Halls
https://www.td.org/Publications/Books/Rapid-Video-Development-for-Trainers

SMEs From the Ground Up
https://www.td.org/Publications/Books/Smes-from-the-Ground-Up

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Resources

- [http://www.storyguide.net/gear/sme.html](http://www.storyguide.net/gear/sme.html)
- [http://onemarketmedia.com/2013/04/16/video-pre-production-planning-check-list-11-steps-to-a-successful-project/](http://onemarketmedia.com/2013/04/16/video-pre-production-planning-check-list-11-steps-to-a-successful-project/)
Resources

- **Subject Matter Expert: 5 Tips for Working with a SME**
- **Episode 1: Managing Subject Matter Expert Time**
Contact Information

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