F05
Video Production Framework for Decentralized Creation

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Time Warner Cable

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Who has been told their learning group is too slow?
STORIES

• Portal Support: IntelligentHome

- 20-25 devices
- 125 videos
- 250 hours = 6 weeks
- 6 weeks reduced to 2 weeks
- 125 videos received 10,000 views in 18 months
Who has been left out of a communication loop that impacted training?
STORIES

• System Tool: RIO

• New updates every week
• Impacts our front-line customer service employees
• Enabled tool owner/SME create videos
• Increased speed to market
• Improved customer interaction metrics
NEW QUESTIONS

• What if, to respond faster, L&D has to relinquish control?

• What if speed to market and relevance are improved when L&D does not create all the training?
NEW CHALLENGE

- How can we expand this and make it available to others in the company?

- What if we supported others that train the audiences in need?

- What if we equipped them?
Video is online learning that requires only passive viewing with no interaction necessary.
FRAMEWORK PIECES

Phases
- Create
- Edit
- Distribute

Types
- Internal
- Screencast
- Professional
FRAMEWORK

Create

Edit

Distribute

Training Design

Professional

Screencast

Internal
FRAMEWORK

Create

Edit

Distribute

Training Design

Professional
Needs and Solutions

Screencast
Needs and Solutions

Internal
Needs and Solutions

Needs and Solutions
Training Design

Professional

Needs: Review and approve video script
Solutions: Instructional Design experience

Screencast

Needs: Review and approve video drafts
Solutions: Instructional Design experience

Internal
Create

Edit

Distribute

Needs and Solutions

Screencast

Needs: Capture steps from a computer screen
Solutions: Captivate, Replay, SnagIt, Camtasia

Needs: Turn raw screen capture into final video
Solutions: Captivate, Replay, SnagIt, Camtasia

Training Design
**FRAMEWORK**

**Create**

- **Needs:** Plan and capture video
- **Solutions:** Camera, tablet, phone (lights, green screen, microphone)

**Edit**

- **Needs:** Turn raw video into final video
- **Solutions:** Adobe Premiere, Adobe Audition

**Distribute**
FRAMEWORK

Create
- Professional
  - Needs and Solutions

Edit
- Screencast
  - Needs and Solutions

Distribute
- Internal
  - Needs and Solutions

Training Design

Needs and Solutions
FRAMEWORK

Create

Edit

Distribute

Training Design

- Professional
  - Needs and Solutions
- Screencast
  - Needs and Solutions
- Internal
  - Needs and Solutions

Needs
- Available to all
- Flexible use
- Measure/Track

Solutions
- LMS
- Video Platform
FRAMEWORK

Create

Edit

Distribute

Professional

Needs and Solutions

Screencast

Needs and Solutions

Internal

Needs and Solutions

Training Design

Needs and Solutions
SUPPORTING DOCUMENTS

• Reference Guide
  Provides instructions to create, edit and distribute video based on the type of video (professional, screencast, internal)

• Tools Directory
  Provides list of all recommended tools available within the organization to assist in video development process
KEY POINTS

Framework
• Define your:
  • Processes
  • Needs
  • Solutions to address each need
• Decide what you can outsource to partners

Video Implementation
• Commit to video, but don’t force it
• Be curators, not creators
• Put others in a position to speak for you
Questions?
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| Create | **Needs**: Review and approve video script  
**Solutions**: Instructional Design experience | **Needs**: Capture steps from a computer screen  
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**Solutions**: Adobe Premiere, Adobe Audition |
| Distribute | **Needs**: Available to all, Measure/Track, Flexible Use  
**Solutions**: LMS (Cornerstone, SuccessFactors, LearnUpon)  
**Video Platform**: KZo, Kollective, Kaltura, Brightcove, YouTube |