911

BYOD: Creating Microvideo for Learning

Josh Cavalier, Lodestone
<table>
<thead>
<tr>
<th>Video Ecosystem Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Creation Process</td>
</tr>
<tr>
<td>Video Production</td>
</tr>
<tr>
<td>Distribution</td>
</tr>
<tr>
<td>Video Consumption</td>
</tr>
<tr>
<td>Analytics</td>
</tr>
</tbody>
</table>
Action Plan for Video

- Marketing
- Awareness
- Find-ability

Availability

Height = Impact of Training Method

Formal Training
Expert Sharing
Management Support
Asynchronous Training
Community of Shared Knowledge
Targeted Reinforcement
Performance Support
Curated Content
Microvideo Formulas

6 Seconds
Content
15 Words

10 Seconds
Content
25 Words

15 Seconds
Emotion Pull
Content
Emotion Push
38 Words

30 Seconds
Emotion Pull
Prime
Content
Reflection
Emotion Push
75 Words

60 Seconds
Emotion Pull
Prime
Content
Emotion Pull/Push
Content
Reflection
Emotion Push
150 Words

Monroe’s Motivated Sequence
Attention
Need
Satisfaction
Visualization
Action
Emotion Pull
Prime
Content
Reflection
Emotion Push
Microvideo Content Blocks

Video
- Headshot
- Title
- Scene
- Animation
- Screen
- Photo

Audio
- Voice
- Music
- Effect

Example Timeline
Objective: Review steps for logging into the learning management system
Time: 60 seconds

<table>
<thead>
<tr>
<th>Emotion Pull</th>
<th>Prime</th>
<th>Content</th>
<th>Reflection</th>
<th>Emotion Push</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>Title</td>
<td>Animation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>Music</td>
<td>Voice</td>
<td>Music</td>
<td></td>
</tr>
</tbody>
</table>
Josh Cavalier
josh@lodestone.com

Twitter: @joshcav

Let’s connect on LinkedIn!