# 14 ways to use video for formal and informal employee training
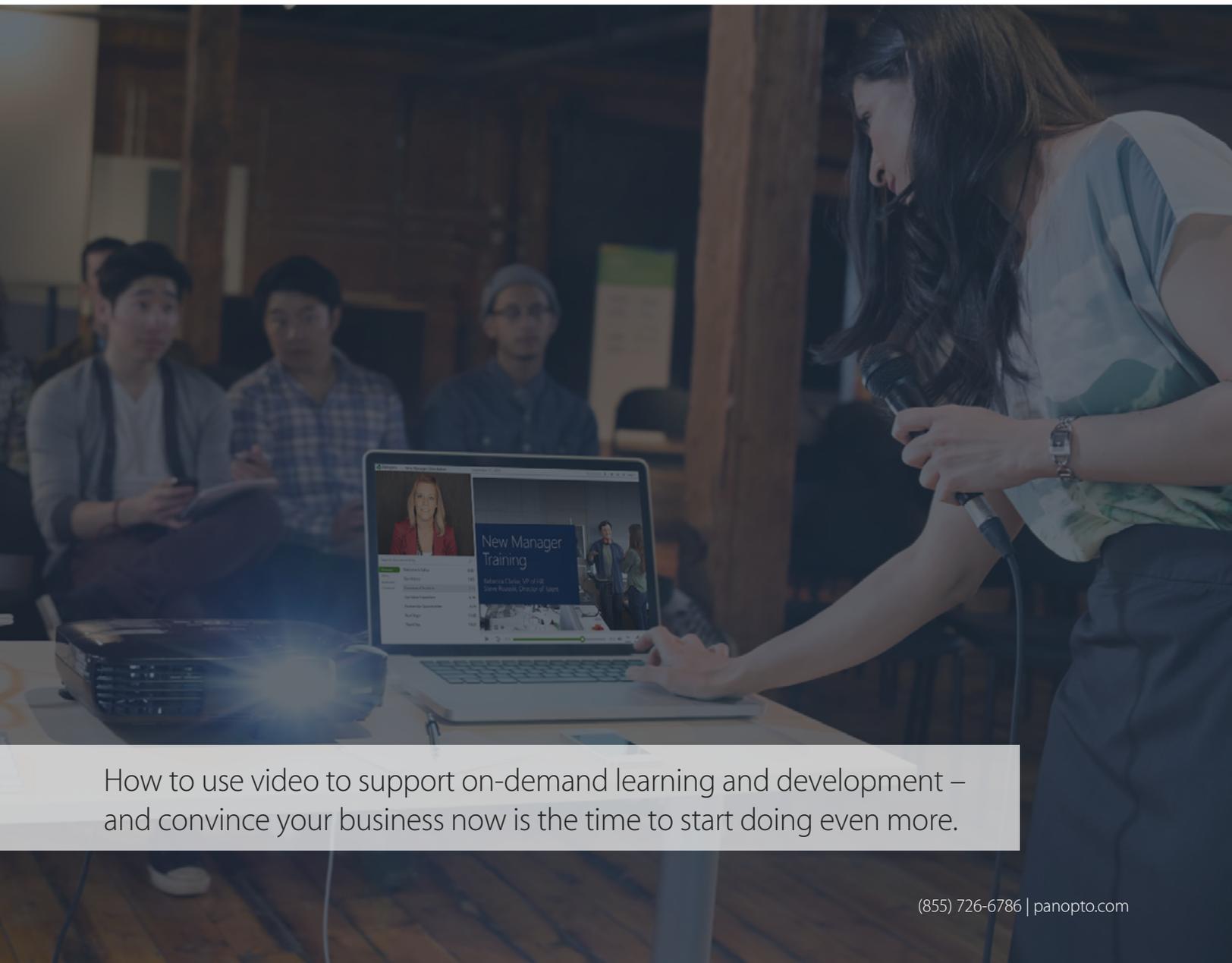
How to use video to support on-demand learning and development – and convince your business now is the time to start doing even more.

# Bringing Everything into View

As today's organizations stare down the challenges of ever-increasing compliance regulations, unpredictable turnover, and rapidly expanding cultural and learning style changes among employees, companies are looking for new ways to automate and scale their training efforts.

More and more, they're finding that help in video. Adaptable to both formal and informal learning needs, video overcomes today's most common training challenges. It helps instructors increase training quality, speed and effectiveness — all while significantly lowering program costs.

But of course, today's learning and development professionals already understand the potential that technology can offer in the modern training environment.

Their real challenge? Convincing their organizations to do more.

In this paper we help L&D practitioners tackle that challenge head on, including:

- 5 benefits that help convince your decision makers to use video in more ways

- 14 ideas for supporting and scaling formal and informal learning with video

- 1 technology — the video platform — that simplifies the use of video for L&D

Video training is no longer a novel idea. It's the new normal. Make sure your organization isn't missing out.

# Panopto on a Page

Panopto creates software that enables businesses and academic institutions to record and view searchable video presentations in minutes from any device. Businesses can use Panopto to record and live stream:

- Employee training and onboarding video
- Review, recap, and summary communications
- Product demonstrations
- All-hands meetings
- Sales and marketing presentations
- Web conferences
- Executive communications
- Events for customers, press, and investors

Panopto also enables individual employees to record and share videos in a secure, centralized video library. This facilitates:

- Social and informal learning
- Capturing the knowledge of retiring employees
- Sharing knowledge across a global workforce

Panopto's video library includes unique search functionality that enables employees to search inside videos for any word mentioned or shown onscreen during a video.

Panopto is currently in use at Fortune 500 companies around the world and is the fastest-growing lecture capture solution at leading universities. Privately-held, Panopto was founded in 2007 by technology entrepreneurs and software design veterans at Carnegie Mellon University's School of Computer Science.

Panopto has been recognized by Gartner as a "Leader" in its *Enterprise Video Content Management Magic Quadrant* report. Click here to visit our website and learn more.

Want to try Panopto for yourself? Visit www.panopto.com today for a free 30-day trial or to schedule a demonstration of our software.

# Overview

# You Don't Need Us to Tell You Video is a Great Tool for Training

Using video as a tool to supplement and scale your learning and development programs is no longer a new idea.

Today video training has the case study endorsement of Fortune 100 blue chips like IBM and Microsoft. It has the research-driven support of leading analysts at Forrester, Bersin, and Gartner. It even has the full adoption of the Learning & Development industry — more than a few of the world's leading L&D associations include video as a core facet of their own member training, onboarding, promotion, and communications.

Video training is no longer a novel idea. **It's the new normal.**

…But let's get off the soapbox for a minute. You already knew that. In all likelihood, anyone who's spent any time at all in a training role over the past half-decade has seen the learning opportunities video can create.

So why then hasn't every organization introduced video into its learning organization? And why then do so many businesses resist doing more with video, choosing to invest ever more in travel costs and physical classrooms rather than shareable, scalable video training?

The answer is different at every organization. Some businesses are comfortable relying on what's always worked before. Some just don't make it easy for teams to experiment with new methodologies. Some are content to just check the box and consider employee training "covered."

Still — there isn't a trainer we've met that doesn't have a [digital] notebook filled with great ideas for how to use technology to deliver more and better training.

The good news is, you aren't alone — **the analysts are on your side, too.**

Claire Schooley of Forrester Research recommends that every human resources and learning and development team consider all the opportunities technology offers as they look for new and innovative ways to share information.[1]
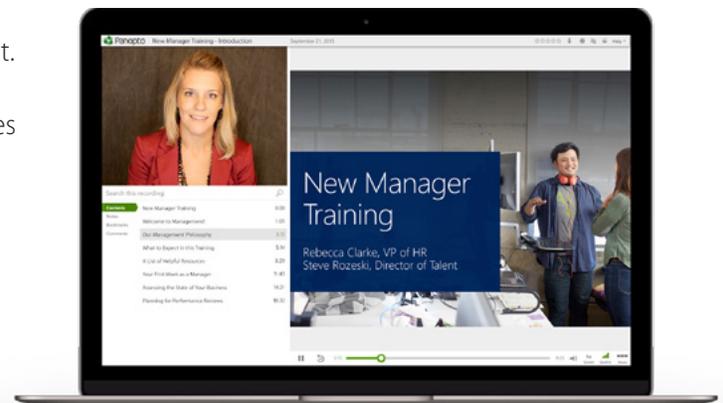


*Most organizations have only scratched the surface of what video can do for employee training*

"The face-to-face classroom is no longer the norm," writes Schooley, "In fact, it's an atypical and archaic approach for some organizations. HR and learning professionals use self-paced learning material accessed from a portal, online discussion groups that support a business line, user-produced video, learning communities that provide useful information and support, and online knowledge centers with PDFs, videos, and graphical information accessed through keyword searches."

While every new means of curating knowledge deserves consideration, video is in a class by itself. Short of face to face communication, there is no better way to share knowledge than by video. Employee engagement surveys bear that out — according to Forrester Research, employees are 75 percent more likely to watch a video than to read documents, emails or web articles.[2]

But that brings us back to our soapbox, with a central question yet unanswered: in an era where learning professionals have all seen the opportunity for video as a learning tool, how can one turn that potential into reality in their own organization?

Our customers will tell you it starts by providing answers to three more questions: **Why**, **How**, and **Where**.

*Employees are 75% more likely to watch a video than read text*

# Why Now is the Time to Start Finding More Ways to Use Video

Every year an untold number of innovative ideas are cut from corporate budgets, lost not for failure of insight or intelligence, but for a perceived lack of immediacy.

For learning and development professionals seeking to leverage technology to supplement and scale a training practice, the case for change cannot be made without first making the case for why change is essential right now.

Fortunately, early adopters in eLearning with video have drawn the path for others, complete with a host of statistics, data points, and ROI reports to help you make your case.

From increased effectiveness of employee training to greatly reduced training costs, the benefits of using video during the learning and development process are well documented. Here, we discuss seven of those benefits.

# Video helps you make employee training more effective.

A key challenge for trainers in every company, every industry, and every nation around the world is simply that of human memory. Recent data from the SAVO Group paints a striking picture: just 7 days after a training session, the average employee will have forgotten 65 percent of the material covered. What's worse — after six months, that number jumps to 90 percent.[3]

However, as a visually stimulating, multifaceted medium, video engages viewers in a way that lectures and documents—even PowerPoint presentations—rarely do.

Studies have shown that adding video can improve people's ability to remember concepts and details — with effects that increase over time. Presentations that include visuals like video along with slide text are 9 percent more effective than text alone when audience comprehension is tested right away, but become a staggering 83 percent more effective when those tests are delayed.[4]

That means that video not only gives your training content a boost as it's happening — it also improves your audience's ability to remember the information you presented longer.



*In just 6 months, people forget 90% of training materials*

# Video helps you reduce the cost of training activities.

Especially for larger organizations, those with multiple offices or locations, or those with widespread channel or retail distribution points, a huge part of your training budget every year may be earmarked just for the expense of getting your team in front of your audience.

IBM has found that for traditional classroom-based training events, travel and lodging costs average upwards of 40 percent of the total event cost.[5] After shifting just 50% of company training to eLearning, the company has netted $579 million in savings over a two-year period.

Microsoft too has found video a potent force for reducing the cost of training. The company's internal video portal has become the go-to substitute for some in-class training and smaller events. According to the company's own estimates, the video portal has reduced the costs for classroom training from approximately $320 per hour per participant down to just $17.[6]

Gartner Research recommends video as a support tool, especially with regard to training and communications materials that may often be repeated. A recent



*40% of training budgets are spent on travel costs*
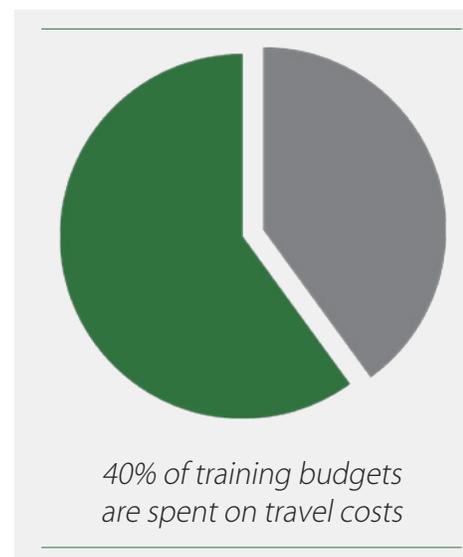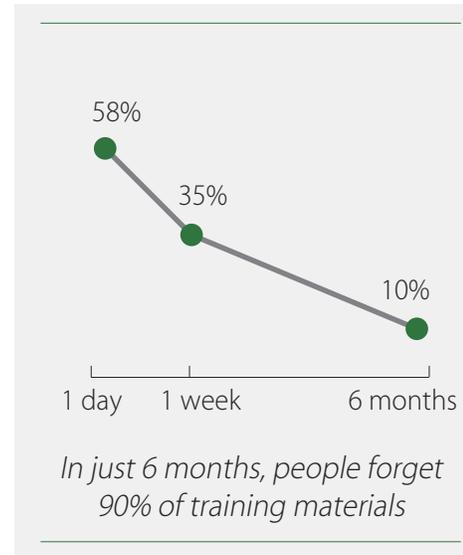
report concludes, "There are cost and time savings to be made in reusing content, compared to running the same live session multiple times."[7]

And the cost savings accumulated by using video to supplement existing training processes — even substitute for some of them--is not the only way video lowers the L&D budget. Due to its ability to increase knowledge retention rates and reduce the time that exists between employee onboarding and sensitive decision making, video training increases compliance and reduces legal risks, such as the risk of lawsuits and infractions.

# Video helps you train on-demand.

It's the excuse every trainer hears each time a new class is put on the calendar: "I have a schedule conflict."

Today's meeting-centric organizational culture has left trainers in a bind — how to ensure everyone receives the right training when there's seemingly never a moment when an entire team (to say nothing of an entire division or entire company) has open time on their calendars. Faced with that Sisyphean task, most training teams can only schedule events for when it fits their own schedules and ask attendees to relay the information back to their teams.

There's a better way. Recording a training session allows your company to make the session available online for everyone, ready for playback whenever your viewer has time. And as video search capabilities have improved, you can even take the idea further once you've developed a library of recorded training sessions — shifting from a "push" model that requires trainers to seek out live audiences, to a "pull" model where your team can record new sessions and make them available online, with employees searching for what they need to know when they need to know it.
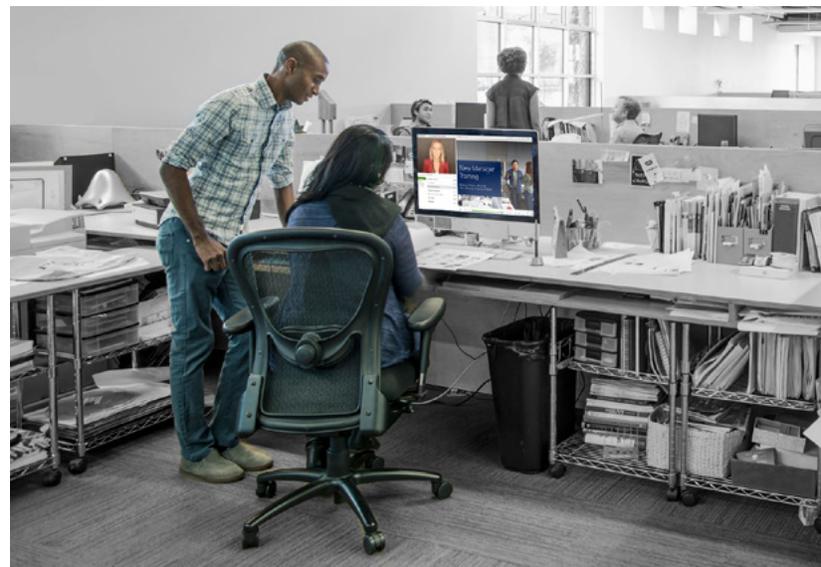
*Video ensures your training materials are always consistent and always available*

# Video helps you ensure consistency in training materials and experiences.

For some topics and some organizations, there are certain subjects that simply must be uniformly taught.

As organizations grow in size, add offices and storefronts, expand operations, or open new sales channels, that's becoming a significant hurdle for more and more L&D teams — there's simply no way to put the training team in all those places at once. Often as a result, that critical training is delivered by non-trainers

— local management or others "just filling in" — increasing the likelihood that the training experience in any one of your locations will be different from that in the others.

Leveraging video training solves that problem, providing a portable, consistent learning experience for every employee and ensuring that everyone receives that critical information the same way, regardless of who conducts the training.

# Video helps you extend training across internal and external audiences.

When training is delivered face-to-face, there's often little opportunity for trainers to leverage the promotional power of other teams in the organization — often the best they can do to help encourage training is not much more than include link to a signup sheet.

Making video available by training opens new opportunities for collaboration. Internal video training sessions can be included in just about any internal email.[8] Likewise, training video can be shared virtually anywhere else, from internal social networks and blogs to SharePoint-style collaboration sites and more.

Forrester Research also adds that video training systems be used to provide assistance to partners and customers outside to the company, too. "The extended enterprise enables learning for channel partners who sell the company's product. It also reaches customers who need, for example, step-by-step product installation information, understanding of the financial options of their retirement plan, or tips on best practices for product use."[9]

For many subjects, the same training video can be shared both with internal and external audiences, with little or no modification required.

$320

$17

*Microsoft used video to cut classroom training costs by $303 per person*
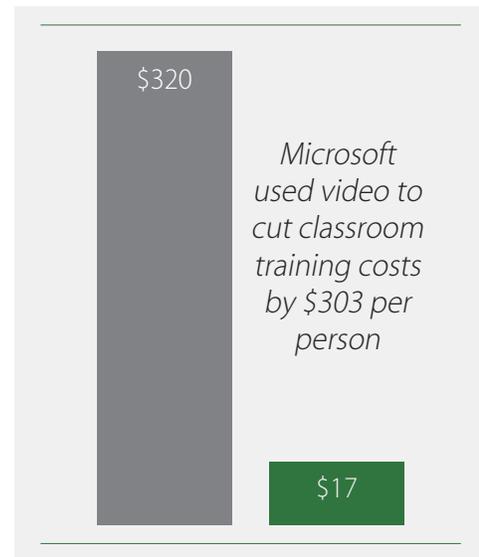
# 14 Ways to Use Video in Formal and Informal Learning Programs

In October of 2013, at the Gartner's U.S. Symposium, IT leaders from ten companies came together to brainstorm business use cases for emerging video support technology.[10]

"Attendees first imagined more than thirty basic ideas, and then ranked them using a simple scale on which they measured each proposal's cost benefit, revenue impact, risk, and emotional value," Gartner reported. "A few best practices also emerged from that workshop, and from frequent conversations with Gartner clients about similar topics."

The consensus top use cases Gartner uncovered: how-to videos for employees and customers. **In other words, more training videos.**

Yet, "training video" is too generic a term. Learning and development teams around the world have already begun to implement video in numerous ways. In today's corporate training environment, video plays a variety of roles, from standardizing onboarding processes and providing live product demonstrations to fostering social learning and coaching by subject matter experts. Some of the innovative ideas in use today come from experienced trainers, while others come from the employees themselves.

Just how are modern organizations using video to support and scale their learning and development activities? Let's take a look at some of today's latest trends and evolving strategies.

# 9 Opportunities to Enhance Formal Learning with Video

## Improve the onboarding process.

No matter who they are or how much experience they may have, every new hire will need time to get up to speed. While no two positions will require exactly the same onboarding process, video training can help make the learning curve more manageable for everyone.

To your new employees, that's no trivial value. According to a BambooHR survey of employees who had quit a job within six months of starting:[11]

- 23 percent felt they hadn't received clear guidelines to their new responsibilities
- 21 percent said they wanted "more effective training"

A well-planned video onboarding library can also help you share much more information with your new team members than would be possible face-to-face. Today, modern organizations are using video to supplement a number of onboarding aspects, including:

- **Culture, vision and mission introductions.** With video, a company's most subtle, nuanced messages can be more effectively conveyed. Your mission and vision statements are guides to who your company is, where you're going, and how you'll get there. Sharing these in video helps makes those all-important principles easier for your team to find, to see, to share, and most importantly, to remember. The analysts agree — Gartner Research has identified vision and mission onboarding video as one of the five greatest-opportunity, lowest-risk ways organizations should be using video.[12]



*Click for a sample cultural onboarding video*

- **Company tours.** Sometimes, an in-person tour of the entire campus, including of safety-related locations, isn't practical. Video tours of the workplace help employees settle in more quickly. And, contrary to what you may have heard, safety tours don't have to be staid, boring or outdated. Today companies have brought creativity and a fresh perspective to the virtual tour — introducing team members, offering directions to essential locations, and sharing insider knowledge new teammates will appreciate.

- **Organizational overviews.** The employee onboarding process doesn't have to be focused solely on the department in which the new hire will work. Many experts believe that interdepartmental training is key to the success of every employee, no matter what type of work they're involved in. Larger organizations, in particular, do well to make sure all employees understand and feel part of the bigger picture. Welcome messages from executives and cross-departmental informational videos help to build a solid foundation for that understanding.

# Make basic skills training universally available.

Every organization has its own way of doing things:

- Scheduling meetings
- Booking conference rooms
- Signing emails
- Making conference calls
- Understanding acronyms
- And dozens — maybe even hundreds more

Within a few months of their first day, these are the skills every employee knows as second nature.

Yet those fundamentals aren't always obvious to your new hire — in all likelihood, they're used to someone else's way of doing things, and often won't know the right steps to take at your organization until they accidentally stray from the path. Here video can be a lifesaver, helping your new hire find the information they need to get the basics right.

Best of all, these recordings are some of the easiest to produce. Just use a screen recording tool and ask a member of the team to walk through the process the right way. Simple instructional videos — how to book a meeting or complete a tax form — may only need a single 3-5 minute video. Even systems that might be more complex — say, booking travel using the corporate agency, or understanding your annual review process and requirements — can often be taught with either a 10-20 minute review, or with a series of 3-5 minute videos each addressing specific elements of the overall system.

Along with ensuring that employees understand how to use your systems, basic skills training videos may also help boost the efficiency of your L&D team. Freed from routine how-to questions, your trainers can focus on new or more strategic work instead.

# Show how your product or service actually works.

There's a dirty little secret most organizations hate to admit — many of your people have at best a passing understanding of how your products actually work. And likely even fewer can accurately describe how your customers use your offering, or how it differs from your competition's.

Especially for those organizations with technically or mechanically complex offerings, or those targeting a market their employees aren't a natural part of — including virtually every B2B business out there — it's just too difficult for a person to learn every last detail about what you do. Unless you show them.

Recording and sharing product information and demonstration videos can provide that extra level of insight that helps an organization develop the best, most knowledgeable team.

Today organizations are using video to show everything about how their products and services work:

- Field video shot with a smartphone showing a new product in action
- Screen recordings from the IT team illustrating the effects of a new line of code
- End-to-end walkthroughs of the production floor and how each individual machine is used
- Product positioning videos that illustrate benefits vs. a competitor's product
- And any number of other ways to show what the company does, in action



*Click for a sample product demonstration video*

These videos help your team actually see and understand the products and services your company offers — including what makes them different, what makes them valuable, and what makes them worth buying.

# Break down organizational silos.

Few businesses can credibly claim to have no silos in their corporate structure. Most of us know well where the org chart overlaps and where it doesn't — and when teams don't naturally cross paths from time to time, there is often little opportunity for employees to learn about what their colleagues on those teams are working on.

The effect is even worse in practice — when teams don't understand each other's work, they tend to collaborate poorly (if at all). The potential for delayed programs, budget misunderstandings, and interpersonal fallout looms large.

Cross-departmental training has sprung up as a solution to this issue — helping employees better understand how each part of the business functions by training them on the basics of each group. The challenge: rolling out a cross-training system that is efficient and cost-effective.

And that's the role that video fills. Teams can discuss the fundamentals of what they do and why it's essential so that others can review anytime, on-demand. Local management can easily share these videos in the new hire onboarding processes or as part of kickoff for interdepartmental projects, helping to ensure everyone understands where each other is coming from.

# Provide training and coaching for new management.

Investing time, energy and financial resources in management training impacts a company's success in more than one way.

The first: lower employee turnover. Organizations that make manager training and development a budgetary priority typically lose fewer employees — both managers and individual contributors — every year.[13]

And those employees that stay? Under well-trained managers, their job performance improves. In fact, research shows that training and education are more accurate measures of an organization's success than many other highly-regarded statistics, including price-to-earning ratios, price-to-price statistics, and measures of risk and volatility.[14]



*Click* for a sample management training video

More and more businesses are recognizing the impact of proper management training, adding new programs, mentorship opportunities, and coaching processes each year. But in an era where managers are more pressed for time than ever before, many organizations are finding that video can help ensure new managers get the opportunity to fully experience an organization's management training.

Supporting management training with video allows new managers to view each training course when it fits into their schedules, helping them take time to really engage with the content and better understand it. And with video, managers can instantly replay segments should they want to review a point for clarification.

Video may also be a valuable tool for traditional management training efforts as well. Management coaches may find that recording a manager's interactions with her team — say, during an annual review or in a weekly performance meeting — may help them provide specific feedback to the manager and better tips for improving their own performance.

# Provide on-demand training for front-line employees.

For many businesses, your front-line staff such as retail employees and customer service, are the face of your organization. Buyers see these team members as direct extensions of the company, and expect them to have answers for just about any question.

This creates a significant hurdle for those businesses — as the front lines can often be where turnover is greatest. Local managers across many industries are in effect always hiring — and for the L&D team, that means new hires may be starting anytime, anywhere, often without anyone more senior than the local manager to show them the ropes.

For the most part, the gap this creates in the new hire's access to training isn't earth-shattering — but over time, the lack of a consistent training program can easily lead to remote offices and personnel following their own processes, making your customers' experiences less consistent location-to-location and possibly making it harder for other parts of your organization to work with the maverick office.

To assist these often decentralized employees, learning and development teams are turning to video to provide a consistent training
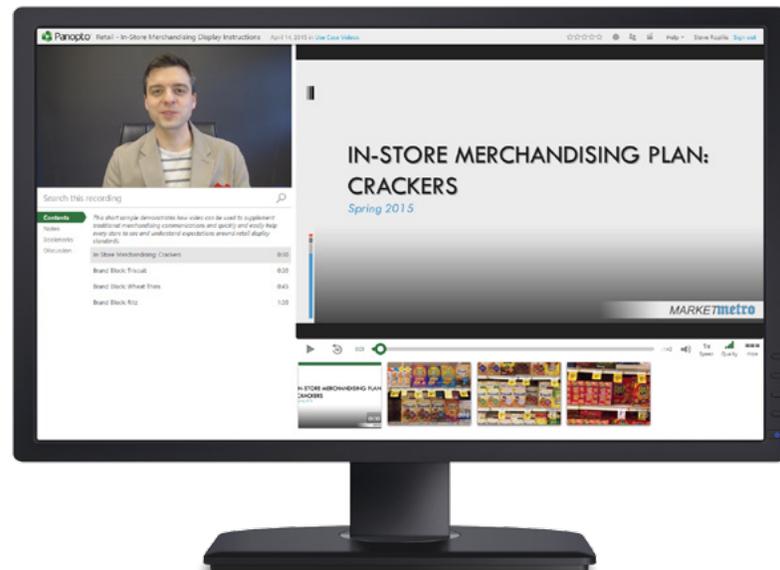


*Click for a sample front-line training video*

experience for all employees — and one that's available anytime and anywhere, even on employee's tablets and smartphones if needed. Front-line training today can include:

- Basic how-tos, covering point-of-sale systems or other technology
- Corporate sales strategy, including tips for opening and closing sales discussions
- Tips for best producing or showing the product on-location
- And dozens of other points that can help the front line execute efficiently

# Improve your sales enablement and rep training practice.

Your sales team is often the single most important connection your company has with your prospects and clients. Most organizations work diligently to supply their sales teams with all the tools, information, and other resources they need to ensure the sales process works its best — only to find the team isn't making use of it all. According to Accenture:[15]

- 90 percent of sales materials are not used by salespeople
- 80 percent of training is not retained after 60 days
- Salespeople spend 71% of time not selling
- CRM tool adoption rates by salespeople are less than 50%
- Proper sales methodology is used less than half of the time

Often it's communication at the root of these missed opportunities. Sales staff are among the busiest at just about any organization — all but the most engaging information may be lost in the shuffle of client visits, new business calls, and more. Further complicating issues, most sales teams are spread across a market — even around the world — hindering the company's ability to bring the team together for a quick update or demonstration.

Video, of course, can help with that. Modern organizations are finding opportunity for video throughout the sales enablement practice, with demonstrated success in:

- Sharing product news, updates, and demonstrations
- Providing corporate or sales strategy updates
- Peer-to-peer social learning and best practice sharing
- Enhanced customer and prospect communications

*Click for a sample sales coaching video*

For many sales enablement teams, video is more than a welcome helping hand, it's creating a competitive advantage — boosting onboarding and training, enhancing communications, and attracting and connecting with prospects.

# Ensure everyone has taken compliance training.

Your ability to educate employees on the laws, regulations and company policies that apply to their daily job responsibilities is critical. And an effective compliance training program does more than just reduce regulatory and legal risk. It also helps foster a positive corporate culture built on accountability, integrity, and respectful interaction.

According to Forrester Research, "Employees need easy access to formal learning like required compliance or regulatory training."[16] Using video, employees can access this information when they join the company, during annual compliance policy updates, or anytime from any device.

A range of compliance topics that span industries can be covered in an illustrative way using video, including:

- Fair and respectful working conditions policies
- Safety location virtual tours
- Fair competition regulations
- Foreign trade law compliance
- Intellectual property protection
- Transparency in financial reporting
- Integrity in business interactions

Video training can be an especially effective way to cover delicate and important compliance issues, including emergency procedures, sexual harassment laws, and more.

And not only does video provide an ideal medium for these topics, the technology can also help you ensure your employees are actually completing these essential courses. Video analytics included in many modern video platforms offer user-level detail, allowing your team to know whether an employee had viewed a video, and if they watched it through to the end.
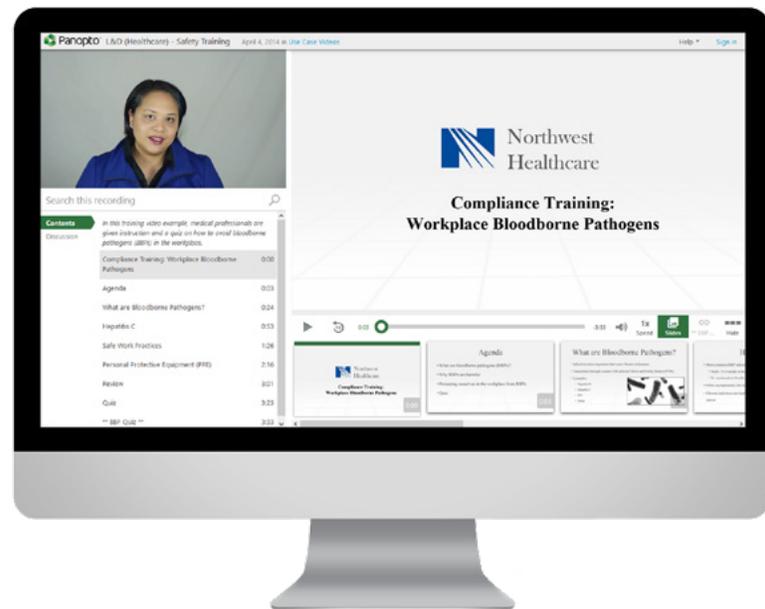


*Click for a sample compliance training video*

# Expand the reach of your conferences and events.

Even as remote training by video becomes commonplace, often there is simply no substitute for a live event. More and more organizations are finding that marquee events, be they internal-only conventions or industry-focused public conferences, are extremely valuable tools for sharing information, connecting employees with each other or the industry, and educating a large audience all at once.

Attending these events can boost employee morale and engagement in a way that's almost impossible to replicate during business-as-usual moments. But for oft-cited reasons of timing and budget, attendance is seldom possible for every event and every member of your team.

When attendance isn't possible, a video recording of the event can be the next best thing. Recording events — or even live-streaming them — can be a great way to share the excitement and insight gleaned from all those keynotes and breakouts, with anyone, anytime, anywhere.

Event video used to be an expensive and complicated production limited to the domain of technical AV experts outfitted with expensive hardware. Today, however, all it takes are simple webcams and software to capture, share, and even live-stream HD video of events of any size to audiences around the world.



*See how one company records international conferences with just laptops, webcams, and Panopto*

→ Download case study

# 5 Opportunities to Embrace Informal Learning with Video

## Preserve and share institutional knowledge.

In today's businesses, virtually everyone is a subject matter expert in something. Whether it's how product architecture is drawn, how individual teams manage data, how leads are processed through CRM systems, or how the supply chain is organized, someone on your team knows the intricate details of how each and every part of your business actually works.

That offers quite an opportunity — and a big potential problem. If you haven't captured that knowledge, it literally walks out the door with your employees.

**The average business loses 12% of its workforce annually**[17] — those that haven't documented their institutional knowledge may wake up to find it's gone to work for the competition, and no one left has the answers.

Video meets this potential crisis with a single solution — and two exceptional benefits.

First, asking your subject matter experts to record their expertise is an easy way to document and share all those details that make up the daily operations at your company, ensuring that vital information never walks out the door.

And second, even if your experts never leave, video can also be an effective tool for you to help them more effectively manage their time. Rather than explaining the same processes and programs over and over whenever the question comes up, sharing a link to a previously-recorded answer will save their time for new and more pressing work, while still ensuring the questioner gets the information they needed.

Small wonder that according to a study from Bersin by Deloitte,[18] the average enterprise spent three times more on social learning tools in 2012 than in the previous two years.



*Click* for a sample institutional knowledge video

# Role play with video.

Ultimately, much of an organization's success lies simply in the way employees interact with customers and each other. Many businesses have invested lavishly in this area, scripting interactions, templating communications, hoping to standardize how the company presents itself — both inwardly and outwardly.

But human beings are visual animals, highly tuned to social cues. Non-verbal elements famously comprise some 90 percent of our communications.

Scripts, manuals, and other printed handbooks simply don't cut it. But video-enabled role playing does.

Video role playing can run the gamut of formal to informal training. Many organizations are finding that simply recording their star employees in action can help to identify behavioral traits and actions that help them succeed.

As an engaging, visual medium, video conveys the style and delivery, not just the substance, of a targeted interaction. Nuances in tone of voice, body movement and other nonverbal cues are communicated, helping new and experienced employees alike succeed in their roles.

Just a few of the examples of customer interaction training videos that employees can role-play and record with little more than a webcam and their laptop:

- Understanding the buyer reenactments
- Phone and in-person sales call reenactments
- Sales and marketing presentations
- Front-line employee reenactments of customer interactions

And with an easy-to-use content creation tool, any time an employee discovers a new best practice relating to their role, they can share it with the entire team by just pressing "record."

# Provide video-enabled coaching.

You may already have the best training program in the business. You may already share more information than anyone else, with test scores showing your team is genuinely learning every last detail. But it's all for naught if your employees aren't putting that knowledge to use when they need to.

From telemarketers and customer service reps to new managers and even pro athletes, there's no shortage of evidence that recording and reviewing one's performance with a coach can be a quick and effective way to diagnose issues and identify opportunities for improvement.

Recording key employee activities for review can help professional coaches actually see where an employee is working at their best, and show employees exactly where and how they may be getting off track. The video serves as an objective witness, helping a coach to play back specific moments and offer feedback.

A simple way to help people see themselves in action, video allows employees, including company leaders, to more easily identify their weak spots, then practice improving upon them until they get it right.



*Click for a sample informal communication video*

# Capture and save knowledge shared in meetings.

While formal training frequently echoes the classroom — with a designated teacher and a planned learning objective — some of the most common internal learning happens instead almost incidentally. Often this "training" isn't training at all, but a piece of information shared as part of a discussion that may shape how an individual or team approaches its work.

The information shared in meetings at most organizations can vary widely, from facts about a given project, to more open-ended concepts like organizational priorities and processes.

This information can be enormously valuable as a reference for future meetings, as review material for employees who couldn't attend in person, as part of the onboarding process for new hires, and for driving understanding and alignment with other teams across the organization.

Meeting video creates a useful record of the hows and whys of past decisions, the ideas that were brainstormed, and the insights exchanged. Without the recording, this valuable information is often lost shortly after the meeting wraps up.

With video, however, all the insights, decisions, and other important bits of information can be recalled anytime from any device.  The team can return to the initial discussion to find all those ideas that haven't yet been implemented and the insights they may have forgotten.

This is why a growing number of organizations are making meeting recording a part of regular business rhythm. These recording often include:

- Project kickoff discussions

- Status update calls

- Business scorecard reviews

- Engineering sprint reviews and retrospectives

*An example of a brainstorming meeting video recap*

And meetings don't have to be recorded in their entirety for organizations to see value. Video can also be a quick way to provide a meeting summary and next steps, without requiring all the extra time involved to write a formal follow-up email.

# Record knowledge shared during assignments and reviews.

In her report, *Informal Learning Garners Acceptance as a Legitimate Learning Approach*, Forrester Research Analyst Claire Schooley contends: "Informal learning creates work environments where employees take responsibility for their own learning, aided by employers that provide easy access to the appropriate content and tools. Social learning, in which people learn from each other, is a subset of informal learning."[19]

Meetings are certainly one key source of informal knowledge sharing. But there is another source of informal teaching - one that most organizations rely on to teach processes and quality expectations — deliverable reviews. These interactions are often little more than a manager sending an email or swinging by an employee's desk with a pen in hand, making a few notes on the document, deck, or other deliverable, and offering ideas for improvement.

But while the interaction seems small, the opportunity for learning is significant.

Deliverable reviews teach employees the right way to create documents and other forms of communication that adhere to an organization's standards. They teach format, structure, and content. They impart design expectations. They help employees come to know how the organization makes a case for change, shares data, delivers updates, and virtually every other aspect of getting work done.

*Click for a sample deliverable review video*

Yet for all that value, the typical review is done in the moment — beneficial only to the employee who received it, and generally impossible to reference later. And even when feedback is written, it's often a painstaking task of tracked changes (which still isn't possible for every document format), coupled with bullet after bullet of written feedback.

Video output reviews offer an alternative.

With video, a reviewer can record the deliverable on their screen, as well as their onboard laptop webcam to capture their spoken feedback. Together, the recording can show what changes were made, specifically where the reviewer had feedback, and how the reviewer would like to see a new version modified — with minimal chance for miscommunication.

And because video can be saved and shared, a manager can provide recorded deliverable reviews to new team members as needed, giving that new person a real-world example of how to take on the task while saving the manager the time that would otherwise be required to repeat the information.

# How a Video Platform Can Make Sharing Knowledge with Video Easy

Video has always offered great potential to support and scale your training programs, but traditional video technology offered only point solutions that would separately record, edit, manage, and share your videos, and that were each complex and expensive to use.

Fortunately, there's a better way.

Modern video platforms (sometimes called video libraries, video content management systems, or a "corporate YouTube") can support video from end to end — offering the ability to capture, edit, manage, search, share, and view video using an integrated suite of tools.

And while cost used to limit video platform technology to the top of the Fortune 100, today a video platform can be more efficiently sourced, with affordable options for both hosted and on-premises deployments. IBM and Microsoft both reported their investments in video generated triple-digit positive ROIs, each in fewer than 2 years, and both largely due to savings on training costs.

Video platforms enable organizations to do more new things with video and get more value out of existing video. In order to make sure your learning and development organization gets the most out of video, here are the five capabilities you'll want to ensure your video platform includes as part of the core offering:
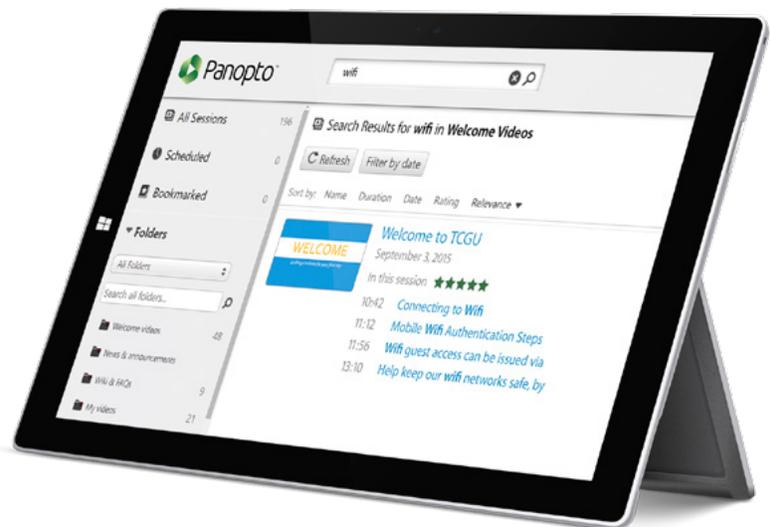
*Click to see Inside Video Search in action*

## Search that indexes the actual content of your video.

Search is a new capability for video — and is quickly becoming its most essential. As Forrester analyst Phil Karcher notes, "If it's worth saving, it's worth finding."[20]

Historically this has been a challenge for video, as many video solutions offer only limited ability to search via manually added metadata like titles or tags.

And the challenge continued even when an employee actually found a video — with many training videos running 30-60 minutes or longer, the only means to find a relevant 2 minute segment was to hunt-and-peck through the entire timeline.

Modern video platforms offer a better option. Features like automatic speech recognition, optical character recognition, and slide content ingestion enable some video platforms to index a significant amount of the content spoken or shown in your recordings.

By nature, training video will be filled with details and sought out on a regular basis from employees across the organization, so strong video search capabilities are a necessity. Look for a modern platform that allows your team to search across all the videos in your library as well as inside the actual contents of each video. Specifically the video platform should support indexing the words spoken or appearing on-screen in each video along with more traditional metadata.

# Simple, flexible options for recording video.

The single most essential aspect to video is also the most straightforward: you need to be able to record it, quickly, and ideally from anywhere.

When it comes to training, video is only as effective as your recording technology allows it to be.

Your video solution should be able to record with whatever camera your team and your employees use, or record their screen, or their mobile device, and do so whenever and wherever the employee chooses. Restricting employees to dedicated recorders or dedicated studio rooms only creates hurdles to adoption and may ultimately limit your success.

An ideal video solution should allow your team to capture an unlimited number of video sources, including one or many streams from webcams, camcorders, or other video cameras; video from mobile devices or wearable technologies; and the contents of one or multiple computer screens.

*Enable employees to record with any device*

The more recording options your system enables, the more ways you'll find to implement video to scale and support your training programs.

# Support for video on any device.

Perhaps the single most valuable aspect of using video to support your training efforts is that video enables your team to consume training content anytime, anywhere it fits into their schedules. That is, if you let them.

As more organizations move to a Bring Your Own Device model, enabling employees to use personal technology to be more productive at work, your video solution must be ready to accommodate a wide variety of devices. An effective video solution allows employees to view video on any device regardless of the original recording format.

Ideally your solution should offer native apps that allow users to interact with your video library just as they would from a desktop browser, complete with search, sharing, recording, and upload support along with viewing capabilities.



*Enable viewing anywhere, on-demand*

# Detailed, user-level video analytics.

An important part of monitoring the success of a training program is monitoring when, how and how completely employees interact with your video. A modern video platform enables managers and administrators to do just that.

As employees log in to watch your content, viewing analytics gives you valuable insight into what videos are being watched, and whether any given member of the team has completed any particular video. This in turn enables your training team to monitor compliance rates, as well as refine and revise your training programs as needed to ensure ongoing success.

# A centralized *"Corporate YouTube"* library for video.

The foundational technology that enables all the above is so simple it can often be overlooked — a centralized place where your organization can store and access its video content.

Too often today for organizations without a video library, that recording is simply saved to a hard drive, a network file share, or a SharePoint site where it's nearly impossible for others to discover. In those cases, even when the file is found, it can only be played back if the viewer happens to have a device that can play that specific file type.

Of equal concern is security. Organizations that lack video content management options may find that employees already comfortable with consumer tools like YouTube or DropBox may be choosing to use these public spaces to share internal content in the name of efficiency. Ensuring your video and file systems are easy to find and easy to use with a mobile device can mitigate many unintentional security lapses.

Modern video platforms address these issues head-on, providing centralized video libraries that make sharing easy by providing a single point for file storage. As Forrester Research notes, "While content management is a less-pressing issue for organizations producing very little video, this discipline will be critical as video content production starts to expand dramatically."[21]
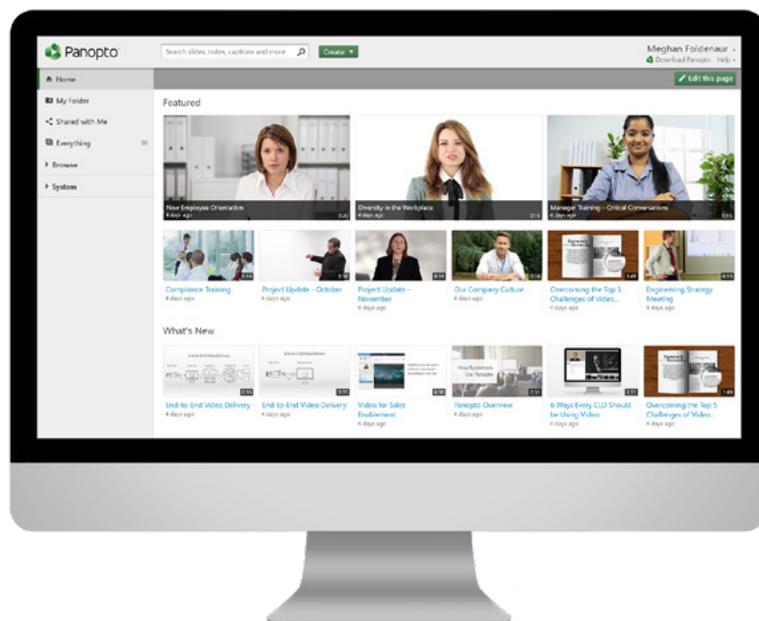
*A secure, accessible, central video library*

# In 160 Words: Why Panopto Should Be Your Employee Onboarding Video Platform

Video makes training more scalable, engaging, accessible, and affordable. That is, if you make it easy.

With so many ways to use video in your L&D programs, you need a solution that's flexible enough to capture whatever you need — anytime, anywhere — and comprehensive enough to make managing and sharing those recordings automatic.

Panopto is a complete video platform that provides a single, scalable solution to record, search, and share your organization's video.

Named a "Leader" in Gartner's Magic Quadrant for Enterprise Video Content Management[22] and commended by Forrester for "the best support for video search,"[23] Panopto makes it easy for all of your employees to record anything and find everything.

# Panopto™

# Key Takeaways

Video helps companies increase the effectiveness of their training, improve the consistency of learning content, scale L&D efforts to a global workforce, enable social knowledge sharing, and of course, lower costs.  For corporate learning and development, video is more than a nice-to-have - it's a necessity.

As organizations make video a core part of their L&D efforts, the use cases outlined in this paper offer only a starting point.  Training departments, management, and individual employees will discover new scenarios for using video that address the unique needs of their business and provide them with new ways to communicate and share information.

Best of all, video is no longer an inaccessible technology locked away in AV team closets and server racks.  The widespread availability of inexpensive, high-quality video cameras in laptops, tablets and smartphones, and the increasing use of video platforms are making L&D video as easy to create and share as email or documents.

# Citations

1. Forrester Research, Informal Learning Garners Acceptance As A Legitimate Learning Approach
2. Comprehensive Media, 20 Ways To Save Money On Your Next Video
3. Savo Group, Financial Services: Reinforcing Sales Process
4. Rusted + Coltheart
5. IBM, IBM's Learning Transformation Story
6. Microsoft, ROI of Building a Company-wide, Video Podcasting Portal Using Microsoft SharePoint
7. Gartner Research, Why You Need Video Content Management in Your Web Conferencing Solution
8. Digital Marketer Benchmark and Trend Report, 2012
9. Forrester Research, Informal Learning Garners Acceptance As A Legitimate Learning Approach
10. Gartner Research, Developing Use Cases for Sharing Video Content in the Enterprise
11. BambooHR, Your Company Has A Lot To Lose when a New Hire Doesn't Stay
12. Gartner Research, Developing Use Cases for Sharing Video Content in the Enterprise
13. HBR, Maximizing Your Return On People
14. NWLink, Learning and Training: Statistics and Myths
15. Accenture, CSO Insights survey: Connecting the Dots on Sales Performance, 2012
16. Forrester Research, Informal Learning Garners Acceptance As A Legitimate Learning Approach
17. Director Of Finance, Employee Turnover Risks in the Financial Services Sector
18. Workforce.com, Using Social Media for Learning Gets Better Foothold in Workplace
19. Forrester Research, Informal Learning Garners Acceptance As A Legitimate Learning Approach
20. Forrester Research, Leveraging Live Streaming & On-Demand video In the Enterprise
21. Forrester Research, Leveraging Live Streaming & On-Demand video In the Enterprise
22. Gartner Research, Magic Quadrant for Enterprise Video Content Management
23. Forrester Research, Pick The Right Webcasting Tool To Drive Customer Or Employee Engagement