



Practical Applications of Google Vids for Business Teams

Learner workbook

About this workbook

From concise recaps to dynamic explainers, Google Vids helps teams communicate and collaborate using video. With AI-powered features like “Help me create” and AI voiceovers, Vids can help anyone create engaging videos.

In this workbook, you learn how Google Vids helps teams create compelling video stories. Discover its applications in Learning and Development, Customer Service, Marketing, Leadership, and Project Management, and explore how it can benefit your role.

Learning and Development

Learning and Development (or L&D) teams play a vital role in equipping employees with the knowledge and skills they need to succeed. However, traditional training methods can sometimes be disengaging and ineffective. Google Vids can help Learning & Development teams create dynamic and interactive training materials that capture employees' attention and improve knowledge retention.

In L&D, you can use Vids to:

- Create engaging onboarding videos for new hires.
- Provide skill-based video tutorials for step-by-step guidance.
- Share knowledge through expert interviews.
- Develop a library of microlearning videos for just-in-time learning.



Reflection activity

Think back to your own onboarding experience. How could a video have made it more engaging and informative?

What key information or advice would have been most helpful to receive in video format?

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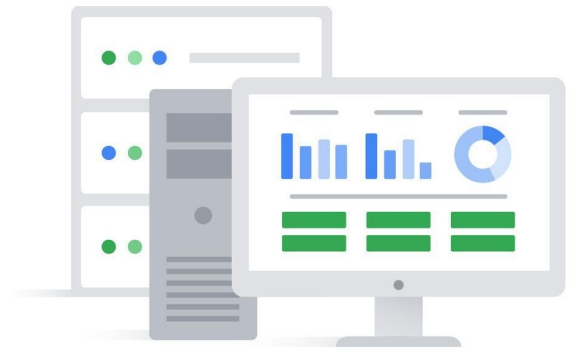
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Customer Service

Customer service teams are the backbone of any successful business. You're often the first point of contact for customers, and you play a crucial role in resolving issues and ensuring customer satisfaction. Google Vids can help you transform your customer service approach and create a more engaging and personalized experience.

Customer Service teams can use Vids to:

- Develop engaging video tutorials that guide customers through troubleshooting steps or product usage.
- Create personalized video responses to customer inquiries, providing clear and concise solutions.
- Share video updates on known issues or product changes, keeping customers informed and reducing support tickets.



Reflection activity

Briefly describe a tricky customer service situation (e.g., a customer can't figure out a specific product feature).

Instead of writing a long email with step-by-step instructions, how could you use a short video to guide the customer to a solution?

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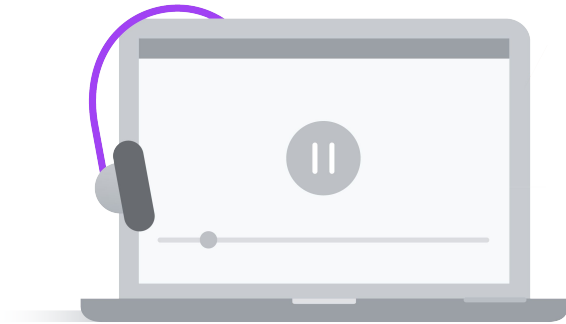
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Marketing and Communications

In today's fast-paced business environment, marketing and communications teams face numerous challenges. Coordinating campaigns, meeting deadlines, and keeping teams aligned across different time zones can be difficult. Traditional communication methods, such as email, may prove insufficient for conveying critical updates and ensuring message clarity.

Use Vids in Marketing to:

- Share company newsletter features or event recaps in video format.
- Facilitate training on processes and launches.
- Ensure teams are informed about current priorities, recent changes, and upcoming milestones.
- Foster connection between leaders and their teams in virtual settings.



Reflection activity

Imagine you work on a team that is spread across different time zones and several team members are struggling to stay informed about updates. How could a short video improve this situation?

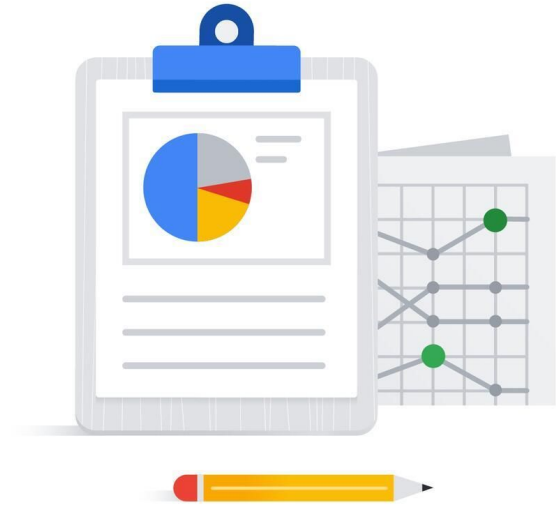
Be specific about the type of video and its content.

Project Management

Project managers often face the difficult task of presenting complex data insights to stakeholders in a clear and engaging way. It's not always easy to make dry information like project timelines and meeting recaps come alive and capture people's attention.

As a project manager, you can use Vids to:

- Present roadmap highlights.
- Recap key quarterly research insights or takeaways.
- Share project updates or meeting recaps.
- Develop captivating video reports that deliver information in a clear and concise manner.



Reflection activity

Consider a project report you have recently created. How could you reimagine it as a video to make the findings more impactful and memorable for your audience?

What specific elements (visuals, audio, voiceover) would you include?

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