# Why Video?

A detailed guide on how to convince decision makers that video is the present and future of Learning and Development.

# ABSTRACT

Without an effective training program, a company can be subject to a great number of underlying issues that directly affect employee performance. With ever-growing challenges that have to do with employee engagement, unpredictable turnover and a volatile cultural and learning style among employees; a burgeoning need to overcome these issues has arisen in       learning and   development (L&D) departments across the board.

A frequently proposed solution to the larger part of these challenges is video streaming. Both formal and informal training can be easily carried out through the use of video streaming, which has fast become a method to overcome a great number of mind-boggling L&D roadblocks. Any L&D professional who has been in the industry for the larger part of the last decade must already possess knowledge of the benefits that video streaming technology can offer, therefore, our purpose of producing this White Paper is not to bombard you with a set of well-known facts about video streaming. The question is, however, why haven't more companies adopted its use in their respective L&D strategies?

In many cases, L&D professionals are unable to justify the use of video in their strategies, to their respective decision makers. According to their decision-making peers, the costs associated with video streaming outweigh the benefits. Additionally, some decision makers also feel that video Streaming is just not needed.              [1] Fortunately, we understand how tricky it can be to convince the decision makers in your organization about the benefits of video streaming for L&D. Prima facie, this white paper will help you convince the decision-makers in your L&D department that video streaming is the way to go. The document will outline;

1.  The challenges faced by L&D departments today.
2.  How video streaming is being used for L&D purposes today.
3.  How your organization can use video streaming for L&D.
4.  One solution that lets you streamline the use of video streaming for your L&D needs.

Several organizations have already started applying video as an important aspect of their Training strategies. In the interest of being prudent, make sure your organization is not left behind by clearly outlining the direct benefits of video streaming; to the decision makers at your company. Also, you can use this white paper to identify the different kinds of use cases your company can benefit from; regarding video streaming for L&D.

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# CONTENTS

# UNDERSTANDING THE CHALLENGES FACED BY L&D DEPARTMENTS TODAY

**There are several issues that have come about in the L&D departments of different organizations today.**

As it is harder to identify the ROI from L&D, executives in these departments find it difficult to rationalize the use of new technologies to improve their L&D methods- leaving them with a limited budget to achieve organizational goals. L&D professionals are also finding it increasingly difficult to get their trainees to make time for Training & Learning programs. With excess workloads and looming deadlines, it has become much more difficult for trainees to juggle L&D courses along with the obligations of their jobs. Suffice it to say, the awareness of these courses amongst trainees is also a metric these L&D managers would like to enhance.

Employee engagement during L&D programs is a pivotal factor in increasing the ROI of these activities and making sure the intake of information by trainees is producing results. Innovative companies are constantly identifying new ways to reduce boredom and repetitiveness in their L&D programs to produce higher employee engagement rates- engagement helps trainees recall what they've learned and apply that to real-world problems or tasks.

L&D professionals these days also lack the means to measure the data and insights from their content to identify which solutions are effective. Data analytics is an integral tool in figuring out the exact ROI of Training & Learning content, as it allows concerned professionals to find out exactly the "who, how and when" of their content consumption, without it, figuring out what content works best can be a very difficult task.

Also, with more and more millennials joining workplaces every day, it has become very important to identify what makes them tick. Managerial and high-level training is meant to continue holding its #1 spot on the list of sought-after learning content due to the generation shift in the workforce. Josh Bersin from *Bersin* by *Deloitte*, published an article claiming that "as millennials take on more responsibility, companies need to build leadership skills at all levels." [2]

In essence, millennials want to fulfill their obligations in their supervisory or managerial roles but are well-aware of the limitations of their respective skill sets, to effectively work in these capacities. A study led by *Deloitte* [3] in 2016 notes that 89% of executives "rated the need to strengthen, re-engineer, and improve organizational leadership" as important or very important. Furthermore, 28% of the participants in this study also identified weak leadership pipelines as an issue, highlighting the urgent need and the importance of developing leaders who are capable of working collaboratively and with more diverse teams. In this regard, it has become vital that L&D managers are providing their millennial employees with the training they need, to produce better leaders in the future.

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# VIDEO STREAMING IN L&D TODAY

It is no surprise that the modern workforce of today is continuously learning. This development has come about mostly due to the availability of a wide variety of devices these learners can use to enhance their skillsets. *Cisco's BYOD Insights 2013: A Cisco Partner Network Study* [4] concluded that 90% of full-time American workers use their smartphones for work purposes- which essentially suggests that employees today are utilizing digital tools to access and consume content that helps them learn on the go. Video streaming is increasingly becoming an integral part of the content that these employees consume. In a webinar for the ATD (Association for Talent Development), Don Duquette, GP Strategies of the Learning Group, ranked videos as the second-strongest learning trend in 2016 [5] suggesting that a high number of employees are already familiar with device delivered video. Also, Liza Margarlit Ph.D., a web psychologist for Psychology Today, states that the human brain processes video 60,000 times faster than text .[6] According to her findings, it is clear that we, as humans, like to cut down on cognitive load and what better way to do that, than to watch videos for L&D purposes, instead of, sifting through pages and pages of text.

L&D strategists that include the use of video streaming in their strategies enable their companies to produce original training content that is applicable, inexpensive to create and flexible enough to compliment changes within their respective organizations. Many companies have already managed to integrate the use of video in their L&D strategies, and this number is growing faster than ever.

According to *Forrester* [7], 92% of the executives in their study on "The Future of Video Streaming" believed that their company would increase their use of video over the next five years. Furthermore, 85% of these professionals also believe that employees highly value video-suggesting that video is a preferred method of communication amongst contemporary employees.

Live video Streaming is also a useful method being employed by organizations to deliver instructor-led training.  Live, instructor-led training has a long history of being efficient as it employs in-depth interaction and discussion. The ATD (Association for Training and Development) states that "Humans crave interaction, and tend to learn better in in-person environments." Another advantage that the ATD highlights in this regard is the positive affect behavior and body language has on the learning process of rich information and memorable experiences. Also, since the hurdles of costs and production are quite low, it is no surprise that an increasing number of companies are beginning to incorporate more video streaming in their training and performance support offerings.

With over 204 million people streaming video online in the US alone [8], it might be safe to say that video streaming has become fully integrated into modern life. Corporate entities are now increasingly realizing the importance of video streaming in L&D. Trainees, on the other hand, are being provided with unique learning experiences allowing them to learn at their own pace, resulting in a highly productive learning environment.

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# OVERCOMING L&D CHALLENGES WITH ENTERPRISE VIDEO CONTENT MANAGEMENT SYSTEMS, ONE STEP AT A TIME.

Leveraging the power of video streaming over other forms of content such as audio, texts and images content for L&D can be a tricky task. When done correctly, however, it can produce results far beyond those achieved via other virtual options.

An enterprise video content management system (EVCMS) is a technology that encompasses the entire process of disseminating video content. It is responsible for the upload of video content, the storage of that content and the delivery of that content to single or multiple devices.

There are several advantages associated with the usage of EVCMS for L&D purposes. Stated below, are some of the uses for video streaming and the use of EVCMS's to enhance that experience, in the face of challenges that frequently come up within L&D departments;

## Improve information retention by 650%

The picture superiority effect [9] postulates that the human memory function recalls pictures much more effectively than text. This is because, words and pictures improve information retention by 650%. In this regard, videos can be used to achieve a higher ROI out of L&D efforts by providing imagery to the audience that makes information easier to recall and apply. For demonstrating a range of important physical concepts, video streaming can be used to illustrate and explain them with the help of a visual aid, helping trainees retain information quicker and more effectively.

## Employee Onboarding

On an average, companies spend nearly $11,000 on recruiting new employees. What is striking is that, given all the costs associated with recruiting, these employees usually leave their positions within the first year of employment. By recording employee onboarding videos for future playback these costs can be brought down to just $67 per employee. Employee retention rates also receive a boost when video is incorporated into the onboarding process as employees can simply look up what they need, instead of going to a supervisor or manager, reducing the chances of friction between teams.[10]

## Increase Engagement

In the interest of increasing engagement levels with L&D content, video streaming allows audiences to establish a personal connection with their instructor giving them an immersive experience. Viewers can provide their valuable feedback with comments and emails or even a live chat, in some cases.

## Train anywhere, anytime

An increasing challenge for L&D professionals as mentioned above is; making their employees take out time for training. In this regard, videos are easily transported and can be disseminated across all devices allowing users to access them on the go on mobile devices or at their desks. So the next time your trainee's are stuck on a long commute, they can optimize that time and gear it towards training themselves through your companies L&D content, available to them on demand anywhere, anytime.

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## Measure your ROI

Another frequent challenge for L&D professionals is determining important performance metrics from their content. With a robust data analytics system, detailed information about viewing metrics can be viewed allowing L&D professionals to justify their department's efforts by showing a comprehensive report on ROI from video content

## Quickly ramp up your internal teams

You can also work with a fully branded video portal to publish lectures, training on standard operating procedures, rules, and regulations, etc. using a video platform that lets you host your content and makes it available for on-demand viewing. Record this training to avoid repeating the same task saving your entire team heaps of time, effort and more importantly; Money.

## Make courses Interactive

Gamification features offer sequential quizzes, polls or surveys within your video content to maximize the effectiveness of lectures, produce a higher ROI and help you achieve your training goals. An advanced video content management system will also allow channel moderators to make the learning experience more enjoyable by introducing competition features like point-keeping. A little motivation goes a long way!

## Integrate with existing line of business applications to save time and cost, instantly increasing efficiency

An EVCMS (Enterprise Video Content Management System) that lets you automatically publish your meetings using existing line of business applications such as GoToMeeting, Skype for business, etc. can be a great way to ensure you do not have to repeat important information and helps re-appropriate resources elsewhere.

## Go Live

With an efficient EVCMS, deliver live training to thousands of employees with the click of a button. What's more? You can make these more interactive by receiving live feedback and questions/answers from your viewers.

## Find what you need, at the right time

Find an EVCMS that makes videos searchable and indexable, so that your employees never have to waste time sifting through hours and hours of content to get what they need. They will simply have to search for what they require and the exact point in the video where that information is, will be shown to them.

## Make your employees into Certified Professionals

After your trainees have finished their courses, you can use your EVCMS to issue viewing completion certificates to get them certified and help them determine where they stand professionally- Developing employee motivation and passion for their work.

# VIDIZMO VIRTUAL ACADEMY - THE ULTIMATE SOLUTION FOR L&D VIDEO CONTENT MANAGEMENT

Naturally, to harness the power of video streaming effectively, every organization needs a comprehensive solution to manage their video content. Built on an Enterprise Video Content Management System (EVCMS) recognized by Gartner as a challenger in their 2016 Magic Quadrant for EVCMS's, *VIDIZMO's Virtual Academy* allows businesses and public sector organizations to harness the power of video streaming for Learning & Development. It further enables businesses to store, manage, and utilize video to deliver live or on-demand video content across the internet or over corporate networks- in the cloud or behind the company's firewall. Available in a flexible range of licensing models, *VIDIZMO* also leverages an organization's existing IT systems by offering seamless integration with enterprise applications and services.

*Virtual Academy* is an all-inclusive video content management solution that allows L&D professionals to deliver formal and informal training to trainees either remotely or on premises. To increase employee engagement, *Virtual Academy* offers sequential quizzes, polls, surveys, and downloads to enhance the training and development experience. The *VIDIZMO* experience also features a gamified learning environment to promote healthy competition between employees. All of this content can either be published as it is or in the form of SCORM content, ensuring that it can be accessed from anywhere at any time.

To request a consultation with us and see if VIDIZMO's Virtual Academy is a good fit for your company, please contact us on sales@vidizmo.com

Citations

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