

Website Content On Vidizmo Website

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.

Too many corporate learning and development teams face a significant hurdle when it comes to collaboration for getting the word out.



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 a 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 — a medium where, it's worth noting, conversion rates increase by an average of 21 percent when a video is included. Likewise, training video can be shared virtually anywhere else, from internal social networks and blogs to SharePoint-style collaboration sites to corporate YouTube video libraries and more.