

Achieving Blended Learning Success with Bite-Sized Videos

*Keith Anderson, Orchard Supply Hardware
Stephanie Schiff, GoAnimate*



Stephanie Schiff

Senior Manager, Business Development at
GoAnimate

Keith Anderson

Director of Learning and Development at
Orchard Supply Hardware



Agenda

- Using video in eLearning today
- Why use a blended learning approach
- Integrating microlearning videos into your blended eLearning content
- Orchard Supply Hardware case study
- Keys to success
- Questions?

Using video in eLearning today





Why use a blended learning approach

What is blended learning?

Blended learning involves combining internet/digital media with a variety of learning methods ranging from classroom instruction to social and experiential deliveries.



Integrating microlearning videos into your blended eLearning content

Producing a video may seem too involved or too expensive, but innovations in production tools have made video much easier to produce and powerful enough to drive serious engagement and retention.

Video for the sake of video isn't enough

- Length
- What's on the screen
- Level of professionalism

Choosing the right type of video

Considerations

- **Budget:** \$ or \$\$\$\$
- **Timeframe:** Quick turnaround or cushion
- **Resources:** Outsource or internal, team or individual
- **Shelf life:** Single use, quickly replaced or multi-use, long-term value

Types of Video

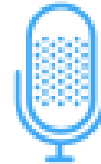
- **Live Action:** High production value with actors, voiceover
- **Live Action:** Interview-style or lower production, stock footage
- **Animated:** 2D color or whiteboard with voice/music
- **Hybrid:** Live action with animation elements

Building a killer video



Script

Include both visual & audio elements



Audio

Use voiceover or go DIY



Storyboard

Elaborate on your script visually



Music

Add mood or atmosphere with music



Characters & Themes

Consider locations, outfits, and props



Sound Effects

Create a richer video experience



Data

Showcase data with charts and graphs

Orchard Supply Hardware case study

Work, Worker, Workplace

- Sales, leadership, technical / functional
- 5,000 associates, across three states
- Primarily store based
- 18 - 70+ years of age
- Various levels of competency / expertise
- Very limited dedicated training time



Blended Delivery

- 60 second video
- Supporting Job Aid
- Supporting Coach Guide
- Hands-on Application
- Evaluation

The image displays a blended delivery model for a sales training program. It includes a 60-second video of a sales associate in a living room, a supporting job aid, a supporting coach guide, and a hands-on application form.

Supporting Job Aid: Space Heaters

Product Knowledge Library – Coach Guide

What? Your associate has watched a 60-second video about space heaters. Your job is to determine that the associate understands all the key concepts from the video. In addition, you will be expected to observe the associate in a customer-facing setting, utilizing learning-by-product.

What did you learn from the video and job aid?

Energy Source

- Electric
- Propane – outdoor use only

Type

- Ceramic Heaters
 - Heats ceramic plate
 - Directional heating of personal space only
- Fan Heaters
 - Uses fan to push warm air in a specific area
- Oil-Filled Radiant Heaters
 - Heats air to provide 360 degrees of heat for entire room

Features

- Timer
- Thermostat
- Power Cord Length
- Remote Control
- Heads
- Area Heated – Room Size
- BTU – Thermal Unit

What questions (C.A.R.E.) would you ask the customer when assessing?

How large is the room?

Where will you be using the heater?

Does the heater need to be moved frequently?

Do you want a cost-efficient heater?

Is this for indoor or outdoor use?

Supporting Coach Guide: Space Heaters

Product Knowledge Library – Job Aid

Energy Source

- Electric
- Propane – Outdoor only

Type

- Ceramic Heaters
 - Heats ceramic plate
 - Directional heating of personal space only
- Fan Heaters
 - Uses fan to push warm air in a specific area
- Oil-Filled Radiant Heaters
 - Heats air to provide 360 degrees of heat for entire room

Features

- Timer
- Thermostat
- Power Cord Length
- Remote Control
- Heads
- Area Heated – Room Size
- BTU – Thermal Unit

C.A.R.E. recommended Add On Items

Extension Cord

Batteries

Hands-on Application: C.A.R.E. Observation & Coaching Log

Sales Associate

CARE Behaviors – Assessment

Does the associate consistently acknowledge customers in their area? ☐ Yes ☐ No

Connect

Did the associate consistently observe?

Did the associate consistently advise?

Recommend

Did the associate consistently recommend?

Overall C.A.R.E. Score: ☐ Yes ☐ No

Associate: _____ Coach: _____ Date: _____

Coach Comments: _____

Associate's self: _____ (What's the plan going forward?)

Additional notes or strengths shown by associate?

“The Video”

- Introduction
- The Story
- Key Learnings
- Recap
- Closing Credits



Flushing
System

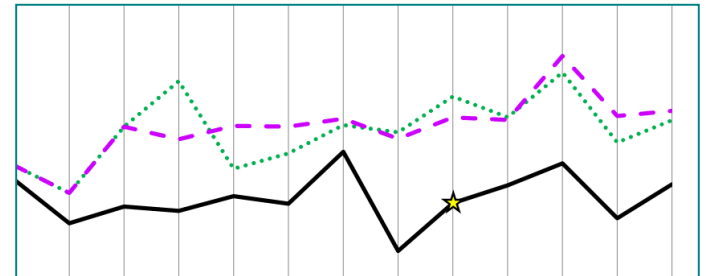


Construction
Flushing System
Gallons Per Flush



The Wins

- Quick turnaround / response time
- Increased employee engagement / interest
- Improved content retention
- Increased sales
- Increased customer satisfaction



Keys to success

Keys to Success

- Whiteboard triggers learning response
- Themes trigger conditioning
- Short and simple
- Get rid of the noise
- Maintain high standards

Questions?