

Using Video in Training

What to look for and why

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Reasons to Consider

How to Adopt

Production Tips & Tricks

When Buying

A close-up photograph of a person's hand holding a silver and black pen, poised to mark a ballot. The ballot paper is white with black text and checkboxes. The word "Poll" is superimposed in white text over the hand. The background is a soft, out-of-focus beige.

Poll

1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nein	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



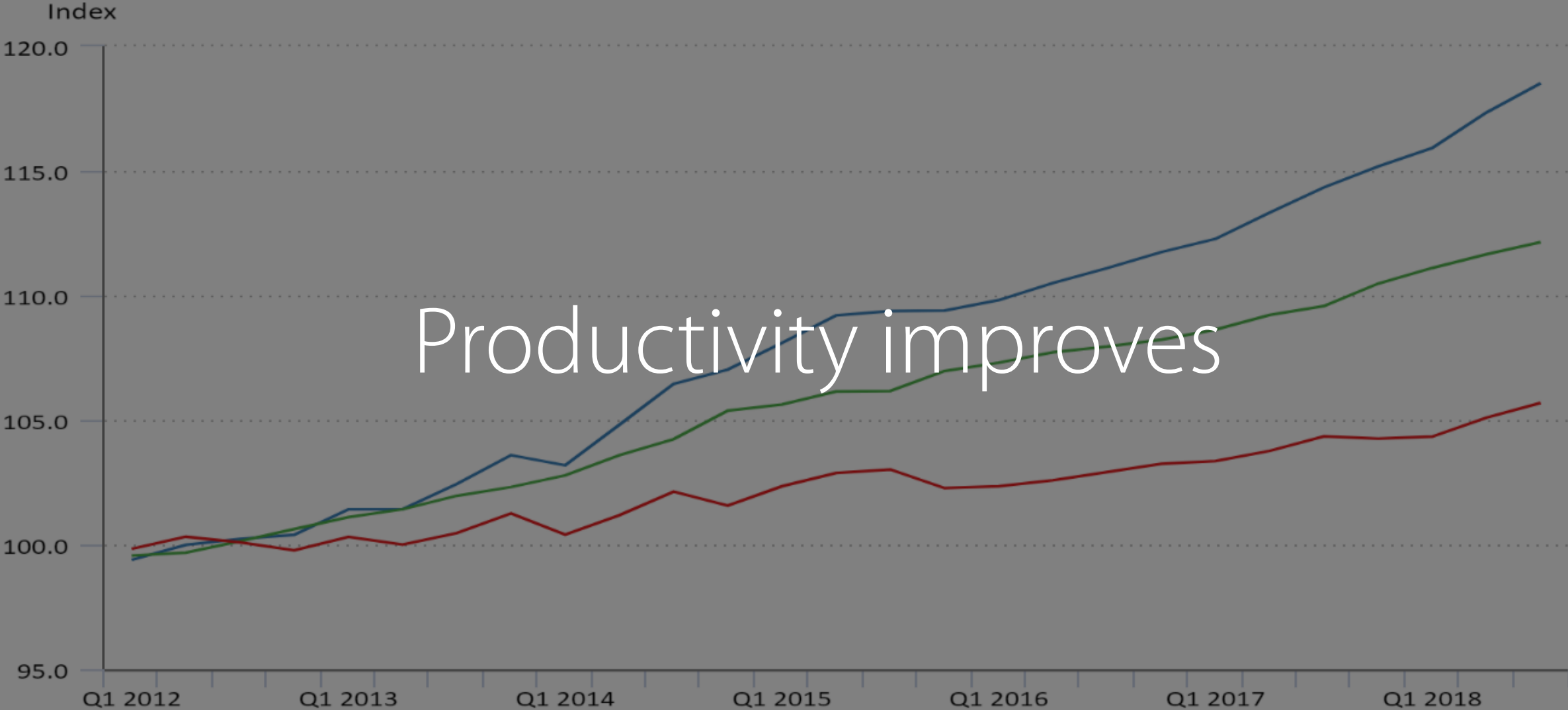
Communication




- 1). Faster and more efficient
- 2). Cheaper and lower cost
- 3). Embraced by the masses

Labor productivity (output per hour), output, and hours worked indexes, nonfarm business (2012 = 100), 3rd quarter 2018

Output Hours worked Labor productivity (output per hour)





Why video?
Why now?

Commoditization of hardware





Plummeting price of storage

A world map with a black background. The landmasses are outlined in white. Overlaid on the map are numerous small, multi-colored dots (red, orange, yellow, green, blue) representing network data. The highest density of these dots is in North America, Europe, and East Asia, with colors ranging from red (high density) to blue (low density). The text "Expanding network reach and bandwidth" is written in white, sans-serif font across the center of the map.

Expanding network reach and bandwidth

A close-up photograph of a person's hands holding a white smartphone. The person is wearing a black and white checkered blazer over a light-colored long-sleeved shirt. The background is a bright yellow perforated metal fence. The word "Mobilization" is overlaid in white text in the center of the image.

Mobilization

People





59%

Of senior executive team prefers info in video rather than text

-digital information world



75%

Of employees prefer video format over email and web pages

-Forbes



87%

Young executives prefer companies with modern communication technology

-Cisco



80%

Of college hires have used video for learning and reference

-Panopto



In 10 years:
50% of the Fortune 500 will be gone

1990s
20 years

vs.

Today
15 years

vs.


Tomorrow
12 years

A man with a beard, wearing a red and black plaid shirt, stands on the left side of the frame, gesturing with his hands as if speaking. He is positioned in front of a podium. On the podium, there is a stack of papers and a small, black, three-legged stand holding a microphone. A thin black cable runs from the microphone stand across the papers to the man's shirt. In the background, two people are seated at a desk, looking towards the speaker. The scene is set in a room with large windows, and the overall lighting is soft and natural. The text "But there's good news too..." is overlaid in white, sans-serif font across the center of the image.

But there's good news too...

The CAT logo is displayed in the top left corner. It features the letters "CAT" in a bold, white, sans-serif font. The letter "A" is stylized with a yellow triangle pointing upwards, integrated into its center. The logo is set against a black rectangular background.

CAT

The background of the slide is a photograph of a mining or quarry site. A yellow CAT 6015H excavator is shown in the process of loading a white CAT 755 dump truck. The excavator's bucket is raised, dumping material into the truck's bed. The scene is set against a backdrop of a steep, rocky cliff face. The text "Reinvented Caterpillar University" and "Reduced training cost 40% to 78%" is overlaid in white on the lower half of the image.

Reinvented Caterpillar University
Reduced training cost 40% to 78%

CAT



Achieved 2x market cap



Training program innovations
Returned \$303/employee to the bottom line



Microsoft

Increased market cap 100%



Modernized training program
Saved more than \$579M in less than 2 years



Qualcomm

Scaled Qualcomm Wireless Academy
Training videos have become an essential technical
reference materials for engineers



What could your organization achieve?



✓ Engagement

✓ Production

✓ Consistency

✓ Reporting

- 
- A man with a beard, wearing a red and black plaid shirt, stands on the left side of the frame, gesturing with his right hand. He is positioned in front of a large glass wall. In the foreground, a stack of papers sits on a wooden table, with a small camera mounted on top of the stack. The background shows a blurred audience of people sitting at desks. The entire image has a semi-transparent dark overlay.
- ✓ Reduces costs
 - ✓ Improves ROI
 - ✓ Higher productivity
 - ✓ Better knowledge retention

Everything changes

PRODUCTION	Manuals, documentation	—————>	Live and on-demand videos
INSTRUCTORS	Finding, scheduling	—————>	Anyone in the organization
CLASSROOMS	Scheduled, limited capacity	—————>	Anywhere, any device
STUDENTS	Scheduling, traveling	—————>	Anytime, moment of need
CONTENT	One and done	—————>	Referenceable, always available
REPORTING	Attendance, surveys	—————>	Analytics, quizzing
ROI	Indeterminate	—————>	Measurable

Planning & Executing



Informing the public on things like your
product, service or solution



YouTube

Data

Security

Reporting

What is Flight Attendant Training?

75,419 views

LIKE DISLIKE SHARE SAVE ...

Up next

AUTOPLAY

What will my Flight Attendant schedule be?
Alaska Airlines
75K views
4:40

Alaska Airlines Flight Attendant Dixie
Alaska Airlines
61K views
5:27

The Story of the Eskimo
Alaska Airlines
134K views
3:22

Alaska Airlines Flight Attendant Drew
Alaska Airlines
71K views
2:53

Careers at Alaska Airlines
Alaska Airlines
12

Alaska Airlines names Luly Yang new uniform designer
Alaska Airlines
25K views
2:41

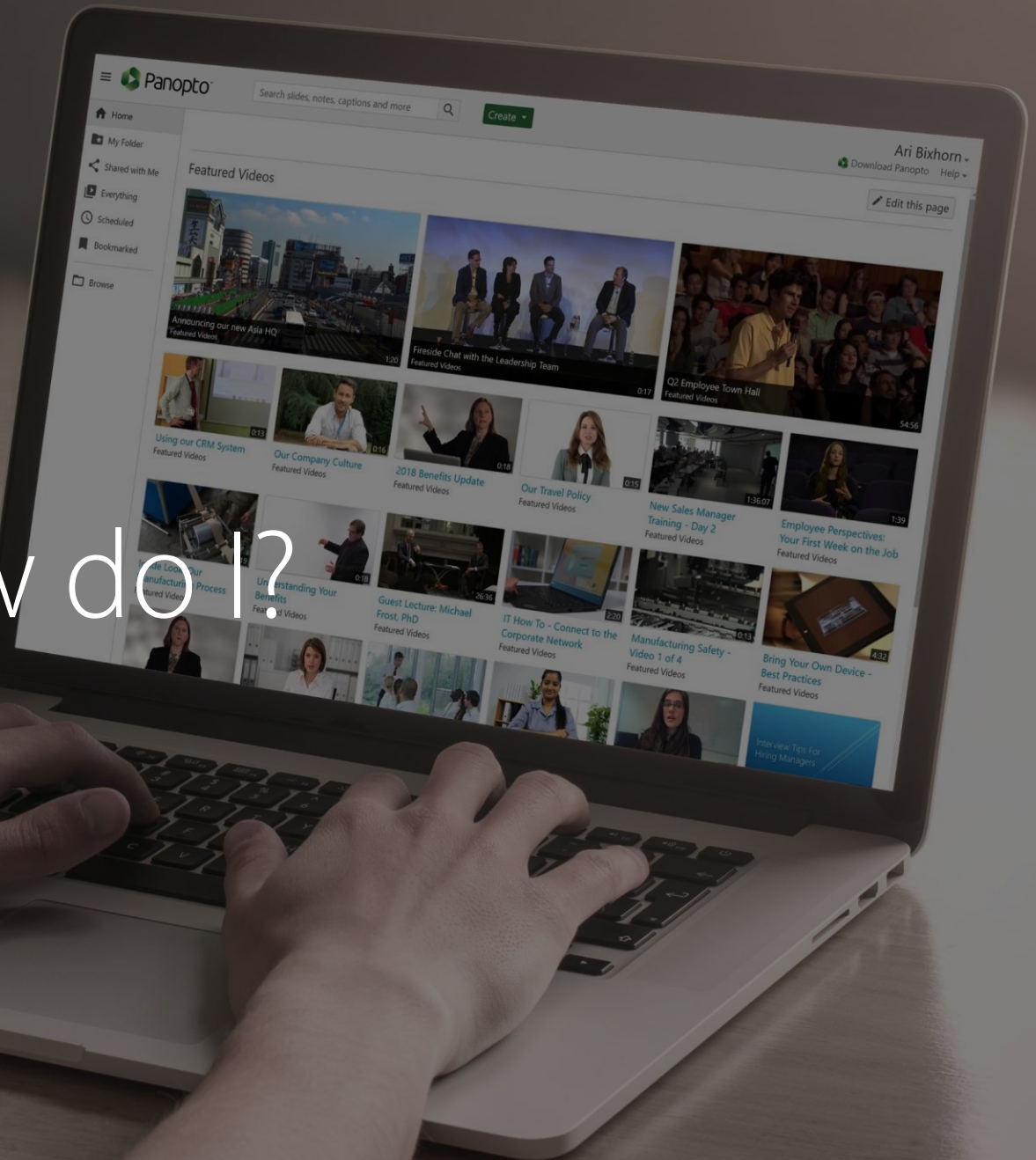
"Wings for Autism" - Alaska Airlines
Alaska Airlines
24K views
6:02

Alaska Airlines Flight Attendant Rod
Alaska Airlines

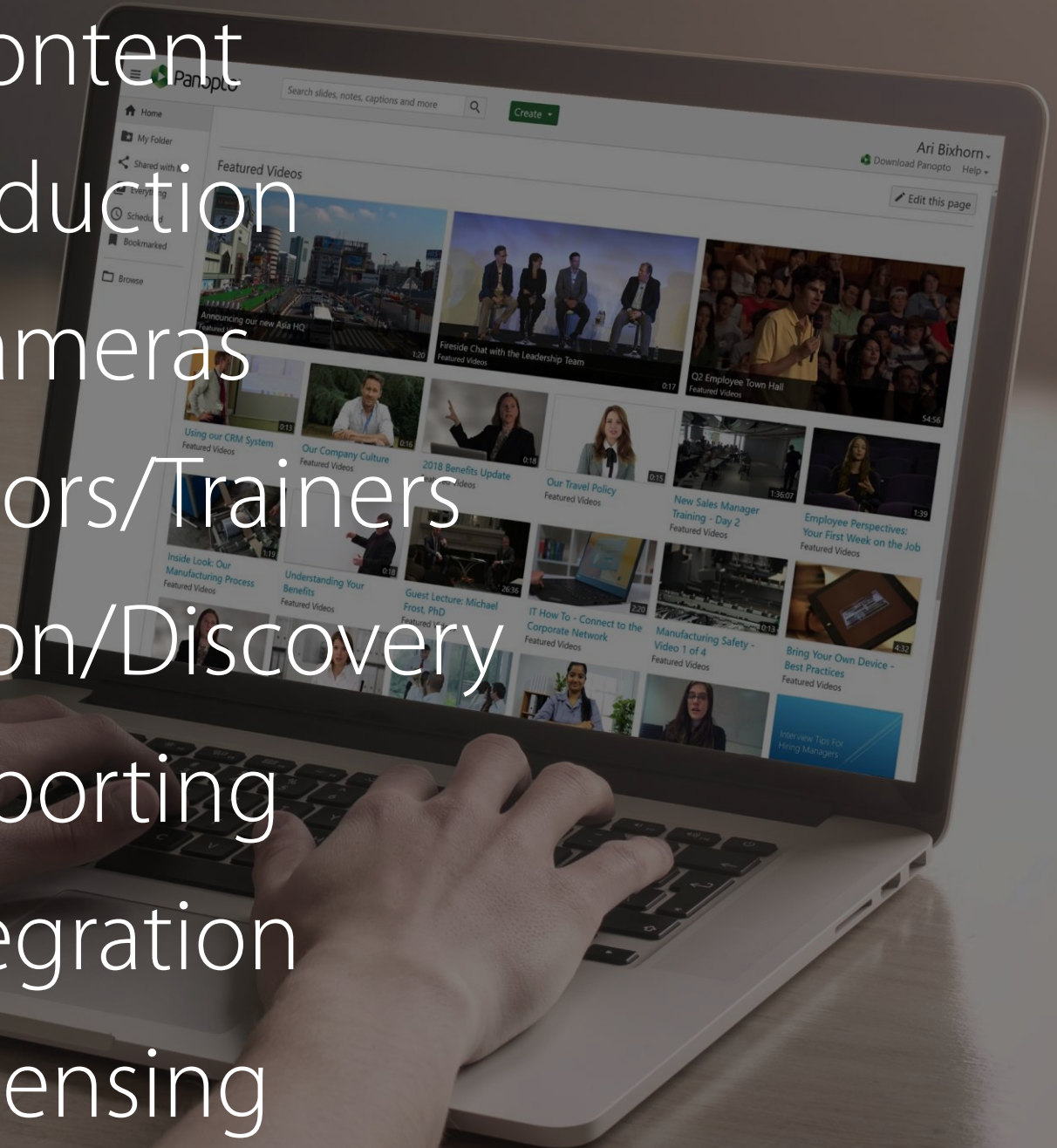
Internal vs. External



How do I?



Content
Production
Cameras
Instructors/Trainers
Promotion/Discovery
Reporting
Integration
Licensing



A woman with a long braid is sitting at a desk, looking at a laptop. A desk lamp is on the left, and there are various items on the desk like a water bottle and pens. The word "Content" is written in white in the center.

Content



It's everywhere

The image shows three people in a factory or industrial environment. An older man with grey hair, wearing a dark blue work shirt, is pointing his right hand towards a complex control panel on a large machine. The control panel features a small screen displaying data, numerous buttons, and a large red emergency stop button. Two younger people, a woman with blonde hair and a man with short brown hair, both wearing similar dark blue work shirts, are standing next to him, looking at the control panel with interest. The man on the right is holding a clipboard. The background is slightly blurred, showing other industrial equipment and the interior of a factory.



How do I?

A woman with blonde hair, wearing a light-colored shirt and dark trousers, stands on a small stage, holding a microphone and a tablet. She is addressing an audience seated in rows of chairs. The setting is a modern, well-lit hall with large windows and a tall, cylindrical decorative element in the background. A large whiteboard is visible behind the speaker.

Events, tradeshows, scenarios, etc.



Knowledge that will increase productivity



Synaptics™

Saved over 7,000 working hours in 1 year

Streamlined organizational communication,
making information sharing more efficient



- 1) Onboarding & off-boarding
- 2) Training & coaching
- 3) Annual reviews
- 4) Sales enablement
- 5) Meetings
- 6) Town halls
- 7) Product demos
- 8) Role play



Production

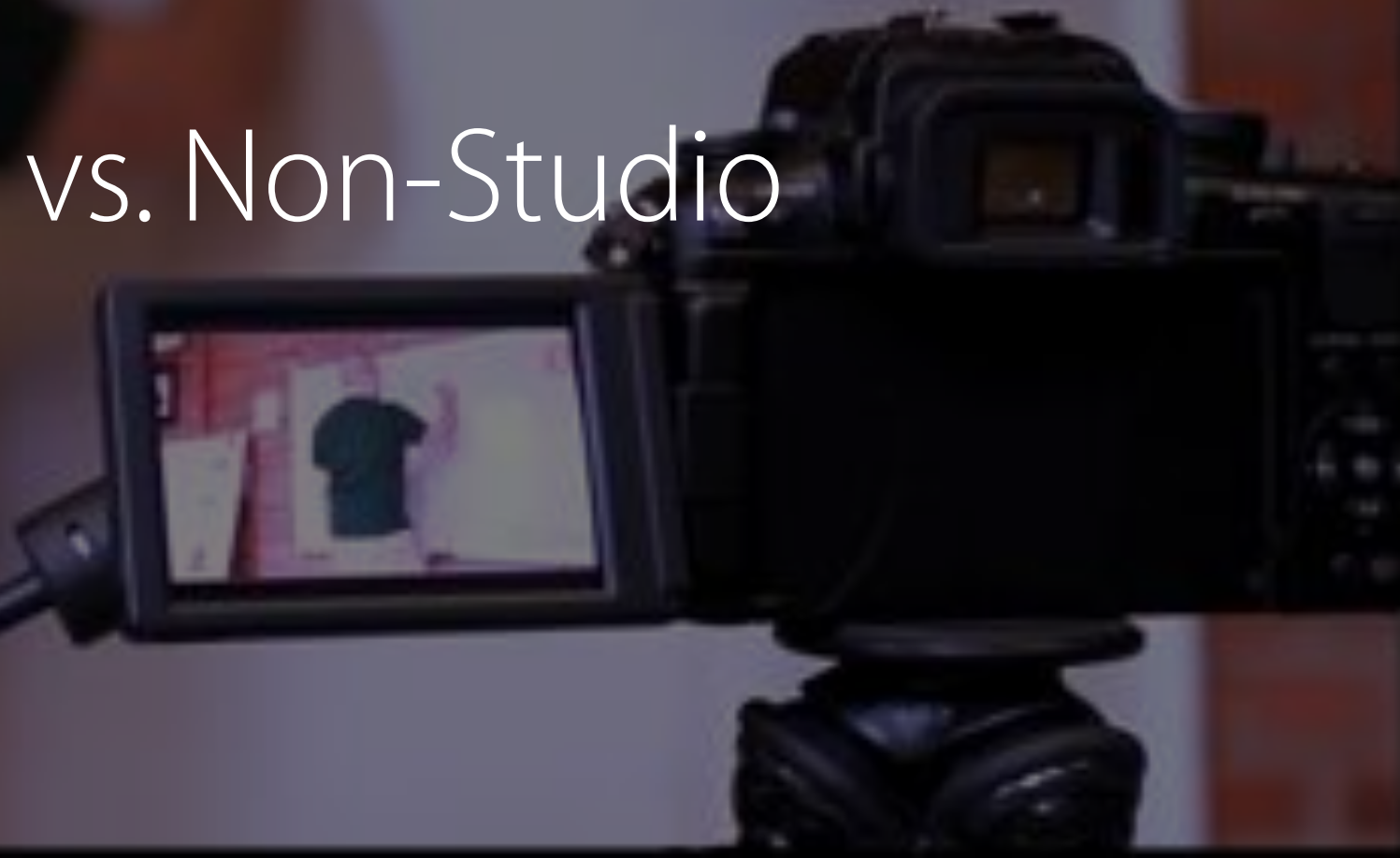
A professional video camera is mounted on a tripod, positioned in the foreground. The camera's viewfinder and LCD screen are visible, showing a woman in a library setting. The background is a blurred library with bookshelves and a person standing in the distance. The text "Do it yourself vs. Hire" is overlaid in the center of the image.

Do it yourself vs. Hire

Formal vs. Informal



Studio vs. Non-Studio



A professional video camera is positioned in the foreground on the right side, its LCD screen and various controls visible. The background is a blurred meeting room with several people seated around a table, and a large screen is visible in the distance. The text "Live vs. On-demand" is centered over the image.

Live vs. On-demand

A hand is holding a black clapperboard with white text and a black and white striped top bar. The text 'Tips & Tricks' is overlaid in the center. The clapperboard has fields for 'PRODUCTION', 'SCENE', 'TAKE', 'DIRECTOR', 'CAMERA', and 'DATE'.

PRODUCTION

SCENE

TAKE

Tips & Tricks

DIRECTOR

CAMERA

DATE

It's as simple as the 3 Ps



Person Presentation PC/Phone





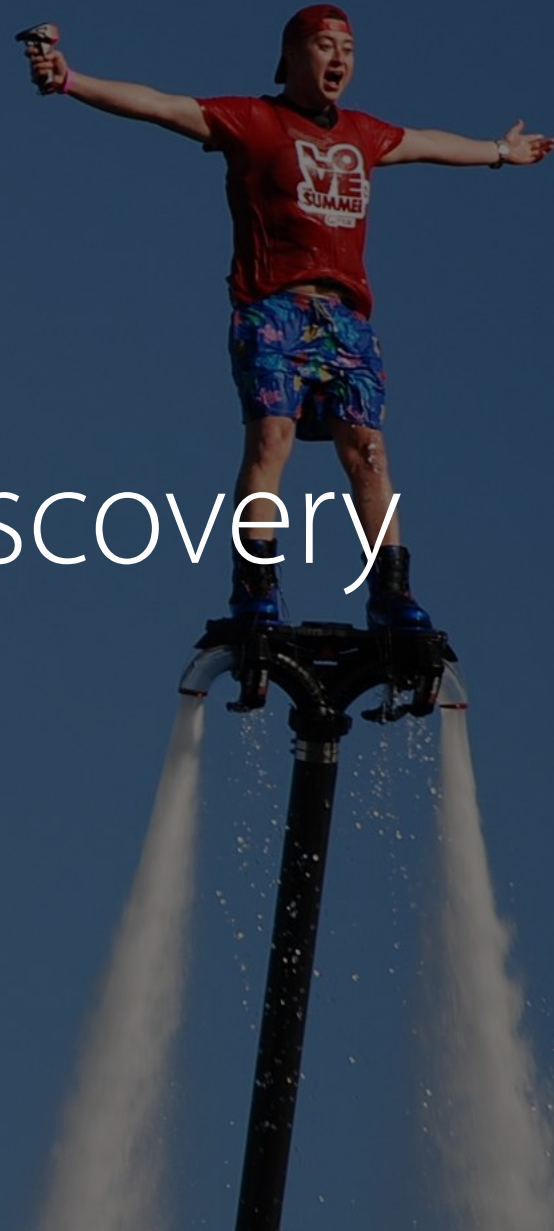
Trainers





Anyone

Promotion / Discovery



Descriptions

Meta-data

“Chunked” content

CONTENT

BUILD DESIGN AROUND IT +

EFFICIENT
SEARCHABLE
ACCESSIBLE
INTUITIVE

Video Search



Value proposition



An Overview of our Product

4:32

Our value proposition has evolved

6:01

So what's our value proposition?

9:19

This is key to our value proposition

Reporting

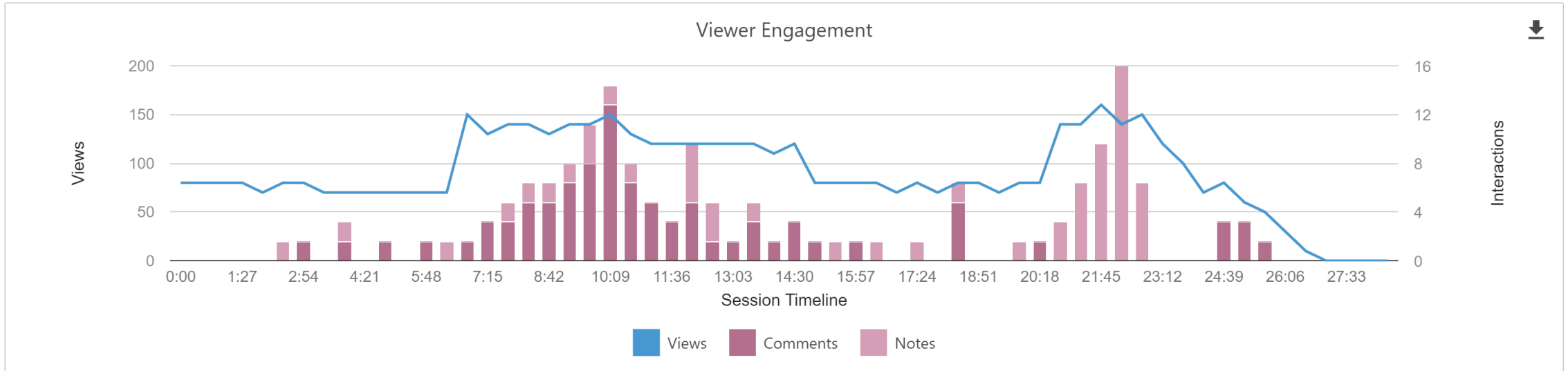


Surveys



Video Analytics

Analytics > Annual Training > Improving Your Sales Presentation



Integration

```
345 .widget-area-sidebar input {  
346 .widget-area-sidebar input {  
347 .widget-area-sidebar textarea {  
348     font-size: 13px;  
349 }  
350  
351  
352 /* =Menu  
353  
354  
355 #access {  
356     display: inline-block;  
357     height: 69px;  
358     float: right;  
359     margin: 11px 28px 0px 0px;  
360     max-width: 800px;  
361 }  
362  
363 #access ul {  
364     font-size: 13px;  
365     list-style: none;  
366     margin: 0 0 0 -0.8125em;  
367     padding-left: 0;  
368     z-index: 99999;  
369     text-align: right;  
370 }  
371  
372 #access li {  
373     display: inline-block;  
374     text-align: left;
```


The background is a dark blue gradient. At the bottom, there is a dense field of fiber optic cables, their tips glowing with a light blue or white light. Two long, thin, curved lines, resembling fiber optic strands, arc upwards from the bottom field towards the center of the image. In the center, the text 'LMS', 'LOB', 'CMS', and 'CRM' is stacked vertically in a white, sans-serif font.

LMS
LOB
CMS
CRM

Video Conferencing



Licensing



Make sure the video platform you choose has everything will you need

Recording

Editing

Quizzing

Streaming

Management

Search

Analytics

Integration

A close-up, slightly blurred photograph of a person's hands holding a professional video camera. The camera is black and has a large, rectangular monitor attached to its front. The monitor is turned on, showing a dark, circular lens in the center. The person's hands are visible, with one hand on the side of the camera and the other on the bottom. A silver watch is visible on the person's left wrist. A black cable is plugged into the side of the camera. The background is a plain, light-colored wall.

Final thoughts

Try video for free

<https://www.panopto.com/try/>

Calculate your ROI savings

<http://panop.to/training-ROI>

14 ideas for using video in employee training

<https://www.panopto.com/blog/14-ideas-for-using-video-employee-training/>

A smartphone is mounted on a black tripod. The screen of the phone displays a video call with two participants: a woman on the left and a man on the right. The woman is wearing a dark blazer over a light-colored top. The man is wearing a dark shirt and is holding a small notebook. The background of the video call shows an office interior with windows and some equipment. The phone is positioned in the center of the frame, and the background is a blurred image of the same two people from the video call, creating a sense of depth.

Ask me anything!

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A man with a beard and white headphones is sitting at a desk in a dimly lit office at night. He is looking at a computer monitor which displays a dashboard with charts and graphs. His hands are clasped together on the desk. A red desk lamp is on the desk, and a window in the background shows a cityscape. To the left, there is a brick wall with a bulletin board covered in papers and sketches. A small table with a pen holder and papers is also visible.

Thank you!!