

A man with a beard and 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. A red desk lamp is on the desk. In the background, there is a brick wall with a bulletin board and a window showing a city view.

5 Ways A Video Library Can Help Overcome Top Training Challenges

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“[A]s the rate of skills change accelerates across both old and new roles in all industries, proactive and innovative skill-building and talent management is an urgent issue. What this requires is a [talent development] function that is rapidly becoming more strategic and has a seat at the table—one that employs new kinds of analytical tools to spot talent trends and skills gaps, and provides insights that can help organizations align their business, innovation and talent management strategies to maximize available opportunities to capitalize on transformational trends.”

World Economic Forum

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A photograph of two women in an office setting, looking at a computer screen. The woman on the right has long blonde hair and is looking directly at the camera with a serious expression. The woman on the left has dark hair and is looking at the screen with her hand resting on her chin. In the background, another person is visible working at a desk with a computer monitor. The lighting is low, creating a professional and focused atmosphere.

Business
Needs &
Objectives

A photograph of two women in a dimly lit office environment. The woman on the left has dark hair and is resting her chin on her hand, looking at a computer monitor. The woman on the right has long blonde hair and is looking directly at the camera with a serious expression. In the background, another person is visible working at a desk with a computer. The overall mood is professional and focused.

Skills
&
Talents

Business
Needs &
Objectives



Skills
&
Talents

Skills Development

Business
Needs &
Objectives



Skills
&
Talents

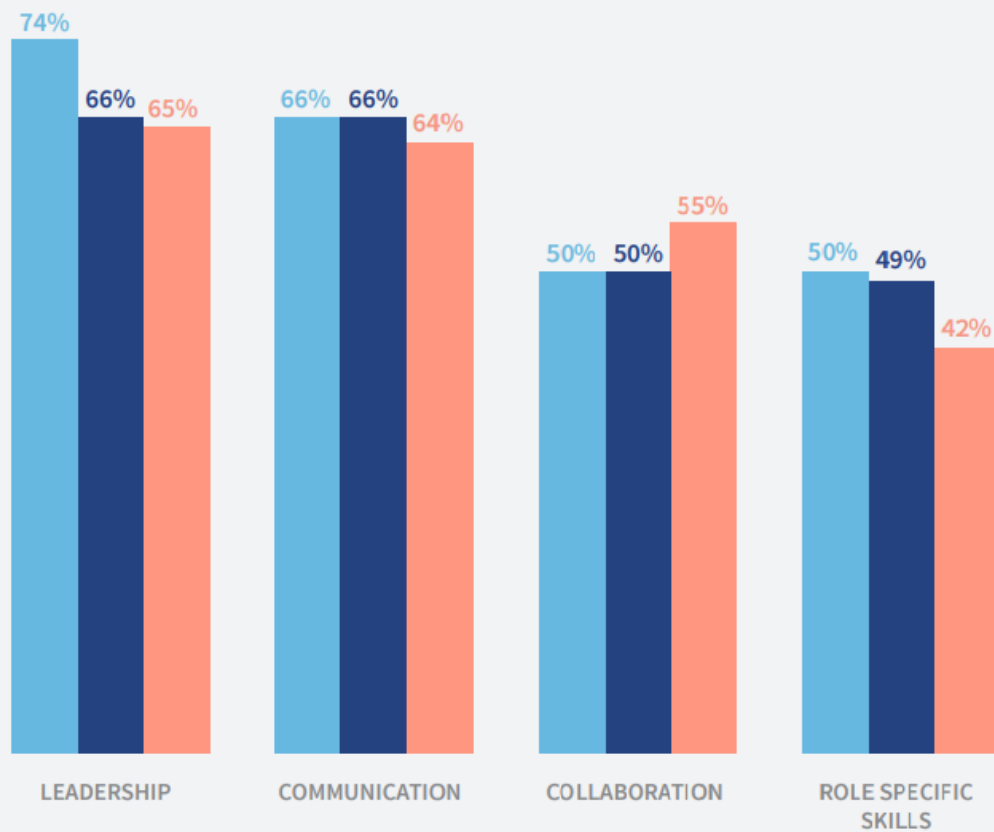
Learning & Development

Business
Needs &
Objectives



What are the most important skills for employees to learn from L&D programs?

Talent Developers People Managers Executives



*2018 LinkedIn Learning Study

5 Challenges





#1 - Time

*Getting employees to make
time for learning*



58%

Prefer to learn at
own pace



68%

Prefer to learn at
work

#2 - Value

*Demonstrating value and
business impact to leadership*





94%

94% of employees would stay at a company longer if it invested in their career development



21%

The background of the infographic features a blurred green field with several stacks of copper coins of varying heights. Each stack has a small green plant with two leaves growing out of the top. On the right side, there is a large glass jar filled with copper coins, with a taller green plant growing out of it. A white circular graphic with a 21% segment highlighted is positioned on the left side of the image.

Of employees who quit within the first 90 days cite lack of effective training as the primary reason


“organizations that make manager training and development a budgetary priority typically lose fewer employees”



A photograph of two women in a modern office environment. The woman on the left, with brown hair, is wearing a black blazer over a teal top and is looking down at a tablet. The woman on the right, with long dark hair and glasses, is wearing a blue button-down shirt and a pearl necklace; she is pointing at the tablet with her right hand while holding a folder in her left. They are sitting on a white tufted sofa. The background features a large, curved, light-colored architectural element and a dark tiled floor. The text is overlaid on the left side of the image.

#3 – Buy in

*Getting buy in and support
from management*

A photograph of two women in a modern office environment. The woman on the left, with dark hair and wearing a dark blazer, is holding a tablet. The woman on the right, with long brown hair and wearing a blue blazer, is pointing at the tablet. They are both looking at the screen. The background shows a contemporary office interior with a grey tiled floor and a white wall. A large, semi-transparent text overlay is centered over the image.

Managers play an important
role in employee learning



56%

Of employees would spend more time learning if supported and directed by their manager

#4 - Change

*Dealing with organizational,
product, regulatory,
technology and geo changes*

INTER
BLOCK

PRICE

TIME ENTERED
TIME EXPIRED
CITY TYPE

low odor
chisel



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

1990s
20 years

vs.

Today
15 years

vs.

Tomorrow
12 years

#5 - Relevancy

*Creating and offering training
that is relevant in content and
training format*



A woman with dark hair tied back is looking down at an open book with a frustrated expression, her hand on her head. She is surrounded by stacks of books. A white circular graphic with a gap is overlaid on the left side of the image.

49%

Of learners desire access
to learning content at
point of need

- 
- #1 – Time
 - #2 – Value
 - #3 – Buy in
 - #4 – Change
 - #5 – Relevancy



Featured Videos



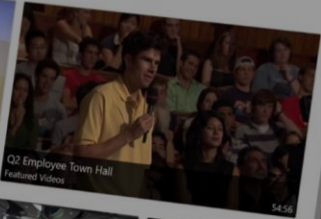
Announcing our new Asia HQ
Featured Videos

1:20



Fireside Chat with the Leadership Team
Featured Videos

0:17



Q2 Employee Town Hall
Featured Videos

54:56



Using our CRM System
Featured Videos

0:12



Our Company Culture
Featured Videos

0:16



2018 Benefits Update
Featured Videos

0:16



Our Travel Policy
Featured Videos

0:35



New Sales Manager
Training - Day 2
Featured Videos

1:36:07



Employee Perspectives:
Your First Week on the Job
Featured Videos

1:39



Inside Look: Our
Manufacturing Process
Featured Videos

1:19



Understanding Your
Benefits
Featured Videos

0:38



Guest Lecture: Michael
Frost, PhD
Featured Videos

26:39



IT How To - Connect to the
Corporate Network
Featured Videos

2:00



Manufacturing Safety -
Video 1 of 4
Featured Videos

0:14



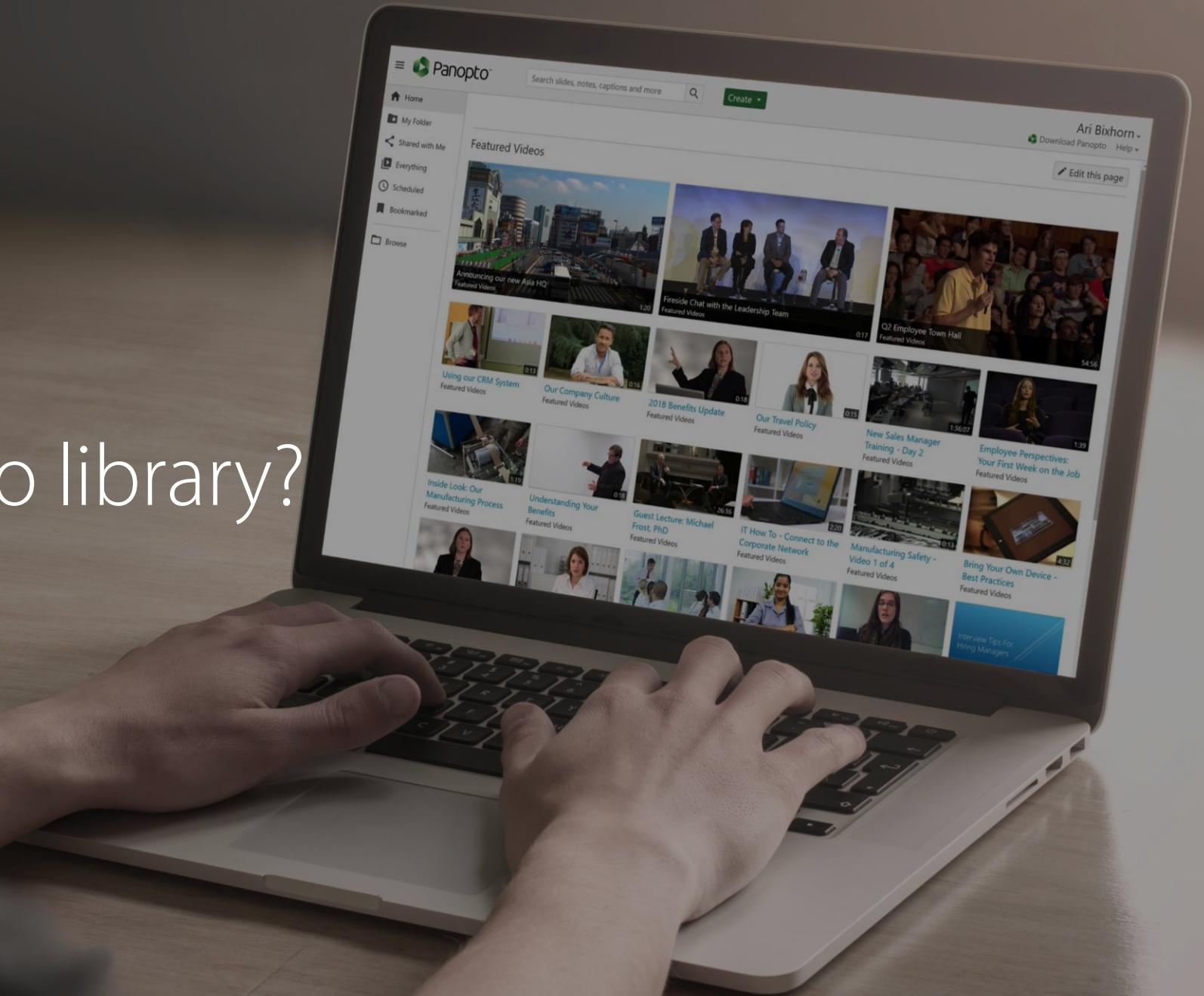
Bring Your Own Device -
Best Practices
Featured Videos

4:32



Interview Tips For
Hiring Managers

What is a video library?







Recorded Content

A high-angle, wide shot of a large, circular library atrium. The space is characterized by its curved walls and multiple levels of bookshelves filled with books. The ground floor features a patterned tile floor with large squares and circles. Several study desks with computers are scattered throughout, with people working at them. In the foreground, there are rows of black wooden benches. A large, circular skylight is visible on the ceiling. The overall atmosphere is quiet and studious.

Dense & Effective



1,800,000 words

A high-angle, wide shot of a large, circular library reading room. The room features a two-story structure with wooden bookshelves filled with books lining the upper level. The ground floor has a central study area with several computer workstations and people working. A large, circular skylight is visible on the ceiling. The floor is decorated with a pattern of squares and circles. In the foreground, there are rows of black wooden benches. The overall atmosphere is quiet and scholarly.

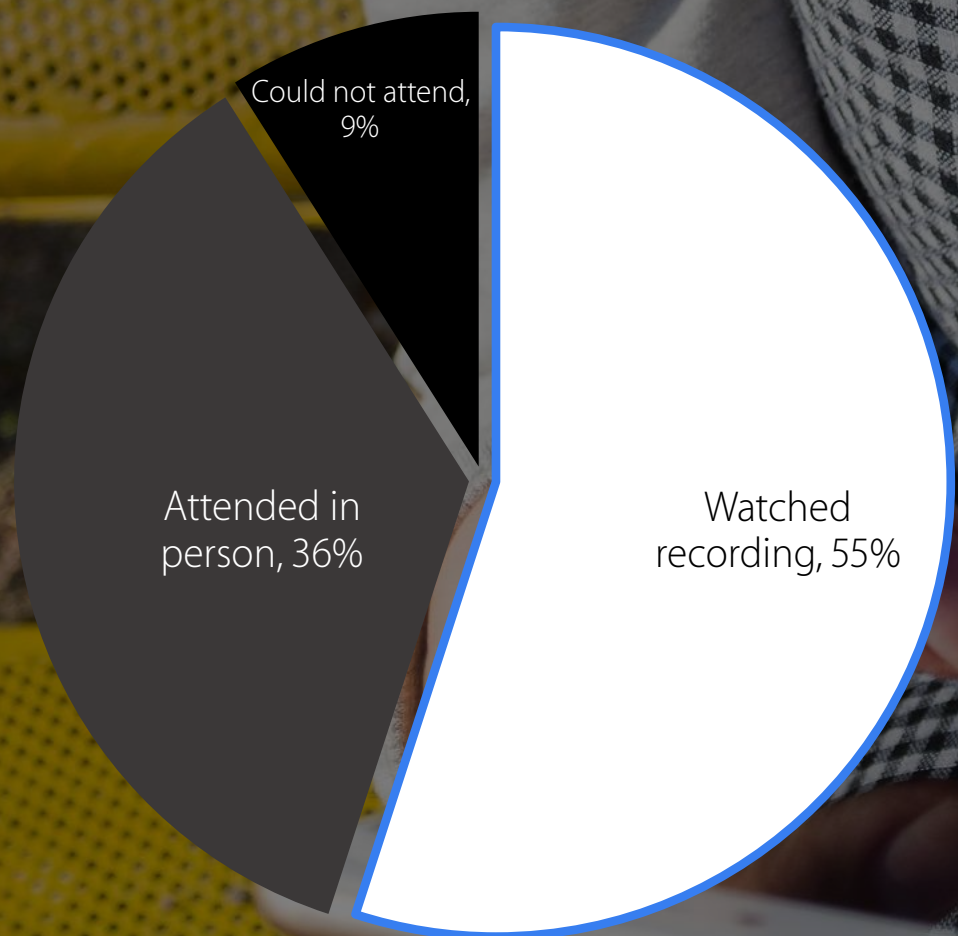
4,000 pages
(230 hours to read)

A high-angle, wide shot of a large, circular library atrium. The space is filled with multiple levels of curved bookshelves packed with books. In the center, there are several study desks with computers, where a few people are working. To the left, there are rows of empty wooden study carrels. The floor is decorated with a pattern of squares and circles. A large, circular skylight is visible on the ceiling. The overall atmosphere is quiet and scholarly.

83% improvement in training impact

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. A silver ring is visible on the ring finger of the right hand. The background is slightly blurred, showing a yellow perforated metal fence and some greenery. The text "46% higher user engagement" is overlaid in white, sans-serif font across the center of the image.

46% higher user engagement



55% higher attendance



With a video
library it's easy
and cost
effective to

- ✓ Create
- ✓ Edit
- ✓ Update
- ✓ Organize
- ✓ Share
- ✓ Track

A video library modernizes your training process

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

Gives you a new way of thinking



The CAT logo is displayed in white on a black rectangular background. It features the letters 'CAT' in a bold, sans-serif font. A yellow triangle is positioned beneath the letter 'A', pointing upwards.

CAT

A yellow CAT 6015H excavator is shown in a quarry setting, loading a white CAT dump truck. The excavator's arm is extended, and its bucket is dumping material into the truck's bed. The background consists of a steep, rocky cliff face.

Reinvent Caterpillar University
Reducing training cost 40% to 78%



Microsoft

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



Synaptics™

Streamlined organizational learning
Saved over 7,000 working hours in 1 year



Qualcomm

Scaled Qualcomm Wireless Academy

Training videos are now technical reference materials for engineers

5 ways to use a video library to solve top challenges





#1

Reduce the employee onboarding process

A man in a plaid shirt and jeans stands leaning over a woman sitting in an office chair. They are looking at a computer monitor on a desk. The monitor displays a webpage titled "New Manager Training" with a photo of a woman. The office is a cubicle with various papers, folders, and office supplies on the desk and shelves. Other people are visible in the background.

\$12,500
Upwards of 8 months

With a video library you
can begin the onboarding
process before the
employee starts



Provide relevant training
information when and
where the new hire needs it



- ✓ Provide company overview
- ✓ Mission statement
- ✓ Company tours
- ✓ Overview of organization
- ✓ HR benefits/policies
- ✓ Basic job skills

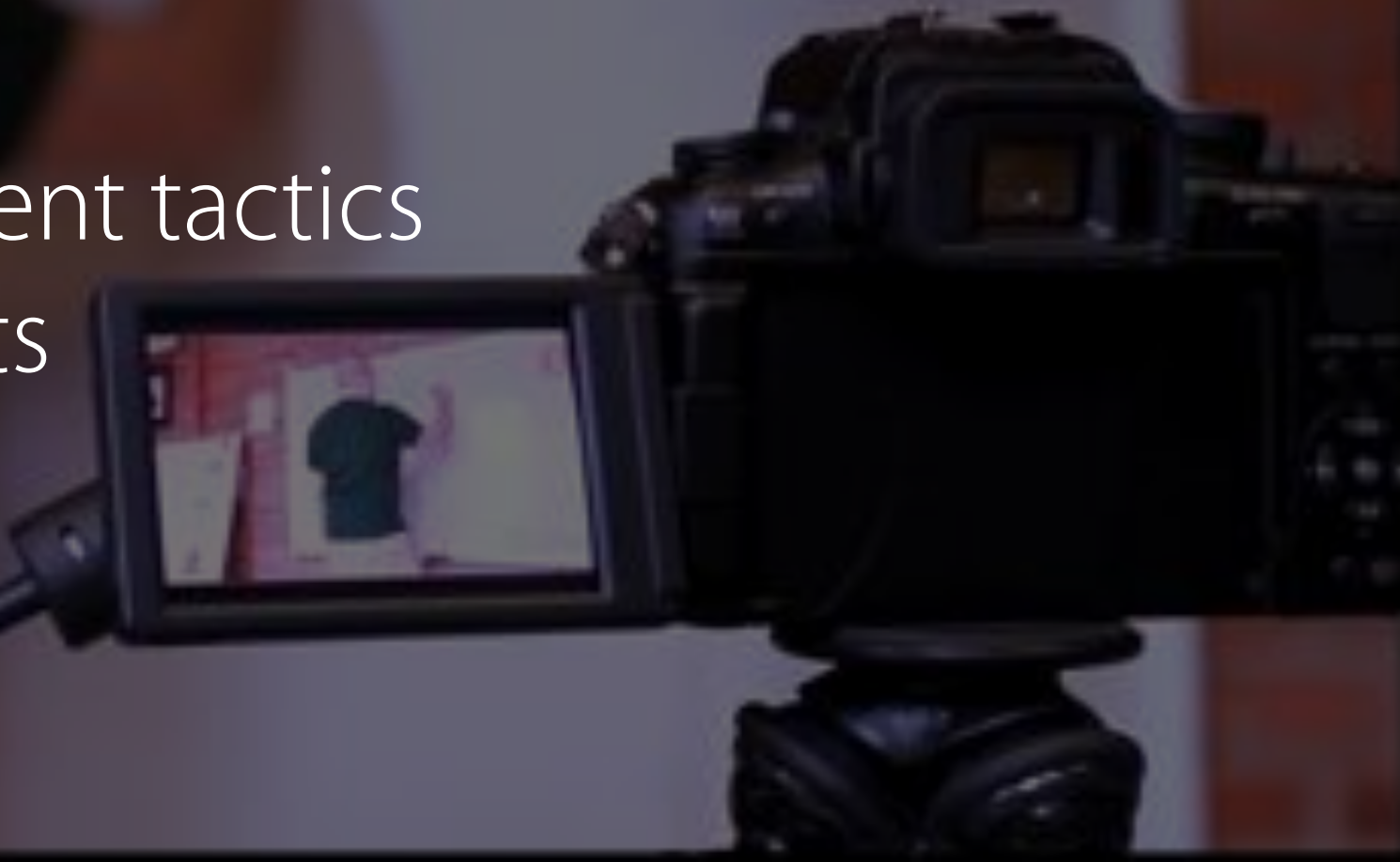




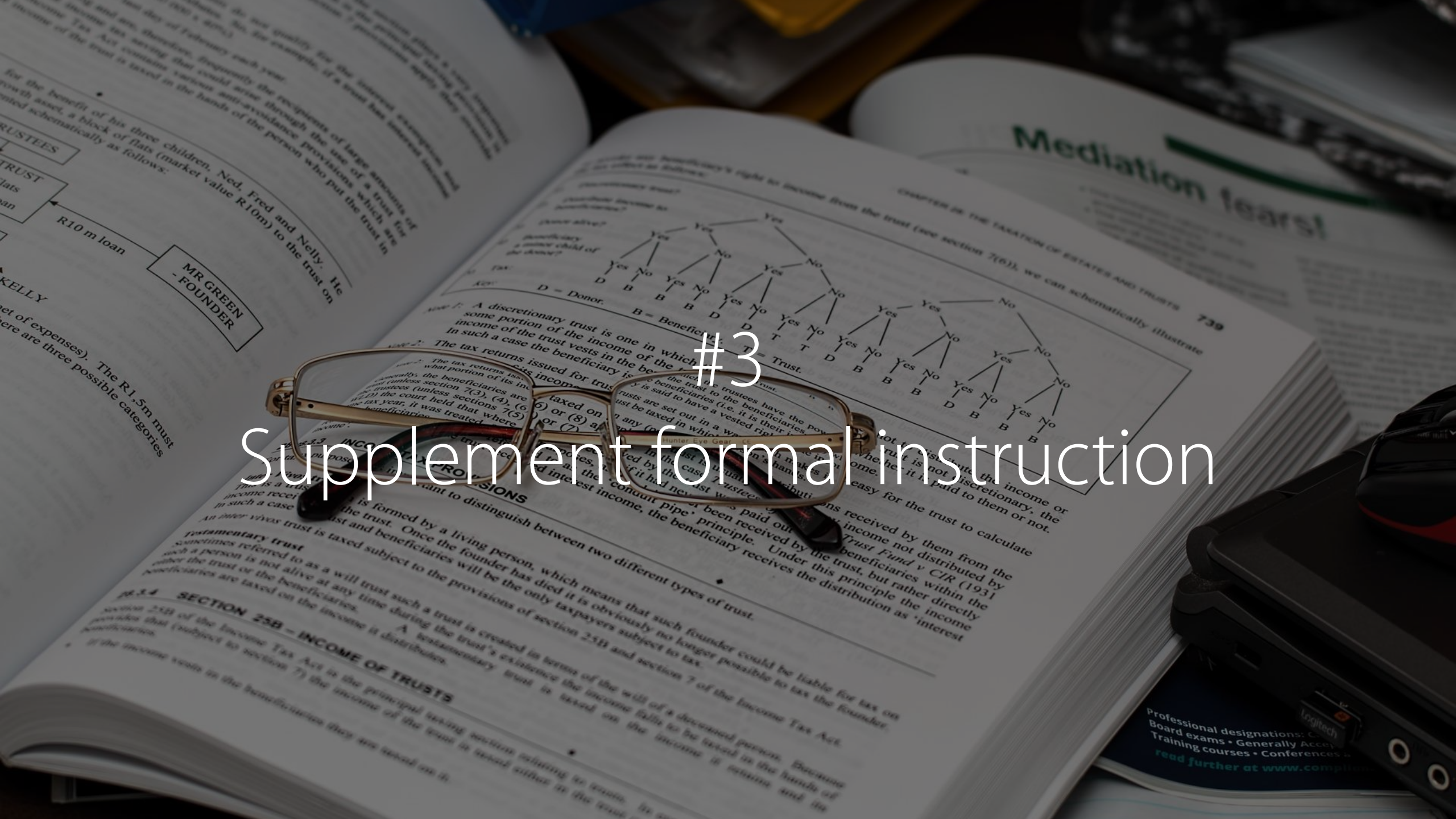
#2

Empower management to create their own content

- ✓ Best practices
- ✓ Product demos
- ✓ Sales engagement tactics
- ✓ Announcements
- ✓ Market updates



#3 Supplement formal instruction



- 
- ✓ Provide updates to prior students
 - ✓ Offer recordings of training as reference
 - ✓ Provide pre-training content

A man with a beard, wearing a red and blue plaid shirt, stands on the left side of the frame, gesturing with his hands as if presenting. He has a small lapel microphone clipped to his shirt. In the foreground, on a wooden table, is a stack of papers with a professional microphone on a tripod stand positioned over it. The background is a blurred classroom or meeting room with several people seated at desks. The entire image has a semi-transparent dark overlay.

#4

Scale micro-learning

A man with a beard, wearing a red and blue plaid shirt, stands on the left side of the frame, gesturing with his hands as if presenting. He is positioned in front of a large, light-colored wall. To his right, a small black microphone is mounted on a stack of papers on a wooden table. In the background, two people are seated at a desk, looking towards the presenter. The overall scene suggests a classroom or a workshop setting.

Short format (often short lived) learning

A person wearing a red t-shirt, grey pants, a black helmet, and a watch is riding a white scooter in a large, curved concrete skatepark bowl. The person is leaning into a turn, and the background shows the smooth, light-colored concrete walls of the bowl.

#5

New training agilities and capabilities

Track Comprehension

Panopto Flipped Classroom - Biology 201 Micro-Lecture October 14, 2012 in [Shareable Videos](#)

Search this recording

Contents

- Experiments
- Notes
- Bookmarks
- Discussion (0)

Examining Honey Bee Anatomy	0:15
The Mouth of a Honey Bee	0:20
Compound and Simple Eyes	0:45
Bee Antennas	1:02
Zoom from 40x to 100x	1:08
Two Questions in Prep for Lab	1:42
Reminder: Read Chapter 3	2:52
Comprehension check	2:45

Comprehension check

A bee uses its antenna for ...

- ☒ Sense of smell
- ☒ Sense of smell and determining flight speed
- ☐ Sense of sight
- ☐ Sense of hearing

Explanation

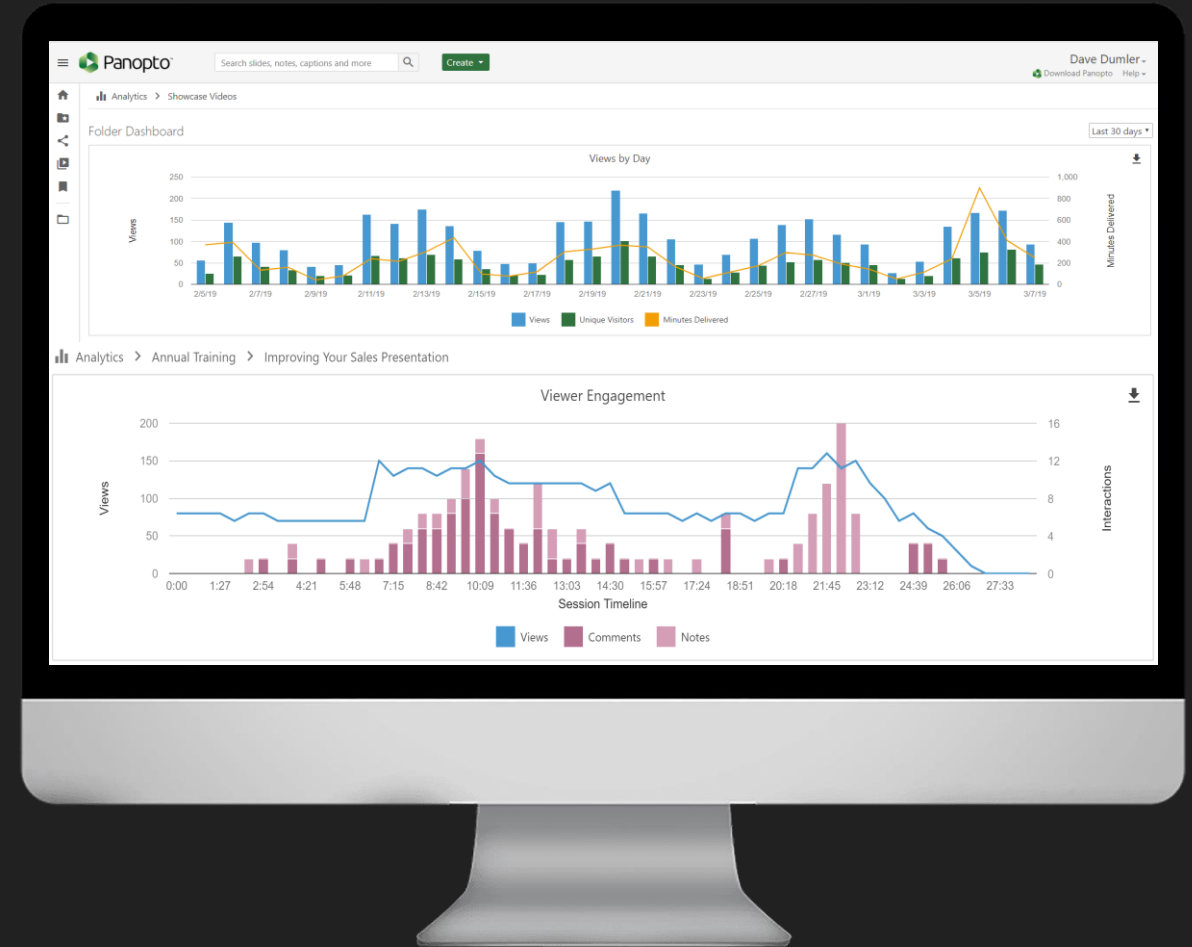
The antenna is used for both a sense of smell and for determining flight speed.

[< Previous](#) [✓ Finish](#)

2:45 2:51

0:45 1:02 1:08 1:43

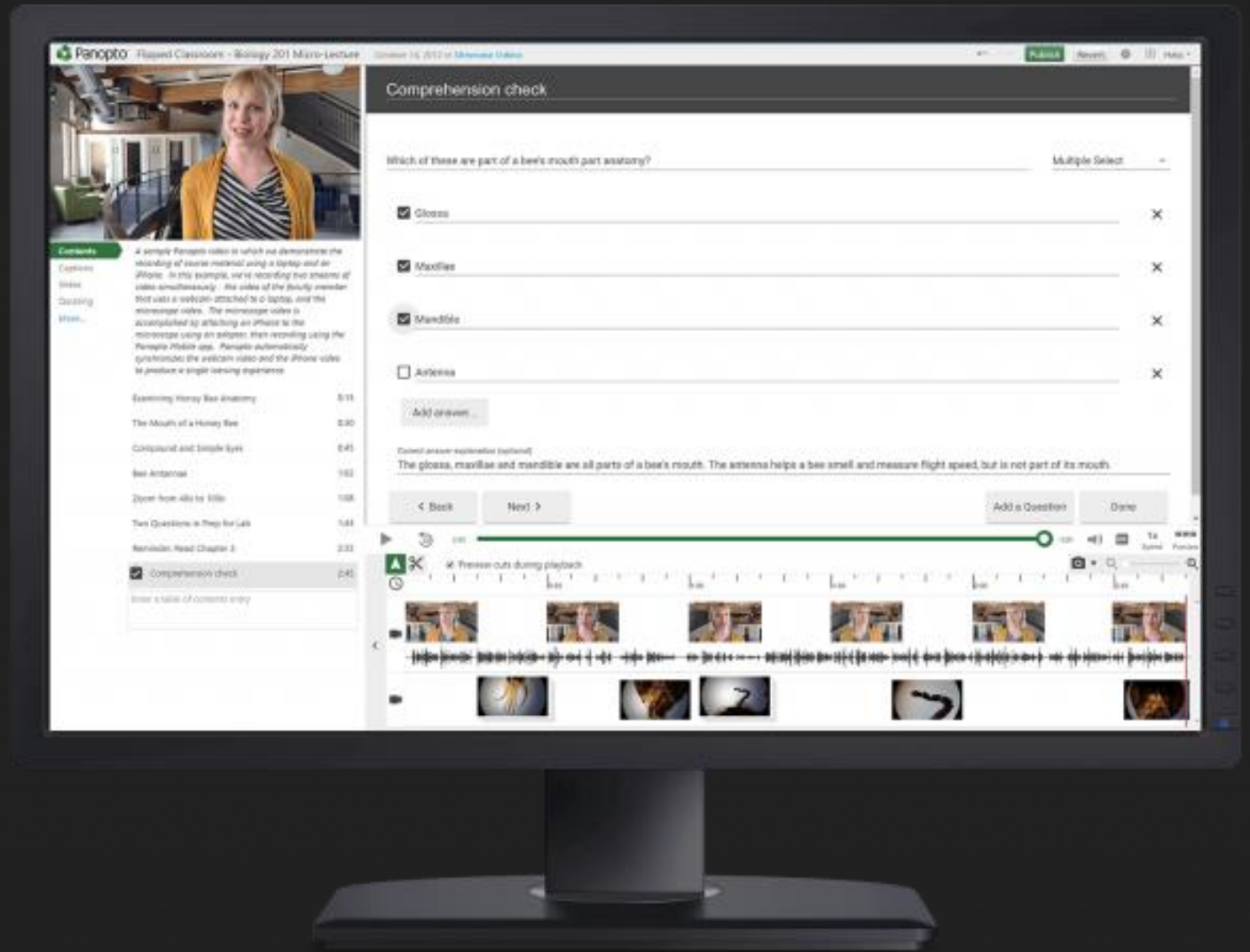
Identify training gaps



Create content
when and
where needed



Make changes at any time



Maximize Discoverability



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

A close-up photograph of a person's hands holding a silver smartphone. The person is wearing a blue plaid shirt. The background is blurred, showing what appears to be a desk with some papers. The text "Think mobile" is overlaid in the center of the image in a white, sans-serif font.

Think mobile

Grow



- 1) Reduce the employee onboarding process
- 2) Empower management to create & share
- 3) Supplement formal instruction
- 4) Scale micro-learning
- 5) Embrace video's agilities and capabilities
- 6) Think mobile first
- 7) Grow

14 ideas for using video in employee training

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

Replacing on-site training with video

<http://panop.to/classroom-video-roi-calculator>

Increasing the efficiency of training

<https://panop.to/video-sales-training-calculator>

Increasing productivity through knowledge sharing

<https://panop.to/video-knowledge-sharing-calculator>

You are welcome to contact me with
questions!

www.panopto.com

ddumler@Panopto.com

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Thank you!!

Dave Dumler

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