



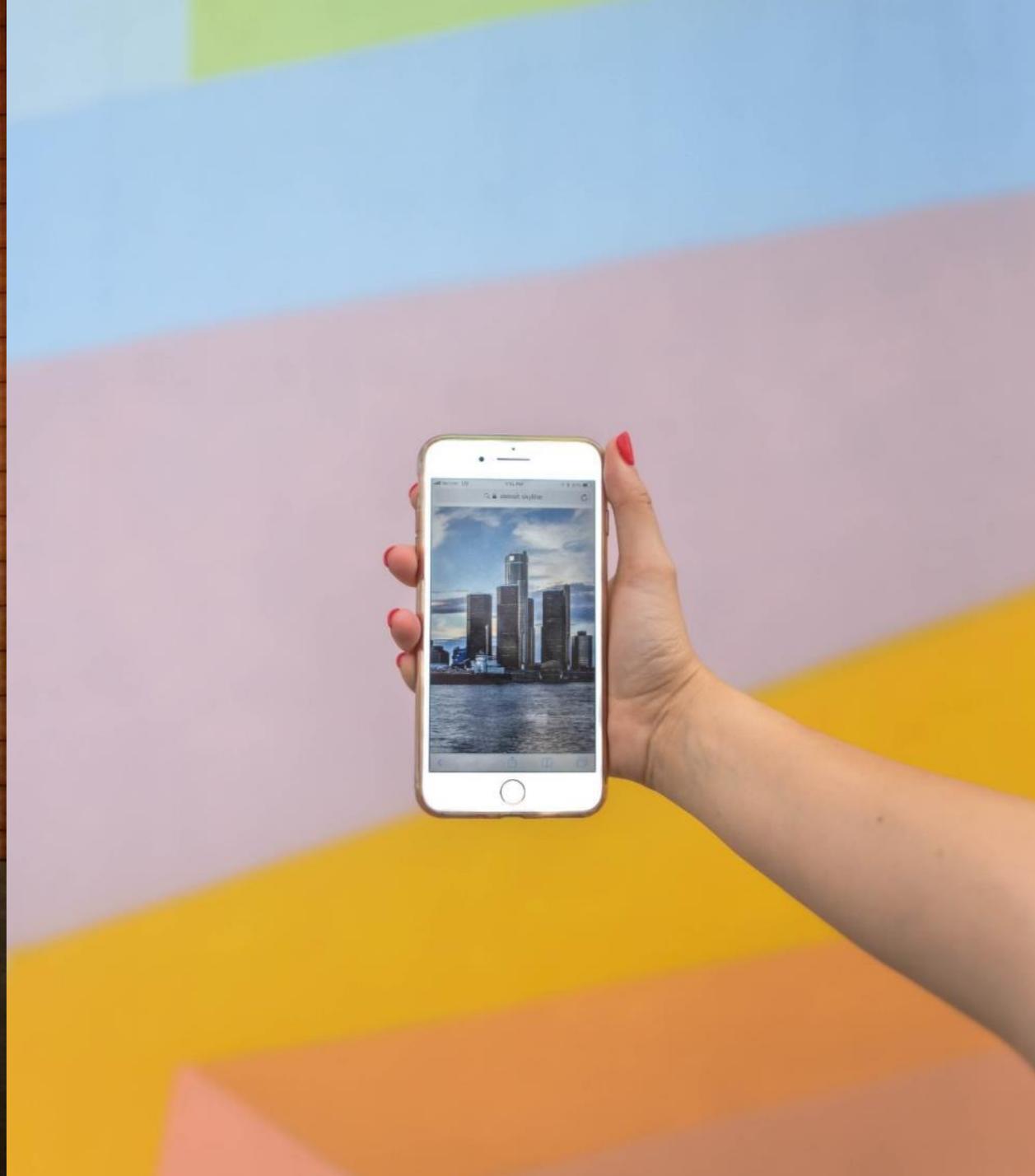
10 Things You're Probably Doing Wrong with Training Videos

Steve Rozillis



40
years







Spending Big On Animation, Studios, & AV Specialists

Spending Big On Animation, Studios, & AV Specialists



\$1,000 per minute of finished video

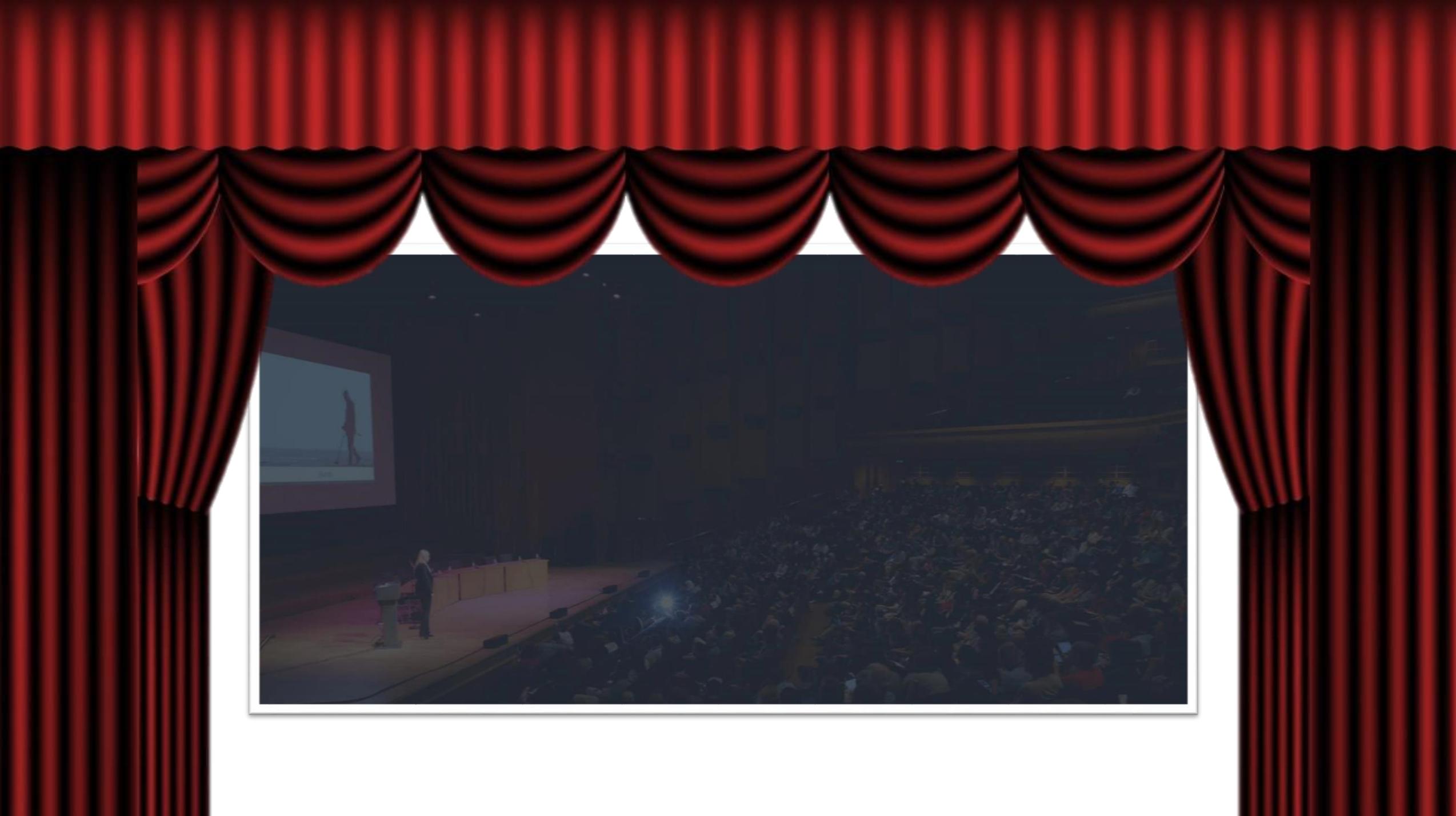
More than 100 videos per year

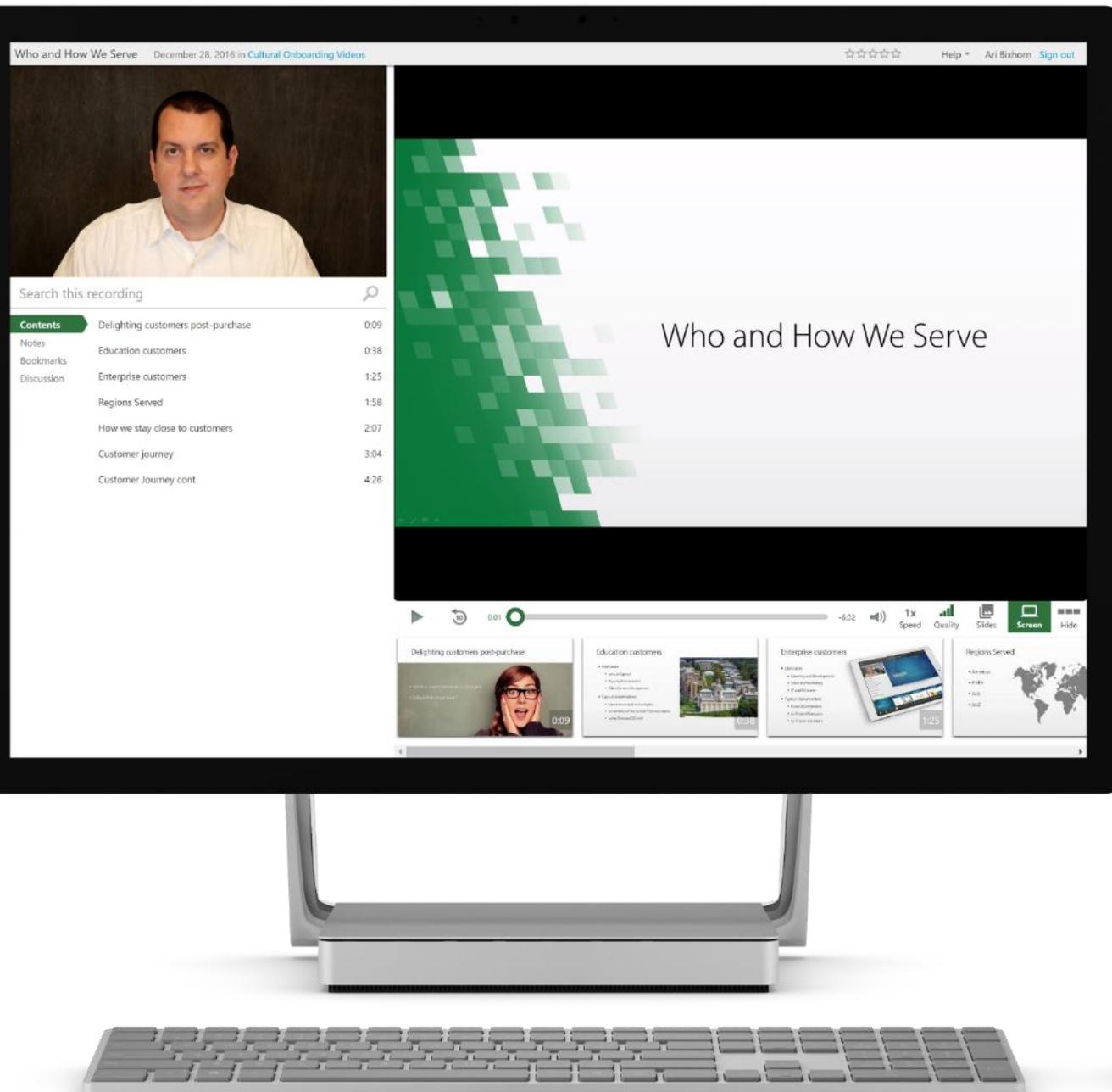




A photograph of a TED talk stage. A man in a light blue shirt and khaki pants stands on the left, gesturing towards a large screen on the right. The screen displays a green rocket launching with a large plume of white and yellow smoke. In the foreground, there is a drum set with a 'dw' logo on the bass drum and a red electric guitar on a stand to the left. The background is a purple wall with a portrait of an elderly man on the left. The TED logo is visible in the bottom right corner.

Requiring TED-Style Production Quality for Every Video





Company Strategy and Culture

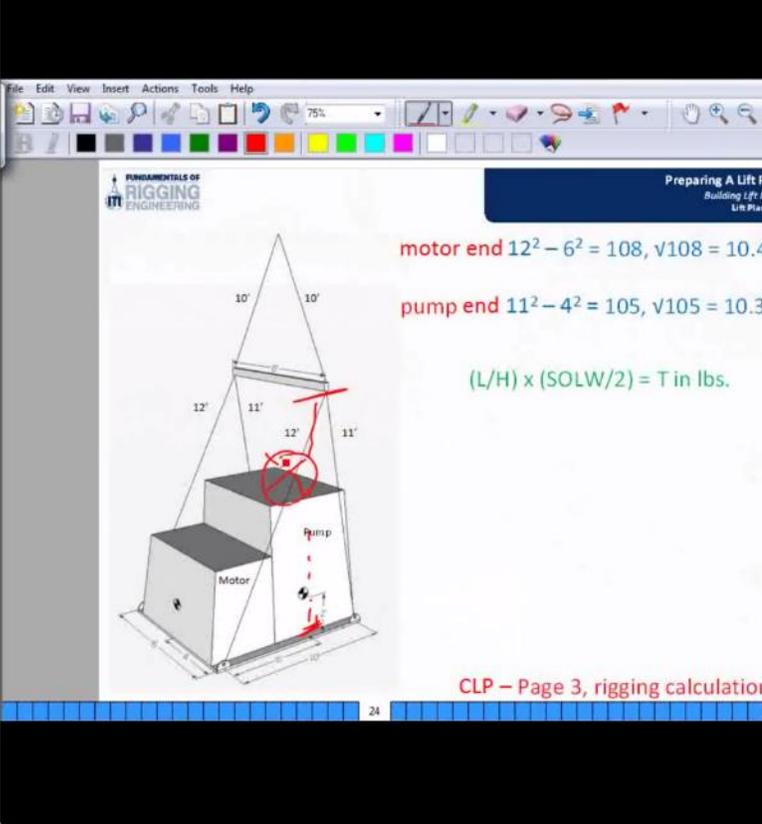
Job-Specific Skills

5-2D Preparing a Lift Plan Demo Video March 18, 2015 in Demo Videos



Search this recording

Discussion [Sign in](#) to ask a question or share a comment



File Edit View Insert Actions Tools Help 75%

FUNDAMENTALS OF RIGGING ENGINEERING

Preparing A Lift Plan

motor end $12^2 - 6^2 = 108$, $\sqrt{108} = 10.4$

pump end $11^2 - 4^2 = 105$, $\sqrt{105} = 10.3$

$(L/H) \times (SOLW/2) = T$ in lbs.

CLP – Page 3, rigging calculation

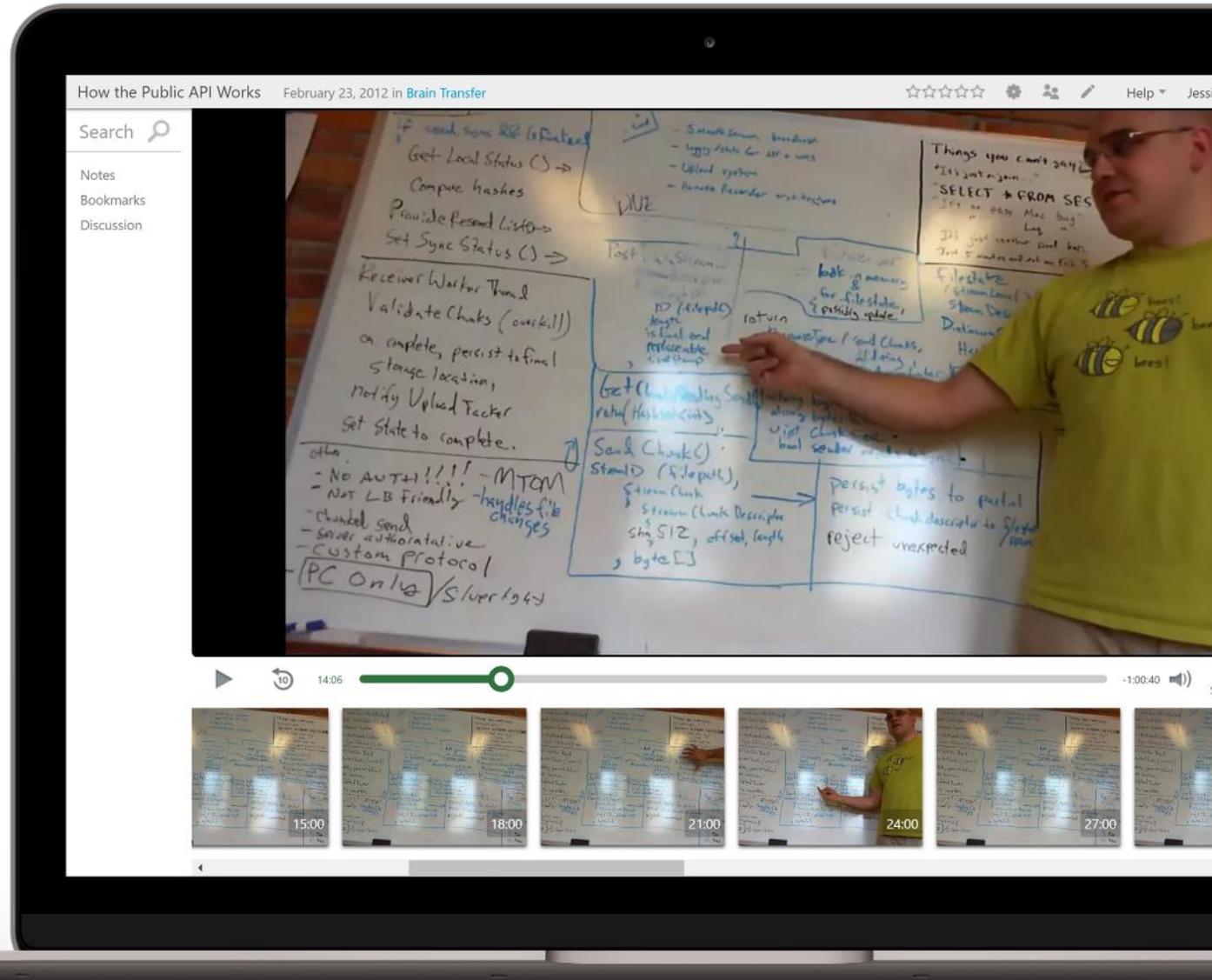
24

0.03 -2:23



Employee Experience

Social Learning and Offboarding

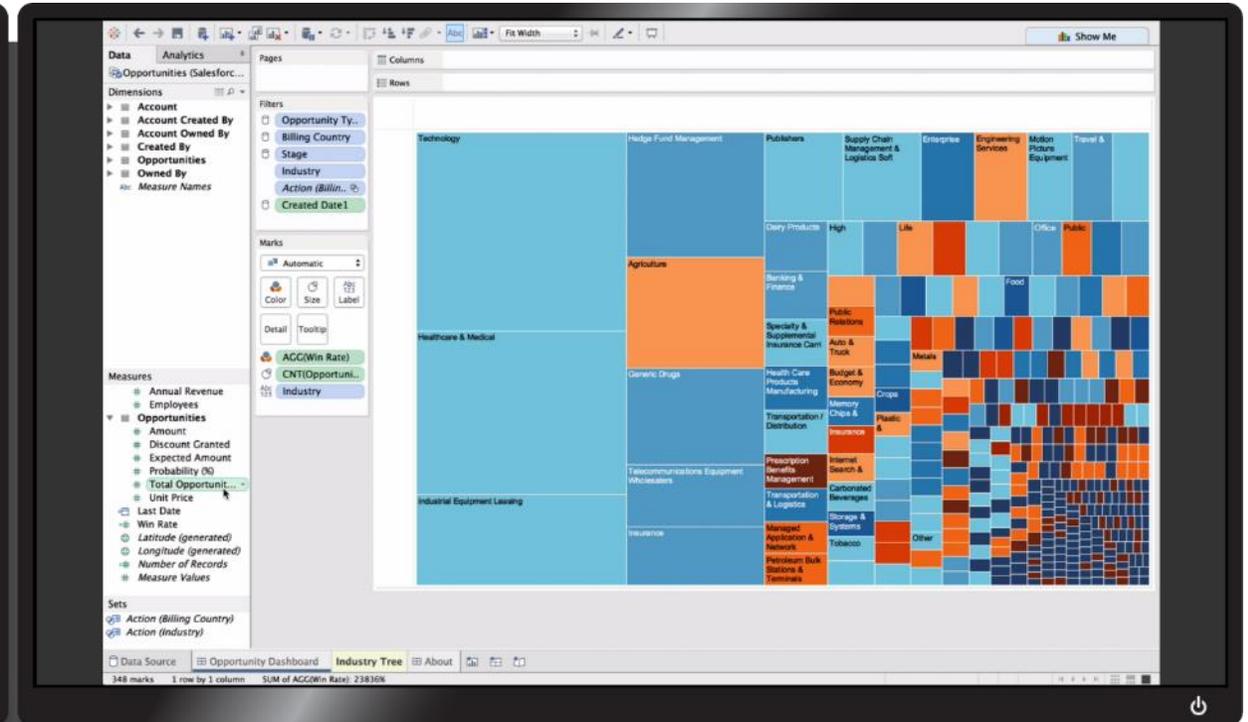
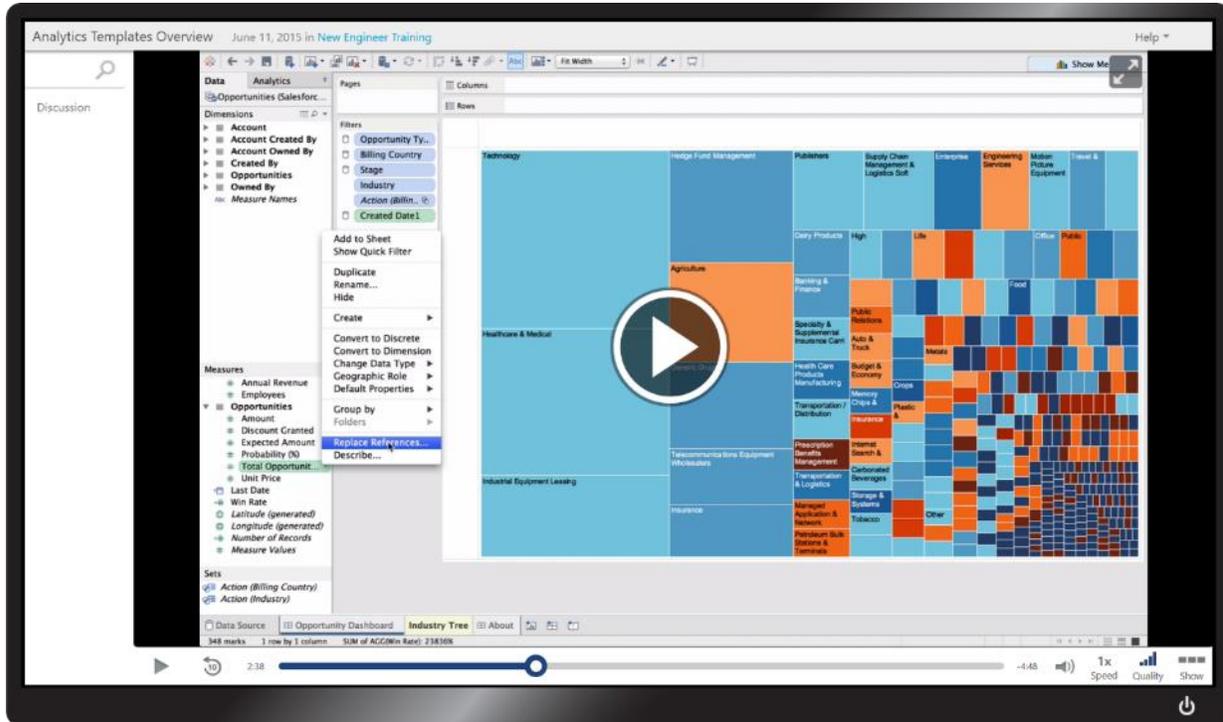




Instructor-Led Classrooms

Watching video...

...and applying lessons



*OMG
Sunshine!*

Redmond, WA

 64° F
C

Making Screen-Only Recordings

Daily

Wed 2

66° 51°
Sunny

Thu 3

69° 52°
Mostly Cloudy

Fri 4

62° 51°
Cloudy

Sat 5

65° 55°
Mostly Cloudy

Sun 6

73° 55°
Partly Sunny

Mon 7

69° 52°
Mostly Sunny

Tue 8

72° 54°
Partly Sunny

Hourly

 Summary

 Details

The Disembodied Voice

Search this recording

Contents	Biofuels...	1:17
	https://cabiplantwise.files.wordpress.com/2014/04...	1:26
	http://chemc195agroup5.weebly.com/uploads/1/5/4/1...	1:48
	Microalgae	1:56
	https://i.kinja-img.com/gawker-media/image/upload...	2:08
	Microalgae	2:12
	Algae	2:24
	Wastewater	2:29
	Clean water	2:34
	Wagner, J.L., et al., 'Biofuels from Microalgae' in...	2:39
	Can 9	2:44
	HTL	2:49
	http://www.whyydoes.org/wp-content/uploads/2009/10...	3:17
	Cost	3:30
	Rectangle 20	3:51
	Cost	4:16
	Cost	4:48
	Production of By-Products	4:56
	HTL of Algae Waste from Biodiesel Production	5:08
	Biodiesel testing	5:34
	HTL of Wastewater algae	6:04
	HTL of Wastewater algae	6:37
	Picture 7	7:04
	Continuous Reactor	7:17

The diagram illustrates the Hydrothermal Liquefaction (HTL) process. It starts with Wastewater and Algae entering a red cylindrical reactor labeled 'HTL'. CO₂ is added to the reactor. The reactor has a thermometer and a gauge. The process produces three main outputs: Clean water (indicated by a blue arrow pointing to a flower), Water phase (indicated by a blue arrow pointing to a flower), and Solid (indicated by a grey arrow pointing to a pile of rocks). The HTL reactor also produces Oil (indicated by a black barrel), which then goes through Catalysts (represented by orange gears) to produce Fuel (indicated by a yellow arrow pointing to a green car). O₂ and N₂ are shown as by-products of the catalyst stage.

Wagner, J.L., et al., 'Biofuels from Microalgae' in *Chemical Processes for a Sustainable Future*, 2015.
Wagner, J.L., et al., 'Towards an Aviation Fuel through the Hydrothermal Liquefaction of Algae', in *Biofuels for Aviation*, 2016, in press.

2:49

6:55

1x Speed Quality Slides Screen Hide

Thumbnail images showing the HTL process and related content, including a slide titled 'Industrial Scale Processing'.

Talking Head

The image shows a video player interface. On the left is a 'Talking Head' video of a man in a suit and glasses. The main video area displays a blue background with a yellow diamond-shaped sign containing a black wavy arrow pointing up. The text 'Performance Skills' is overlaid on the right. A search bar is located below the talking head. A table of contents is on the left side of the player, listing various topics and their start times. The video progress bar is at the bottom, showing a current time of 9:29. A thumbnail strip at the bottom of the player shows icons for 'Personal Bias', 'Cultural Fit', 'Technical Competency', 'Performance Skills', and 'Positive Candidate Experience'.

Search this recording

Contents	Description	Time
Notes	In this video, Shawn Lipton, CEO of The Trusted Coach, provides hiring managers with his 5 top tips for conducting interviews.	
Bookmarks	Interview Tips for Hiring Managers	0:13
Discussion (1)	Shawn Lipton	0:30
	5 Best Practices for Interviewing	2:01
	Personal Bias	2:31
	Cultural Fit	4:42
	Technical Competency	7:28
	Performance Skills	8:34
	Positive Candidate Experience	10:51
	www.trustedcoach.com	11:49

9:29

1x Speed Quality Hide

Personal Bias 2:01 2:31

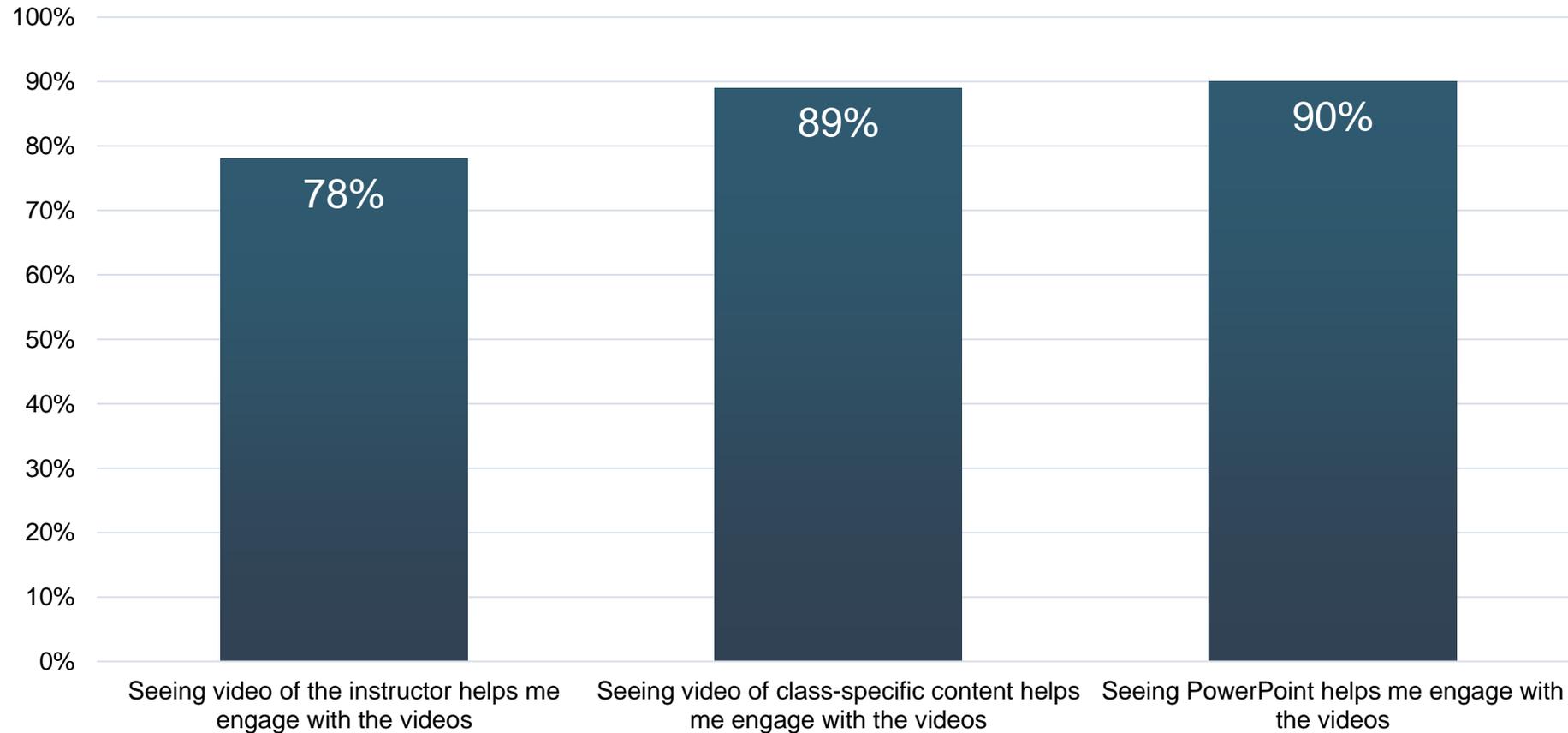
Cultural Fit 4:42

Technical Competency 7:28

Performance Skills 8:34

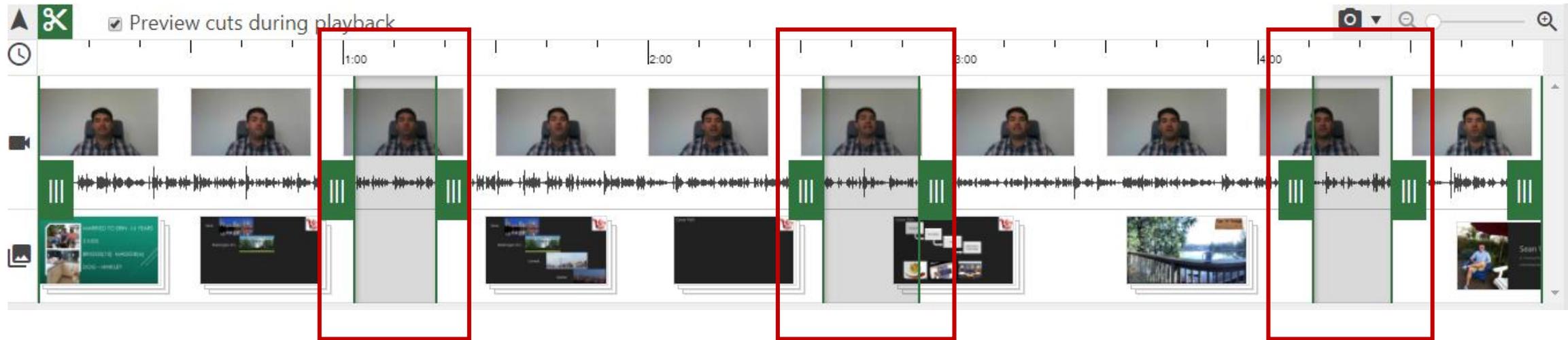
Positive Candidate Experience 10:51

The Value of the Talking Head



Recording Multiple Takes





Multiple Takes

- 3 Takes @ 5 minutes each = 15 Minutes
- Review of 3 takes = 30 Minutes
- Editing/splicing 3 takes = 30 Minutes
- Encoding final video = 5 Minutes

80 Minutes

Single Take with 3 recuts

- 5 minute video w/ 3 one minute recuts = 8 minutes
- Review of single takes = 16 Minutes
- Editing of 1 takes = 6 Minutes
- Encoding final video = 5 Minutes

35 Minutes



Relying On a Raft of Standalone Tools

Camcorders

Screen recording

Video conferencing

Audio recorders

Formatting

Compression

Transcoding

Editing

Captioning

Storage libraries

Streaming networks

WAN optimization

Search indexing & tagging

Quizzing & interactivity

Preventing Employees From Recording and Sharing Videos





How to: Office Trick Shots!!!!

Rich from Sales ✓
14,782,960 views • 2 days ago



My Fidget Spinners!

Jack from IT ✓
1,425,954 views • 1 day ago



Ron White: Deer Hunting

Anna from Marketing
529,316 views • 2 years ago



(Pirated) Wonder Woman Movie!

Mike from Corp Comm ✓
3,025,597 views • 1 week ago



My cat's thoughts on our LMS

Marmalade the LMS-Expert Cat
2,591,397 views • 2 weeks ago

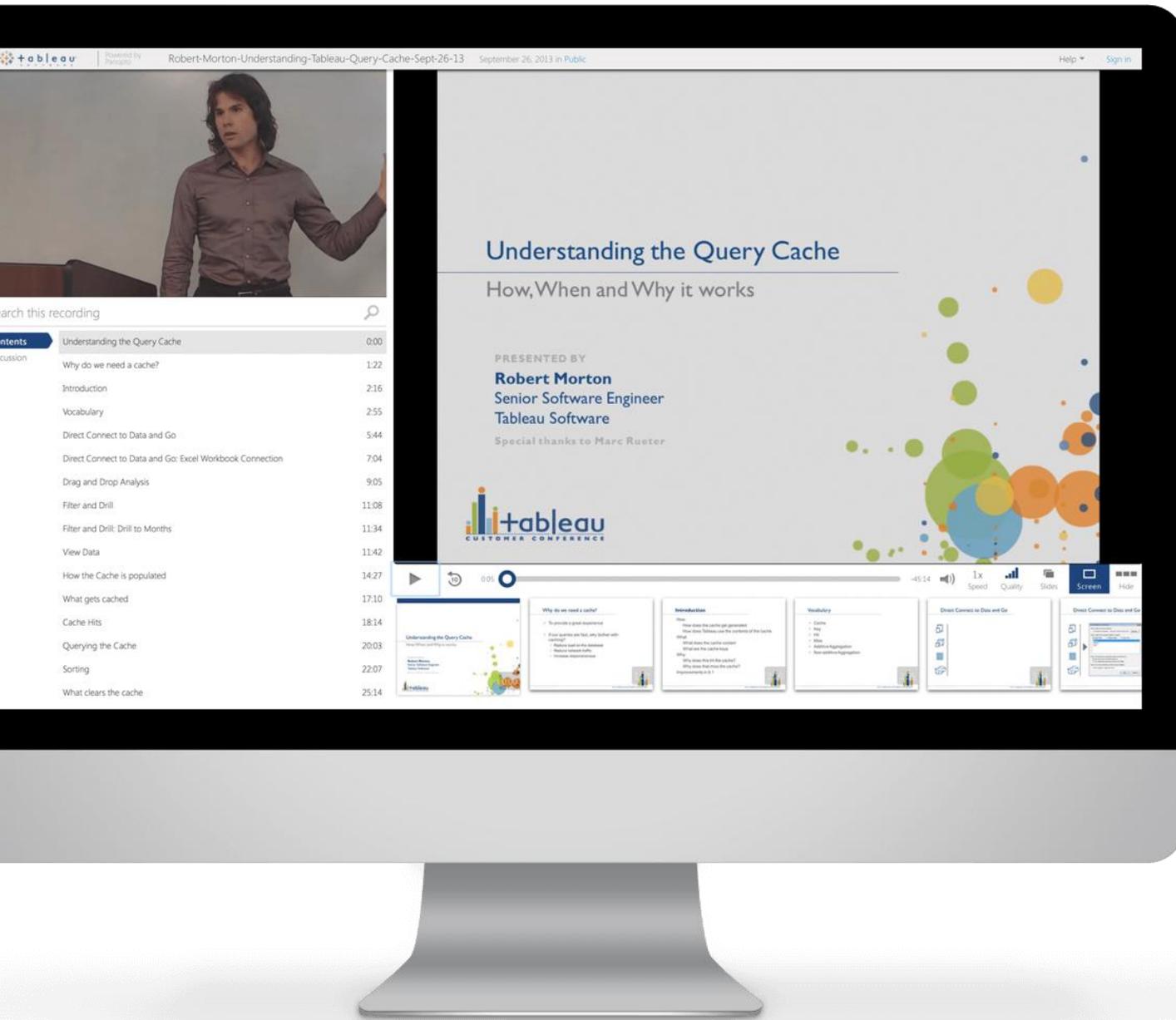


What I REALLY think of our CEO

Jason Stylez from Support ✓
11,311,658 views • 1 week ago

This won't happen

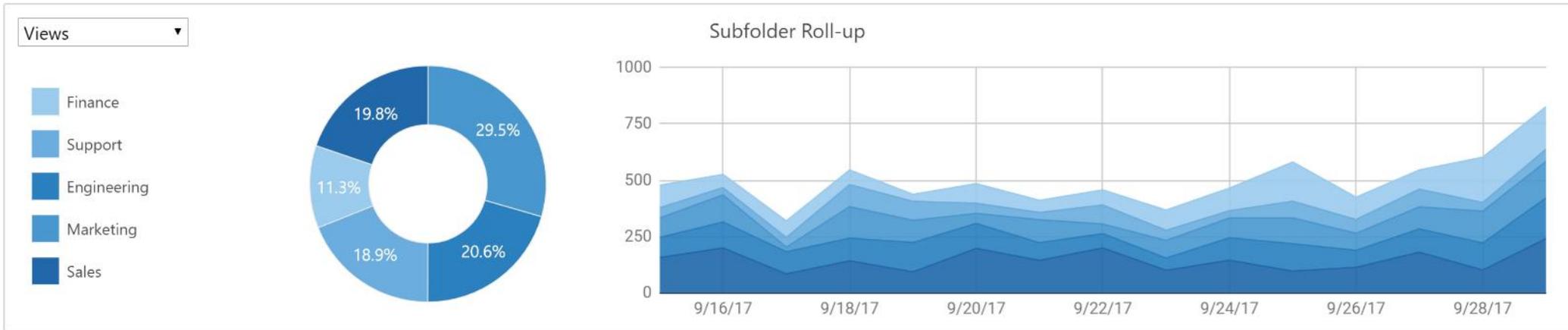
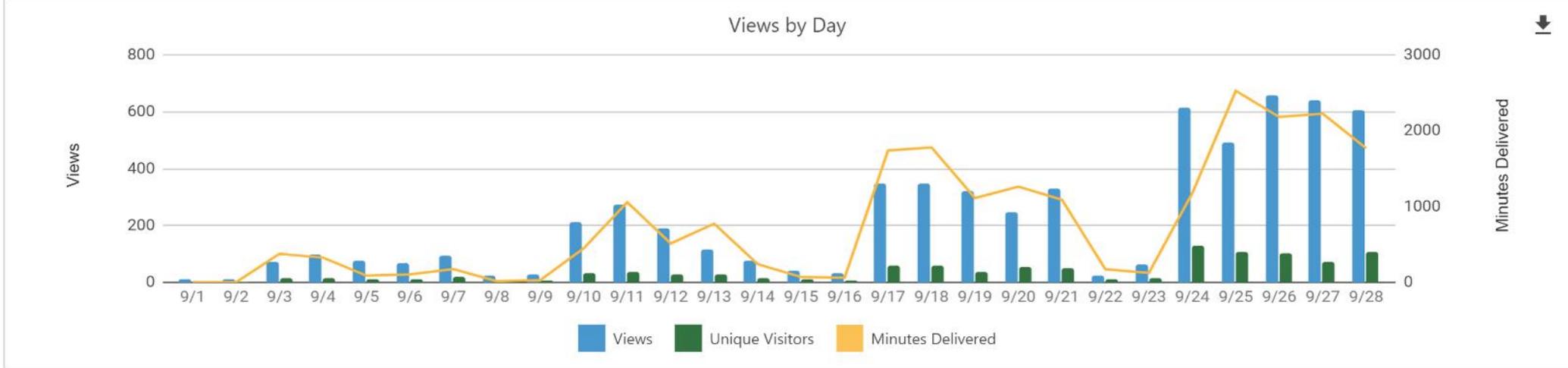




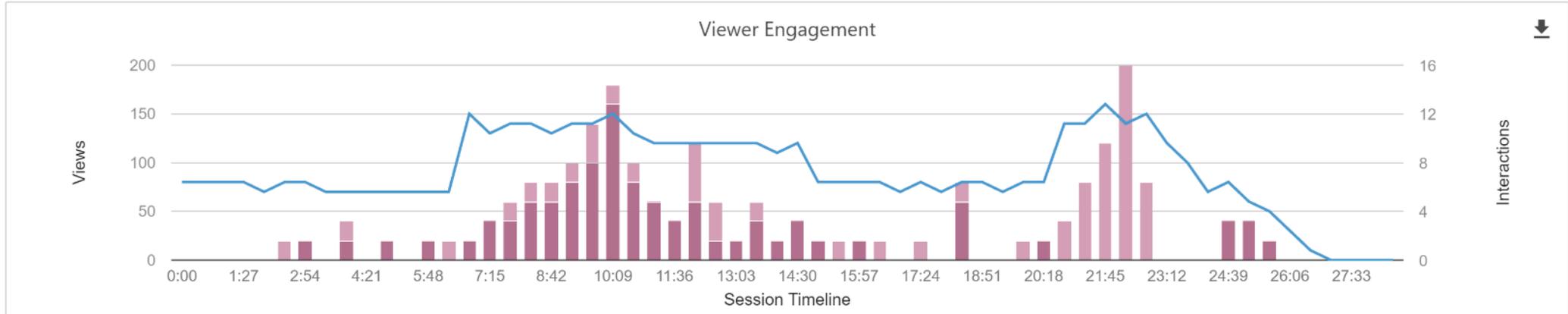
Your employees
are your biggest
source of expert
knowledge

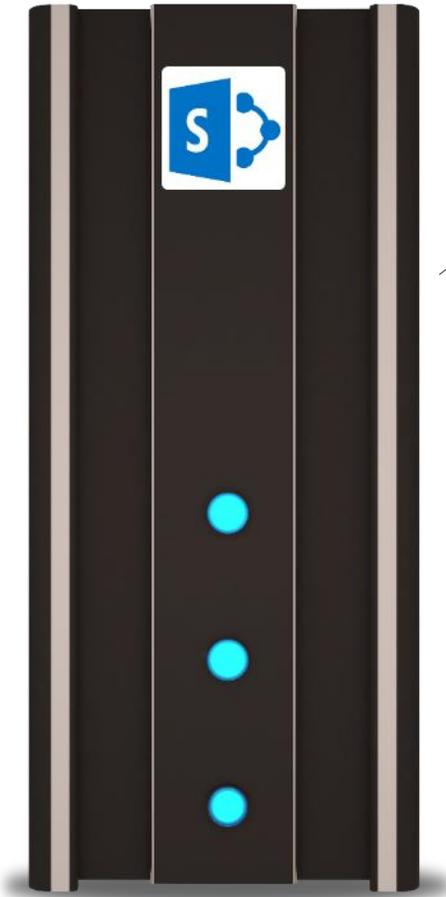


**Just *Hoping* People
Will Actually Watch**



Analytics > Annual Training > Improving Your Sales Presentation

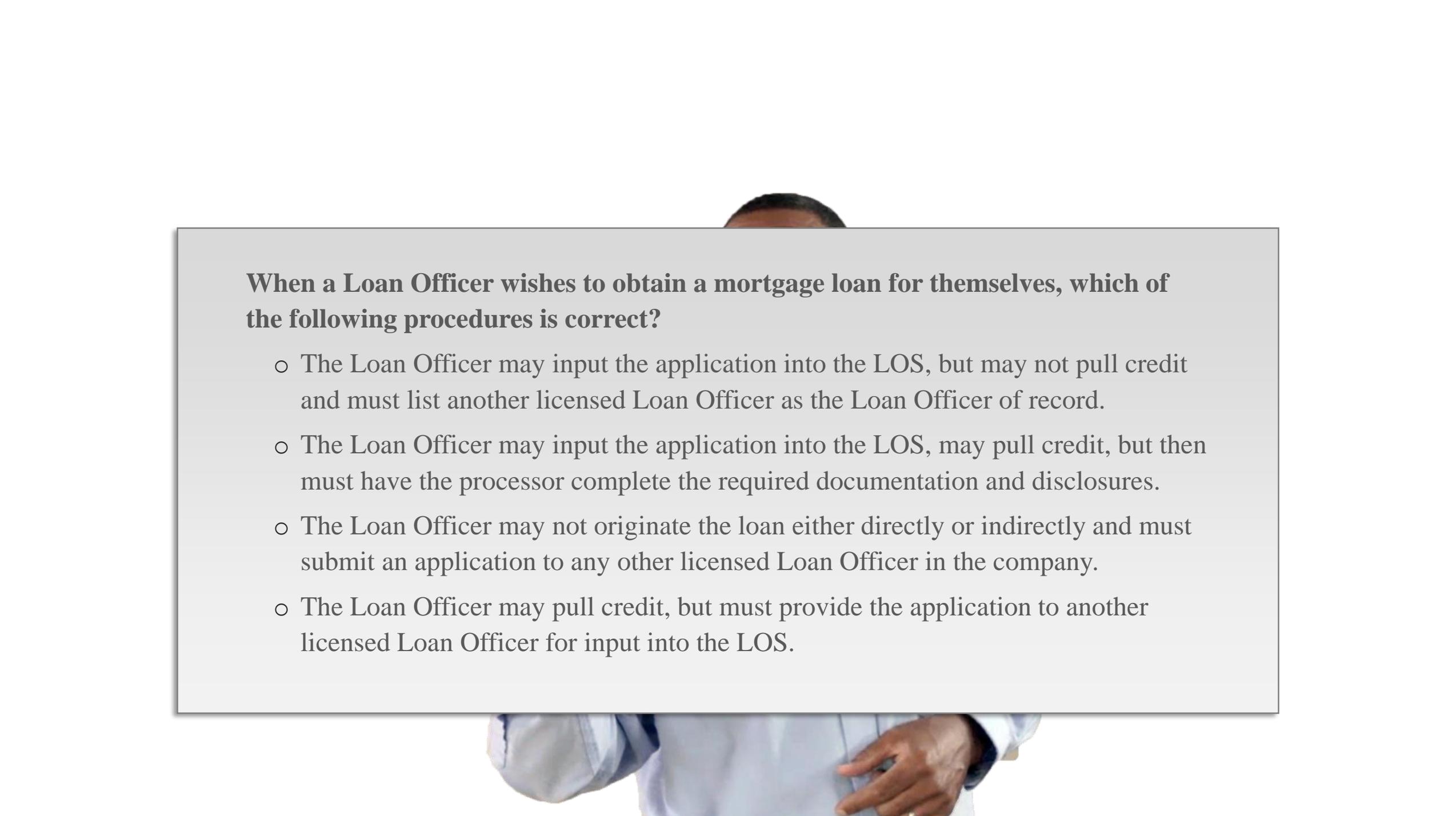




“So did you watch that video?”

“Well... I certainly *played* it.”



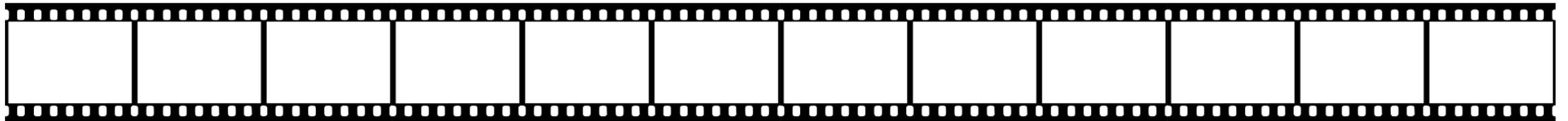
A person wearing a white lab coat is holding a large, light gray rectangular sign in front of their chest. The sign contains text and a list of options. The person's face is partially visible above the sign, and their hands are visible at the bottom, holding the sign's edges.

When a Loan Officer wishes to obtain a mortgage loan for themselves, which of the following procedures is correct?

- The Loan Officer may input the application into the LOS, but may not pull credit and must list another licensed Loan Officer as the Loan Officer of record.
- The Loan Officer may input the application into the LOS, may pull credit, but then must have the processor complete the required documentation and disclosures.
- The Loan Officer may not originate the loan either directly or indirectly and must submit an application to any other licensed Loan Officer in the company.
- The Loan Officer may pull credit, but must provide the application to another licensed Loan Officer for input into the LOS.

A photograph of several broken colored pencils in yellow, red, and blue, scattered on a white surface. The pencils are broken into various lengths and are surrounded by small, colorful shavings. The background is a plain, light-colored surface.

Breaking Videos Into Short Segments



A collection of colorful paper tags with holes and string, scattered on a light surface. The tags are in various colors including pink, green, purple, red, and blue. The text "Wasting Time Tagging Videos" is overlaid in white on the image.

Wasting Time Tagging Videos

Title: An Introduction to Network Security

Tags: Network security, intrusion detection, corporate WAN, firewall, authentication

Description: A broad overview of network security as defined by today's hybrid corporate WANs.





8-12 tags

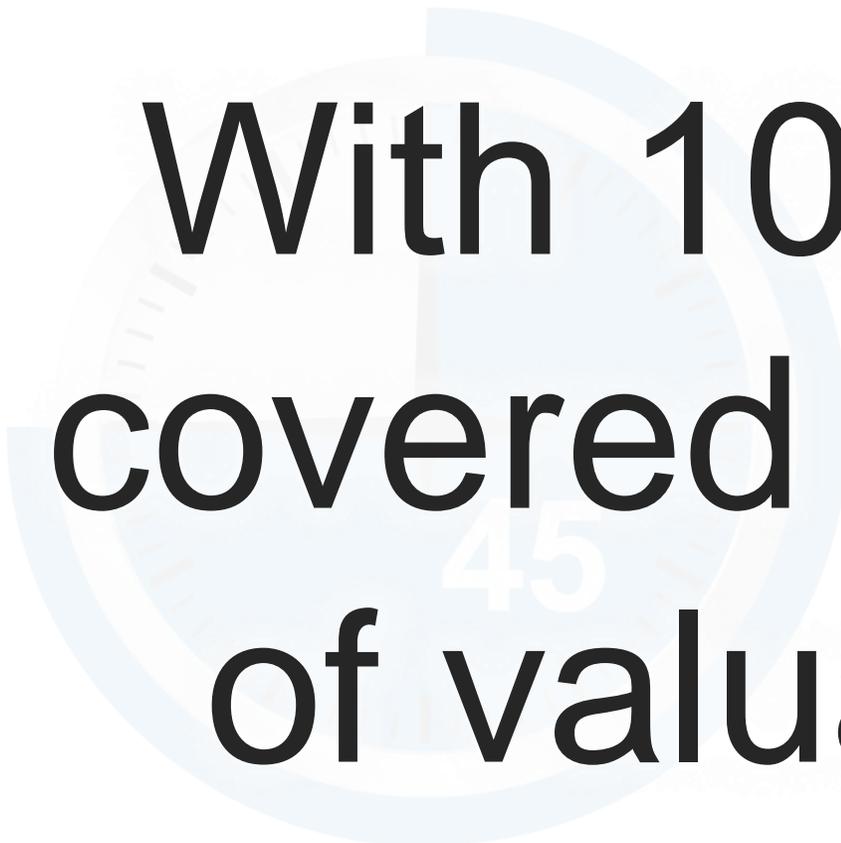


125 words per minute
5,625 words spoken

The network is the entry point to your application. It provides the first gatekeepers that control access to the various servers in your environment. Servers are protected with their own operating system gatekeepers, but it is important not to allow them to be deluged with attacks from the network layer. It is equally important to ensure that network gatekeepers cannot be replaced or reconfigured by impostors. In a nutshell, network security involves protecting network devices and the data that they forward.

80%

The basic components of a network, which are the front-line gatekeepers, are the router, the firewall, and the switch. An attacker looks for poorly configured network gatekeepers to exploit. Common vulnerabilities include weak default installation settings, wide-open access controls, and unpatched devices.



With 10 tags, you've
covered **less than 1%**
of valuable content

Watching: Clarifying your goal

From the course: Having Difficult Conversations

Save Layout 585 likes Share



Contents Notebook Overview Transcripts Exercise Files View Offline Feedback

- Introduction
 - Welcome 50s
 - Effective communication 4m 38s
 - Getting the most from this course 1m 45s
- 1. Understanding Difficult Conversations
 - What is a difficult conversation? 1m 40s
 - The Matrix of Difficulty 5m 9s
 - When difficult conversations go badly 2m 11s
 - The pathway to problems 3m 41s

Clarifying your goal

At the heart of every difficult conversation is some kind of problem we're trying to solve. Something isn't going as it should, and we want to make it better. The first part of the reflection phase is to focus on what you want to achieve. This step is really important and will guide the rest of the phases, so take time to do this step properly. Now, the answer might seem obvious. For Scott, he might just want Joe to stop demeaning people. And that's certainly part of it but it's not at the heart of it. You see, when we're in a difficult situation, our perceptions get bound up by the rungs of our ladder. They literally box us in. To discover what we really want we have to step off the ladder just for a moment and give ourselves permission to dream bigger.

To get at the heart of what you really want, I recommend this simple process. Again, we'll use Scott as our example. Our goal is to get at the heart of what he really wants. Ask yourself the question: what do I want? Scott: For Joe to stop demeaning me and others at work. Britt: Then ask yourself, if I had that, what would it get me? Try to phrase it in the positive, what you want, as opposed to what you don't want. For example, Scott might initially say: Scott: Well, I wouldn't feel so stressed about all the time, and I would feel so angry at Joe.

Britt: And he would rephrase that to: Scott: Well, I would feel more relaxed and I'd actually enjoy my work again. Britt: Then ask it again, if I had that what would it get me? Scott: I could get really excited about our projects and enjoy working with the team. Britt: Then ask it again and keep going until you feel done. You'll get to a layer where you'll say yes, that's it that's it.

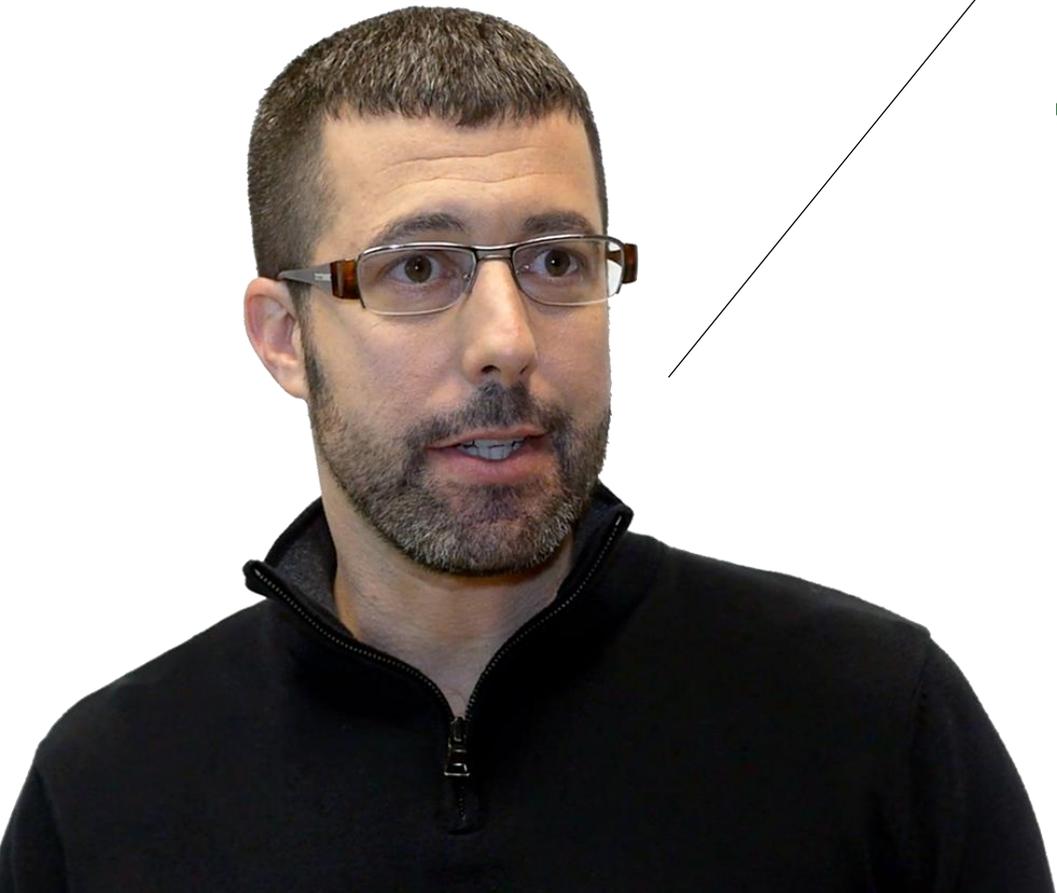
Optical Character Recognition (OCR)



Benefit	Network	Out-of-Network
Deductible (per benefit period)		
Individual	\$250	\$500
Family	\$500	\$1,000
Plan payment level	100% after deductible	80% after deductible
Out of pocket maximums	None	\$2,000
Primary Care physician visits	100% after \$20 co-pay	80% after deductible
<u>Preventative Care</u>	100%	80% after deductible*
Emergency Room Services	100% after \$20 co-pay	80% after deductible
Prescription Drug Deductible	\$0	\$24 generic, \$80 brand

Other network benefits covered at 100% after deductible include speech therapy, physical medicine diagnostic services, orthotics, home health care, hospice, hospital services, infertility treatment, mental health, respiratory therapy, substance abuse detox and rehab, and therapy services.

Automatic Speech Recognition (ASR)



“Here are the key points of
our 401k program””

🔍 14:20 | “...our 401k program”

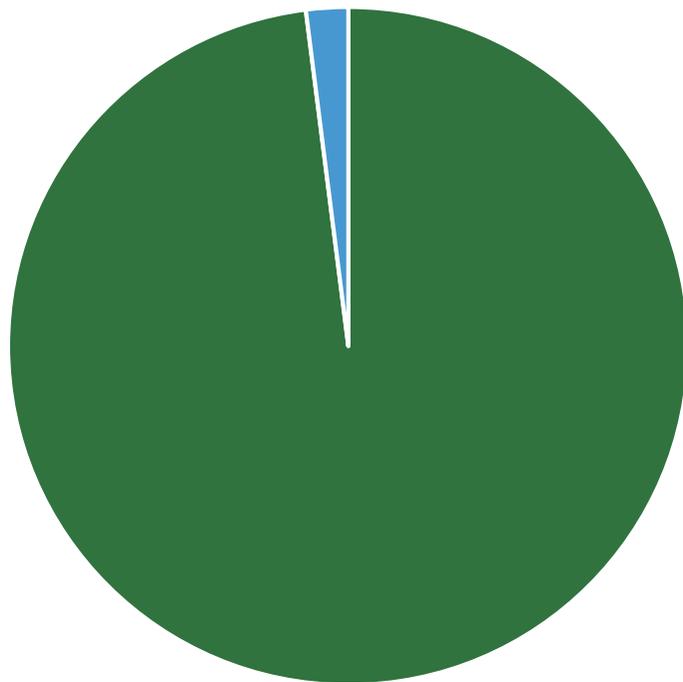


PLEASE
Take A
Number

Captioning Only “On Request”

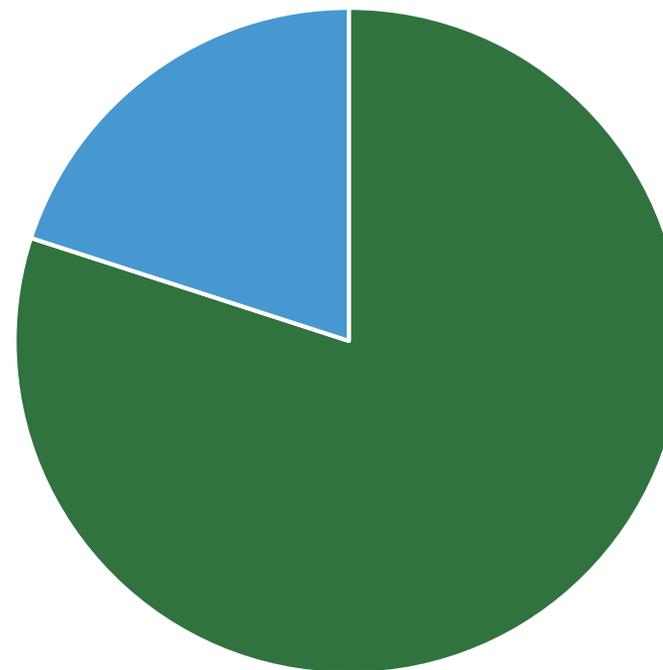


Do you ever watch videos with closed captions on?



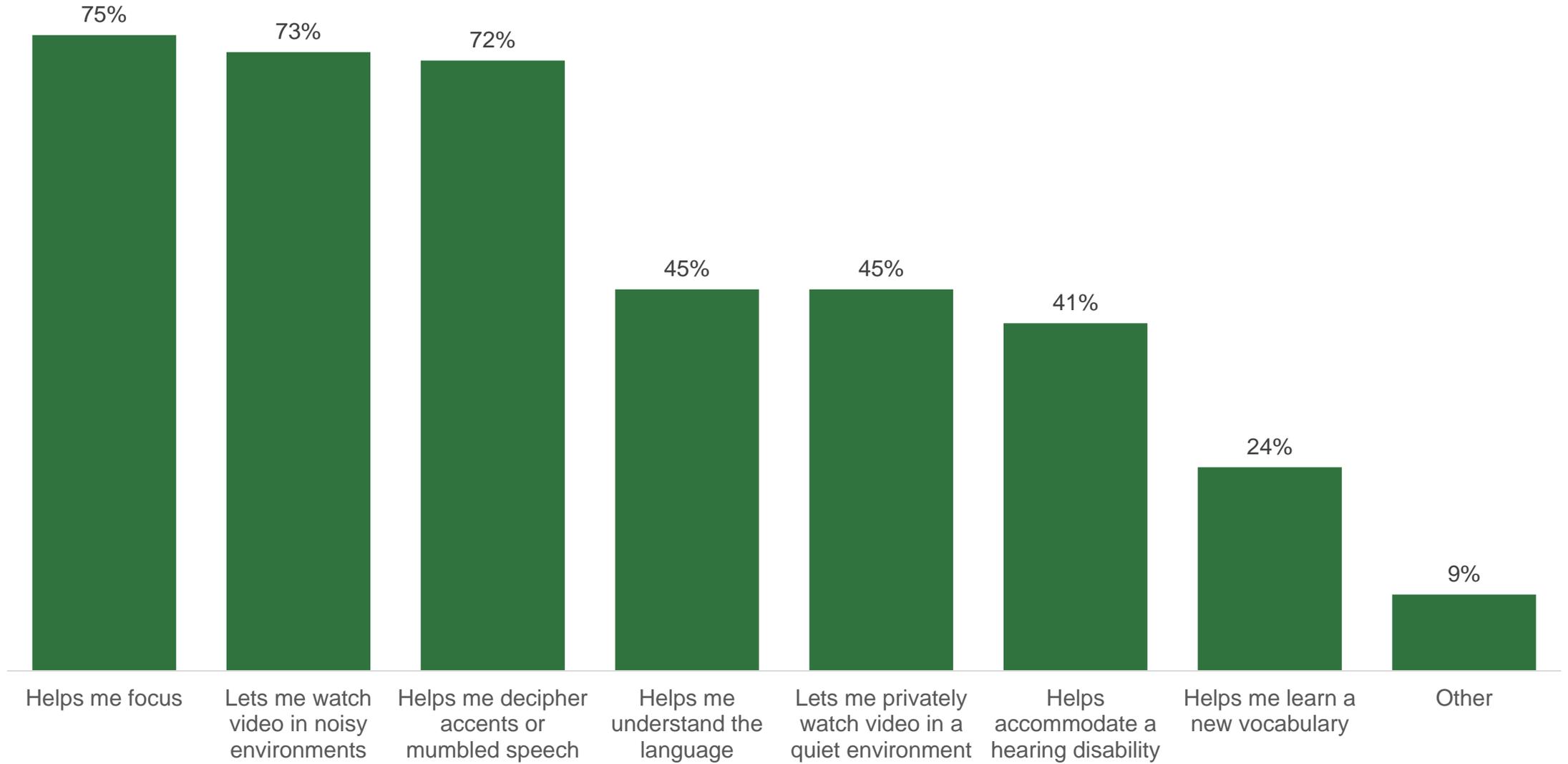
■ Yes ■ No

Viewers using closed captions:



■ Not Deaf/Hard of Hearing ■ Deaf/Hard of Hearing

Why do you use closed captions?





Search this recording 🔍

Contents	Time
at life for the people who work in the city	1:48
Captions	
and the citizens of the city	1:50
Notes	
Bookmarks	
Discussion	
You could think of a city today where we have all sorts of institutions and departments that make the city function.	1:52
We have the water department.	2:01
The, we have departments that deal with transportation, for example, in the city	2:04
	2:07
We have all sorts of resources to manage in the city - energy, buildings, infrastructure, and a smart city would try and interconnect a lot of the infrastructure and the operations of the city	2:09
	2:12
	2:16
	2:19
so that they operate more intelligently	2:20
to create a more sustainable way of life for the people in the city.	2:23
And if you look here in our diagram or our picture here, you can see some of the examples that we might have to making the city more intelligent.	2:26
	2:30
	2:33
We could add intelligence to the parking and meters as well as other meters that measure things throughout the city.	2:36
	2:41

Smart Cities

Imagine an Internet connected city using information and communication technologies to improve quality of life for its citizens and workers

- Smart building management
- Building as a platform
- Distributed renewables integration
- Smart parking meters and garages
- Demand response
- Road sensors
- Wireless Vehicle Charging
- Smart traffic lights

We have all sorts of resources to manage in the city - energy,

Navigation and controls bar with a search bar and various icons.

Thumbnail gallery showing:

- Introduction to Smart Cities (0:00)
- Smart Cities (1:38)
- Smart Cities: The Role of Information and Communication Technologies (2:36)
- Smart City: The Role of Information and Communication Technologies (2:36)
- Smart City: The Role of Information and Communication Technologies (2:36)
- Smart City: The Role of Information and Communication Technologies (2:36)

A hand is holding a piece of lined paper with a hole punch on the left side. The paper is slightly tilted and has a white rectangular area in the center. The background is a wooden surface. The text "Storing Videos in Your LMS" is overlaid on the white area of the paper.

Storing Videos in Your LMS

BONUS

Learning Management System

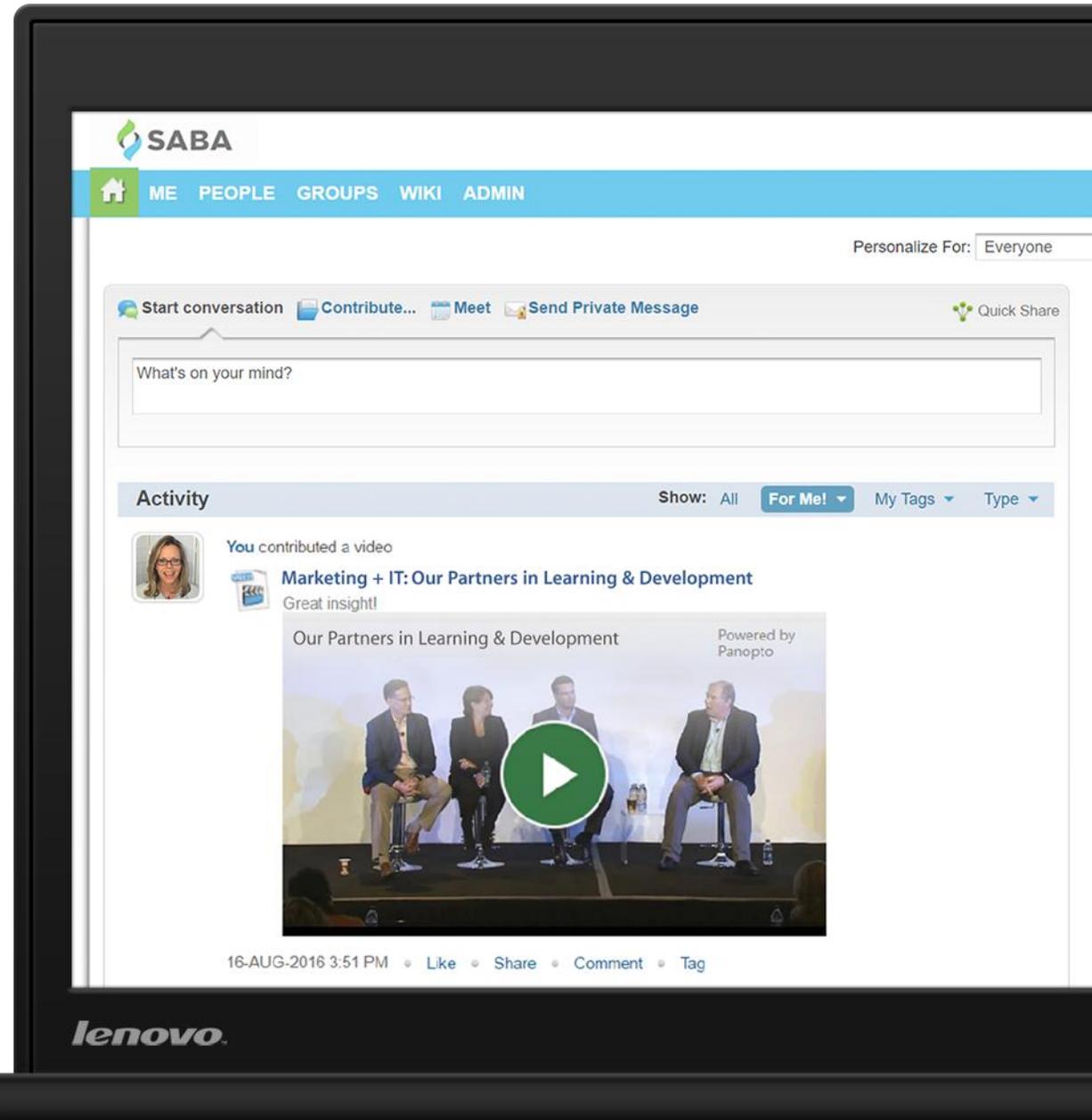
No LMS is built to handle video

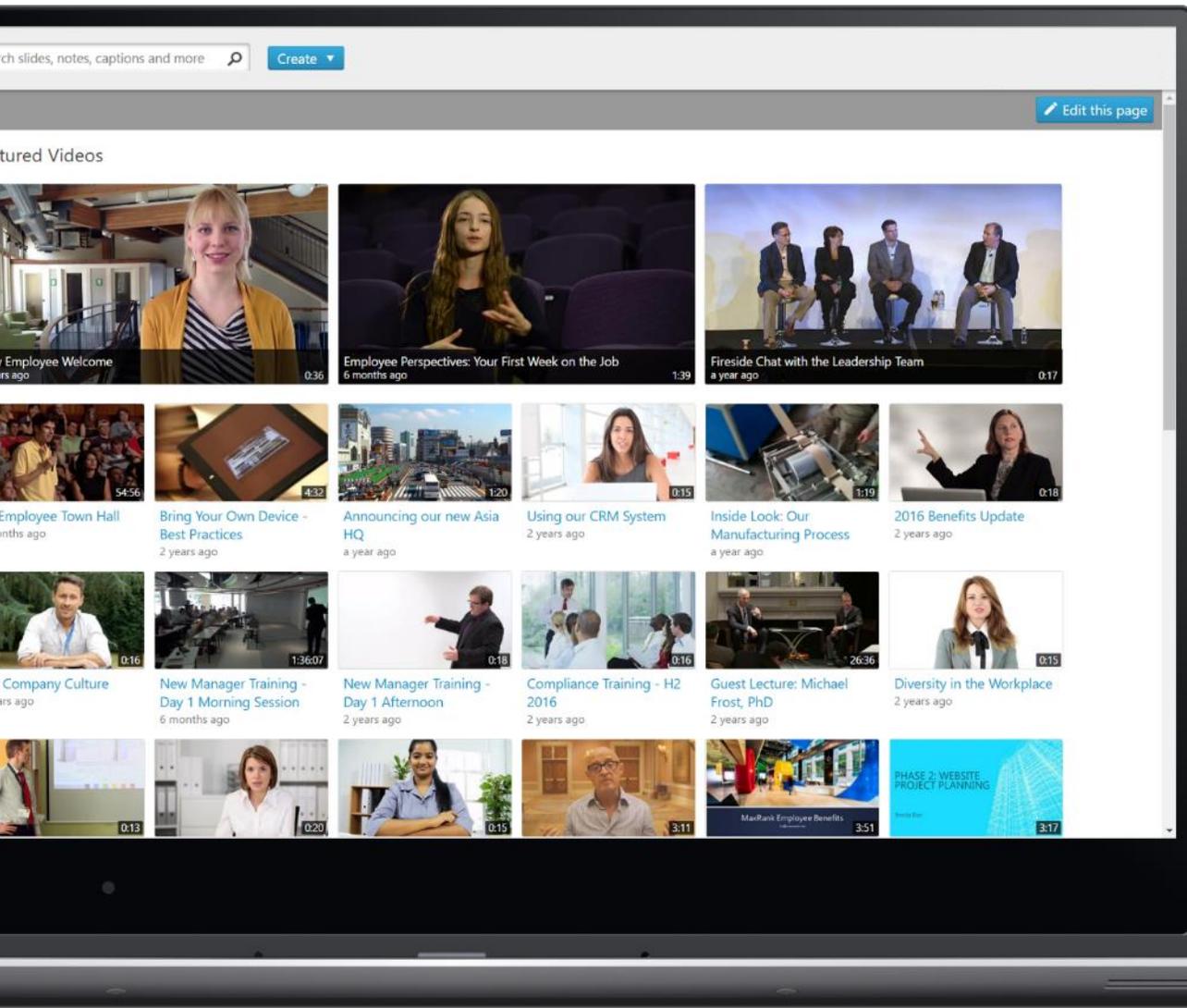
File size restrictions

File type issues

Buffering in playback

Poor, metadata-only search





Corporate YouTube

Unlimited storage and streaming

Integration with your LMS

Comprehensive inside-video search

Support any video and any device

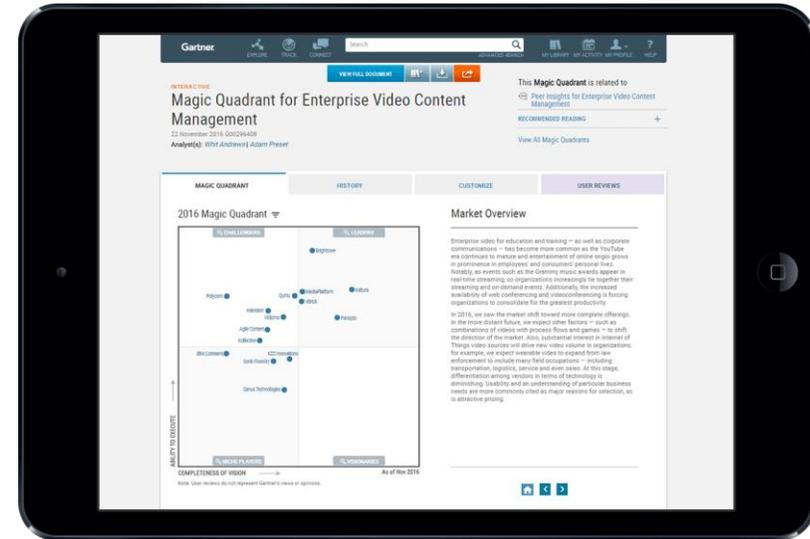
User-specific analytics

Quizzing to improve long-term recall



Panopto: 14 Ways to Use Video for Formal & Informal Employee Training

<https://panop.to/14-ways-atd>



Gartner Research: Magic Quadrant for Video Content Management

<https://panop.to/gartner-atd>

Steve Rozillis | srozillis@panopto.com