

Using Video in Training

What to look for and why

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Let's start with building the business case...



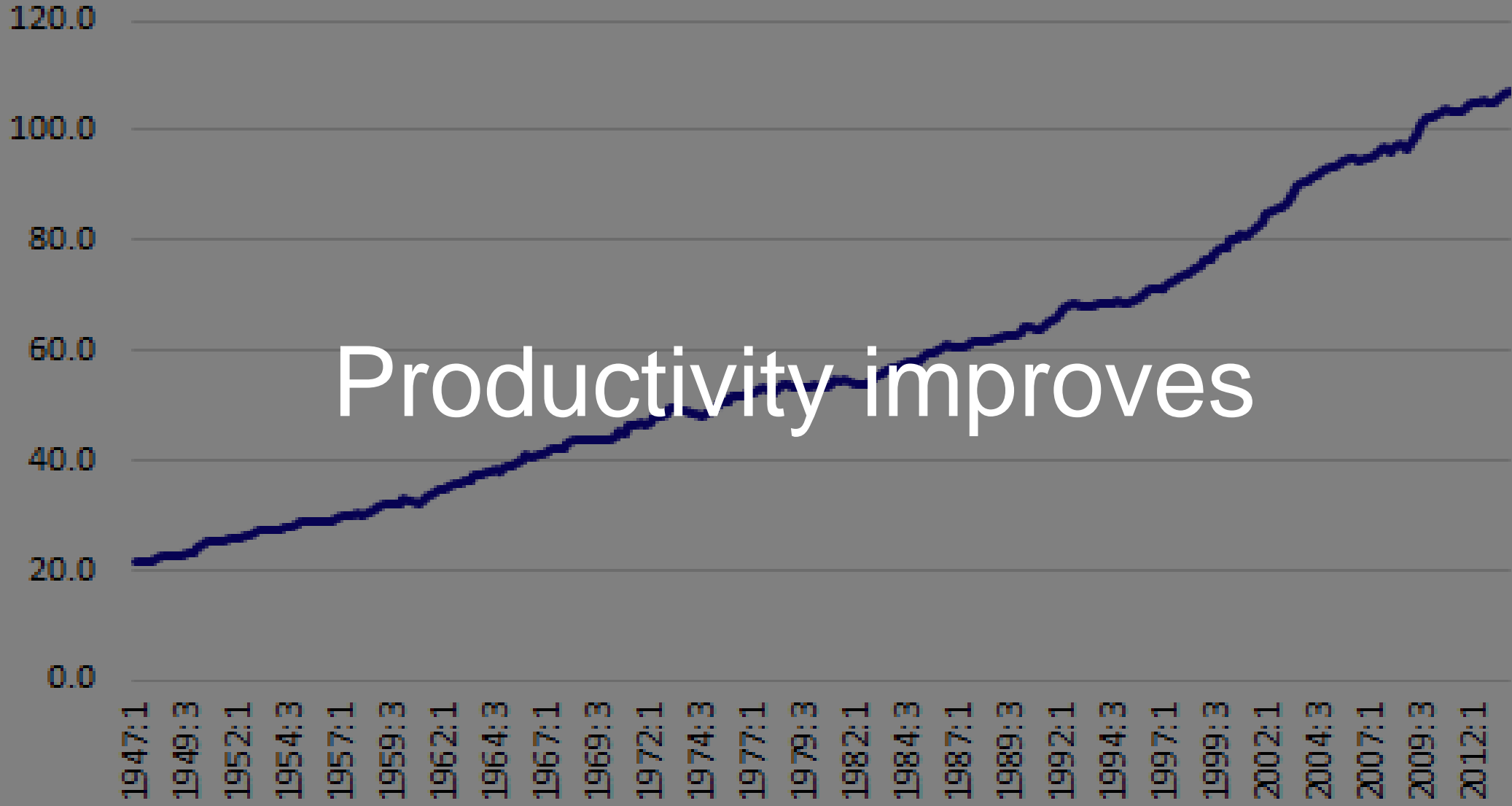
Communication




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

Labor productivity in the business sector, first quarter 1947–fourth quarter 2013

Index (2009 = 100)



Source: U.S. Bureau of Labor Statistics.



Why video?
Why now?

Commoditization of AV hardware



Plummeting price of storage

A world map with a black background, showing network reach and bandwidth expansion. The map is overlaid with a grid of small, multi-colored dots (red, orange, yellow, green, blue) representing network nodes or data points. The density of these dots is highest in North America, Europe, and parts of Asia, indicating higher network reach and bandwidth in these regions. 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

Mobilization

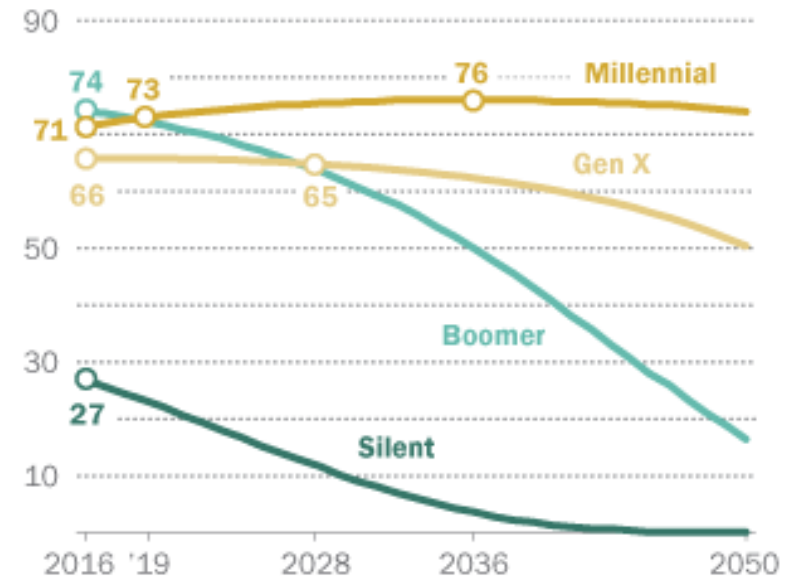
People

“I think I know your grandson”¹



~77 Million Workers

In millions



Note: Millennials refer to the population ages 20 to 35 as of 2016.

Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014 and 2016 population estimates.

PEW RESEARCH CENTER



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

But there's also another reason...

The CAT logo is displayed in a large, bold, white font with a black outline. The letters 'C', 'A', and 'T' are stacked vertically. A yellow triangle is positioned below the 'A' and 'T'.A yellow CAT 6015H excavator is shown in a quarry setting, dumping material into the bed of a white dump truck. The excavator's arm is extended, and its bucket is tilted. The background consists of a rocky, layered cliff face. The text 'CAT 6015H' is visible on the side of the excavator's body.

Reinvented Caterpillar University
Reduced training cost 40% to 78%

The CAT logo is displayed in white, bold, sans-serif capital letters on a black rectangular background. A yellow triangle is positioned below the letters 'A' and 'T', pointing upwards.

CAT



Achieved 2x market cap



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



Microsoft



Increased market cap 100%

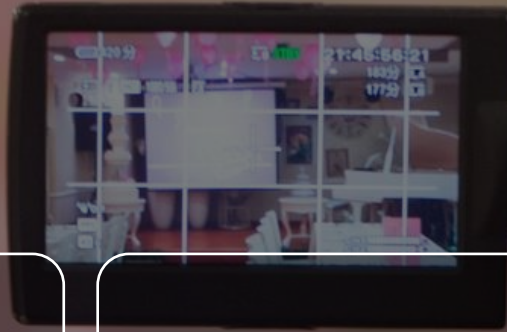


Modernized training program
Saved more than \$579M in less than 2 years

Qualcomm

Scaled Qualcomm Wireless Academy

Training videos have become an essential technical reference materials for engineers




✓ Engagement

✓ Production

✓ Consistency

✓ Reporting

- 
- A man with a beard, wearing a red and blue plaid shirt, stands in a classroom. He is positioned on the left side of the frame, looking towards the right. In the foreground, a stack of papers sits on a table, with a Panopto camera mounted on a tripod above it. The background shows blurred figures of students seated at desks. A semi-transparent white box with rounded corners is overlaid on the right side of the image, containing a list of four bullet points.
- ✓ Reduced costs, improved ROI
 - ✓ Higher employee productivity
 - ✓ Better knowledge retention
 - ✓ Flexibility, availability



Approach to everything changes

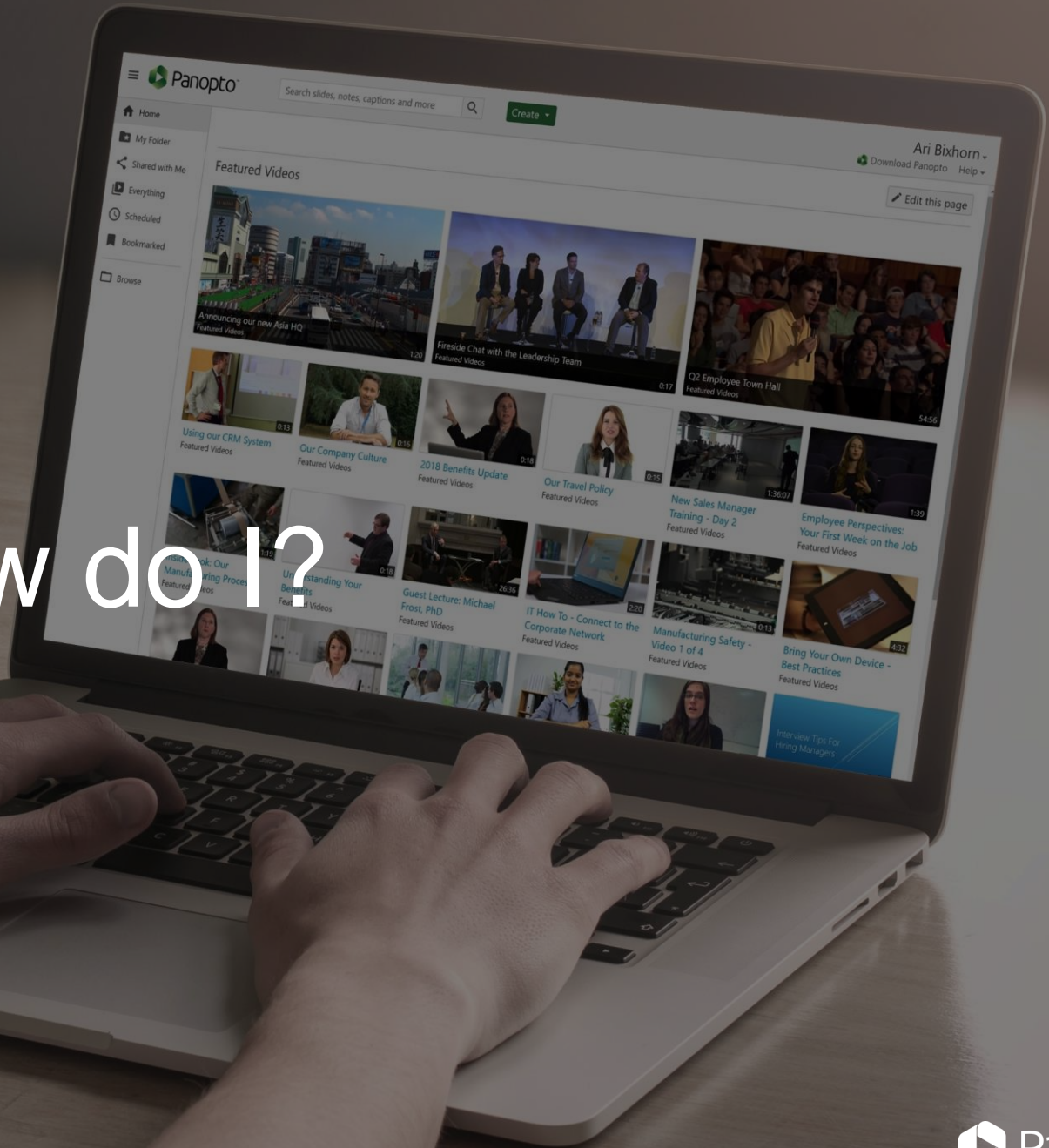
PRODUCTION	Manuals, documentation	—————>	Live and on-demand videos
INSTRUCTORS	Finding, scheduling	—————>	Anyone in the organization
CLASSROOMS	Scheduled, limited capacity	—————>	Anywhere, any device
STUDENTS	Scheduling, traveling	—————>	Anytime, moment of need
CONTENT	One and done	—————>	Referenceable,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

Planning & Executing

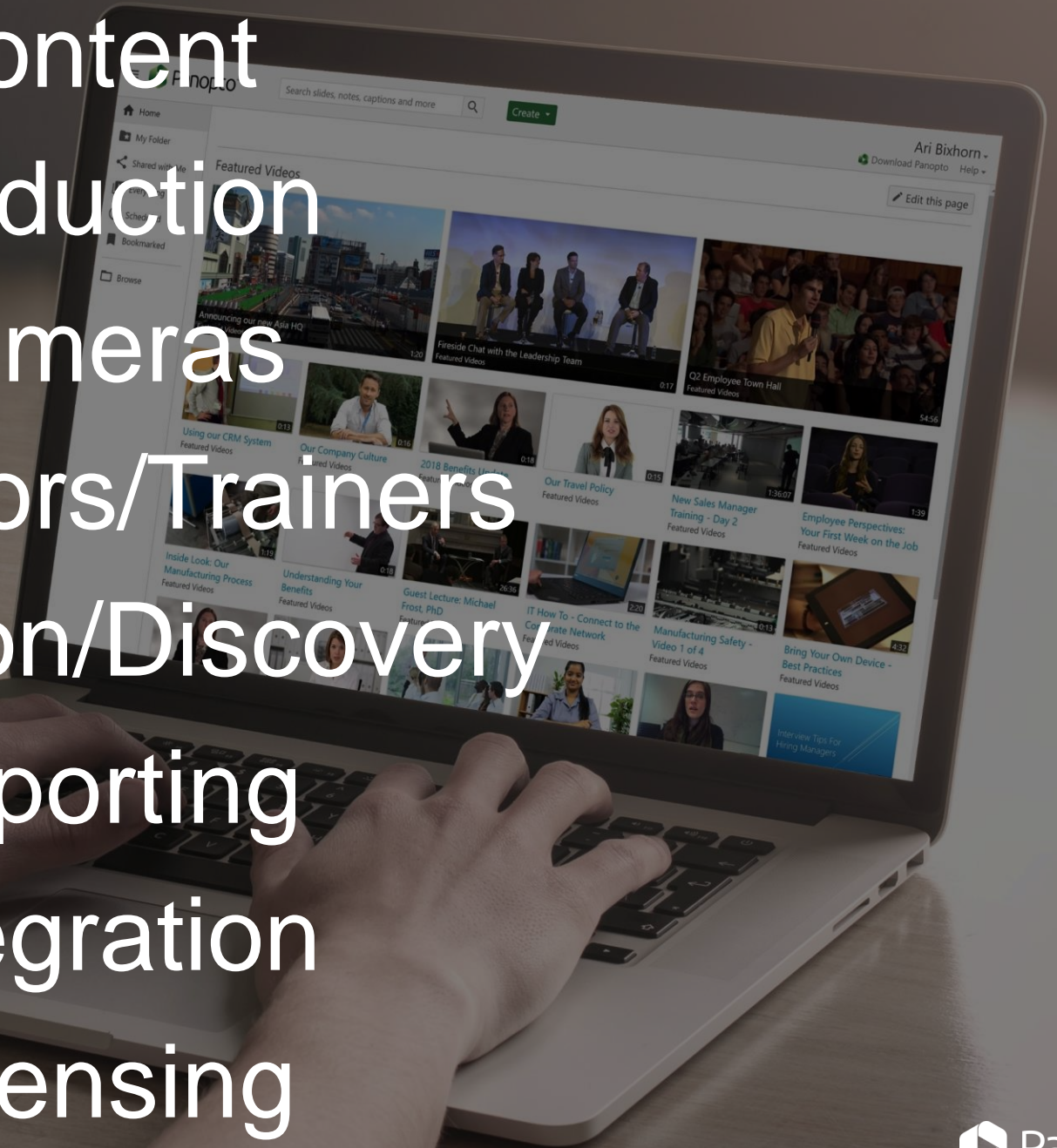


Internal vs. External

How do I?



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



A woman with a braid is sitting at a desk, looking at a laptop. The scene is dimly lit, with a desk lamp providing light. There are various items on the desk, including a water bottle, a pen holder, and some papers. The overall mood is focused and professional.

Content

A man in a blue uniform is pointing at a control panel of a machine in a factory. A woman and a man, also in blue uniforms, are looking at the panel. The woman is holding a clipboard. The background shows a factory floor with various equipment and lights.

It's everywhere

A man in a blue work shirt is pointing at a control panel of a machine in a factory. Two other people, a woman and a man, are standing next to him, looking at the panel. The woman is holding a clipboard. The background shows a factory floor with various equipment and lights.

How do I?

A woman in a light-colored blazer and dark trousers stands on a stage, holding a microphone and a tablet. She is addressing an audience seated in rows of chairs. The room features large windows and a modern interior design. A large whiteboard is visible behind her.

Events, tradeshow, 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

- 
- A man in a plaid shirt is leaning over a desk, talking to a woman who is sitting in a black office chair. They are in a cubicle in an office. In the background, other people are working at their desks. The scene is dimly lit, with a semi-transparent overlay containing a list of activities.
- 1) Onboarding & off-boarding
 - 2) Training & coaching
 - 3) Annual reviews
 - 4) Sales enablement
 - 5) Meetings
 - 6) Town halls
 - 7) Product demos
 - 8) Role play





Do it yourself vs. Hire



Formal vs. Informal

Studio vs. Non-Studio

Conversational vs. Presentation





Live vs. On-demand

It's as simple as the 3 Ps



Person Presentation PC/Phone






Cameras

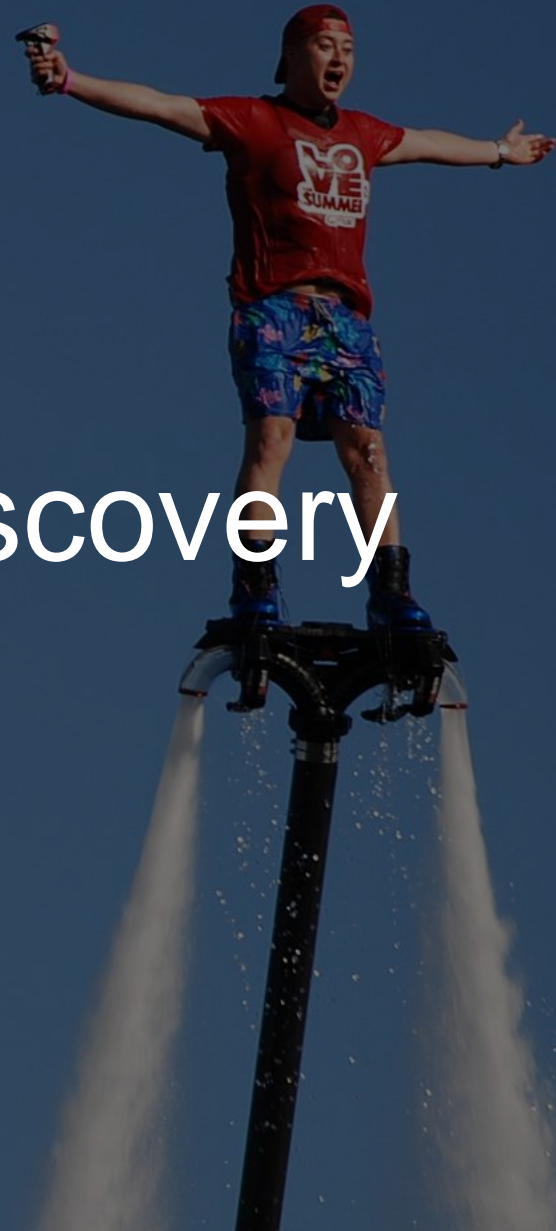
Camera Type	Lecture Hall	Classroom	Office	Active Learning Spaces	In The Field
Webcam		✓	✓	✓	
Camcorder	✓	✓			
DSLR	✓	✓			
PTZ	✓	✓		✓	
Motion Tracking Camera	✓				
Mobile Device (Smartphone/Tablet)			✓	✓	✓

Trainers

A group of five people are gathered in a modern office setting, likely a meeting or collaborative workspace. In the center, a woman with long blonde hair, wearing a patterned cardigan, is speaking and gesturing with her hands. To her left, a man with glasses and a blue and white plaid shirt sits on a white sofa, looking towards her. Behind him, a woman with long dark hair is also looking in the same direction. To the right of the central woman, a man with a mustache and a red sweater is leaning forward, pointing towards her. In the foreground on the right, the back of a woman with long brown hair is visible, looking towards the central woman. The background features a white shelving unit with some decorative items. The overall atmosphere is professional and collaborative.

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



- Home
- Announcements**
- Assignments
- Discussions
- Grades
- People
- Pages
- Files
- Syllabus
- Outcomes
- Quizzes
- Modules
- Conferences
- Collaborations
- Panopto Recordings
- Settings

Edit

Week 1 - The History of Art in 3 Minutes

Jun 22 at 11:20am

[Sarah Instructor](#)
[All Sections](#)

Hi everyone and welcome to the course! To give you a sense of what we'll be covering, please watch the video below and answer the 2 survey questions at the end of the recording. In class on Friday, we'll review your responses and talk more about what we have in store for the next few months.



Search entries or author

Unread



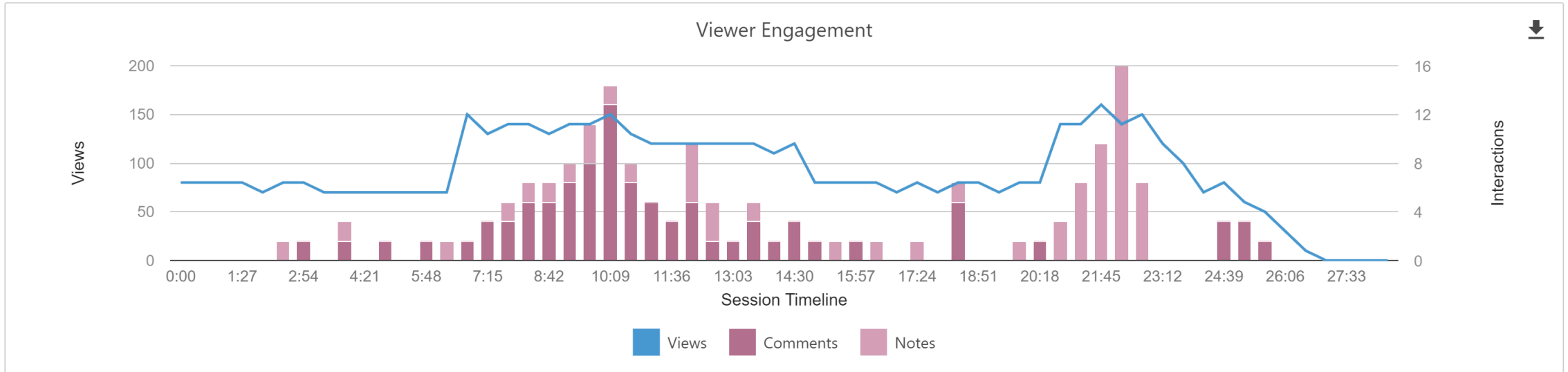


Reporting

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;
```



LMS
LOB
CMS
CRM

Video Conferencing

Licensing



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

Recording

Editing

Quizzing

Streaming

Management

Search

Analytics

Integration

A close-up photograph of a person's hands holding a professional video camera. The camera is black and has a large lens in the center. A microphone is attached to the top, and an external monitor is visible on the right side. The background is a plain, light-colored wall. The text "Final thoughts" is overlaid in white on the camera's lens area.

Final thoughts

Try it free today

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

14 ideas for using video in employee training

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



Ask me anything!

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Thank you!!