



# Webinar: Give Learners What They Want: Training With Video

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A little bit about myself

An abstract graphic on the right side of the slide, composed of a grid of green squares in various shades, creating a pixelated or mosaic effect that tapers off towards the right edge.

Shift to a remote  
workspace and changing  
workforce demographics



1. Remote work was trending before the pandemic

How can we more seamlessly transition?

# A common misperception of remote work

Decreased attrition and productivity

Video can help.



Digital natives, Millennials, Gen-X, and  
Baby Boomers

# Shifting demographics

- Baby Boomers ( phone calls and long emails)
- Generation X ( ims, shorter emails, and PowerPoint)
- Millennials ( Slack, Teams, and Video Conferencing)
- Generation Z (all things video)



# Shifting demographics

- Baby Boomers
- Generation X
- Millennials
- Generation Z

Can all currently agree on video as the go-to medium.

# Food for thought:

Where do you go if you want to learn how to fix your coffee pot or build a deck?



4 of the 5 reasons a user visits is to learn



L&D manager example

# Remote video training works

- What happens after live training sessions?

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- How can your trainees easily reference the exact content covered when they actually need it?

# Remote video training works

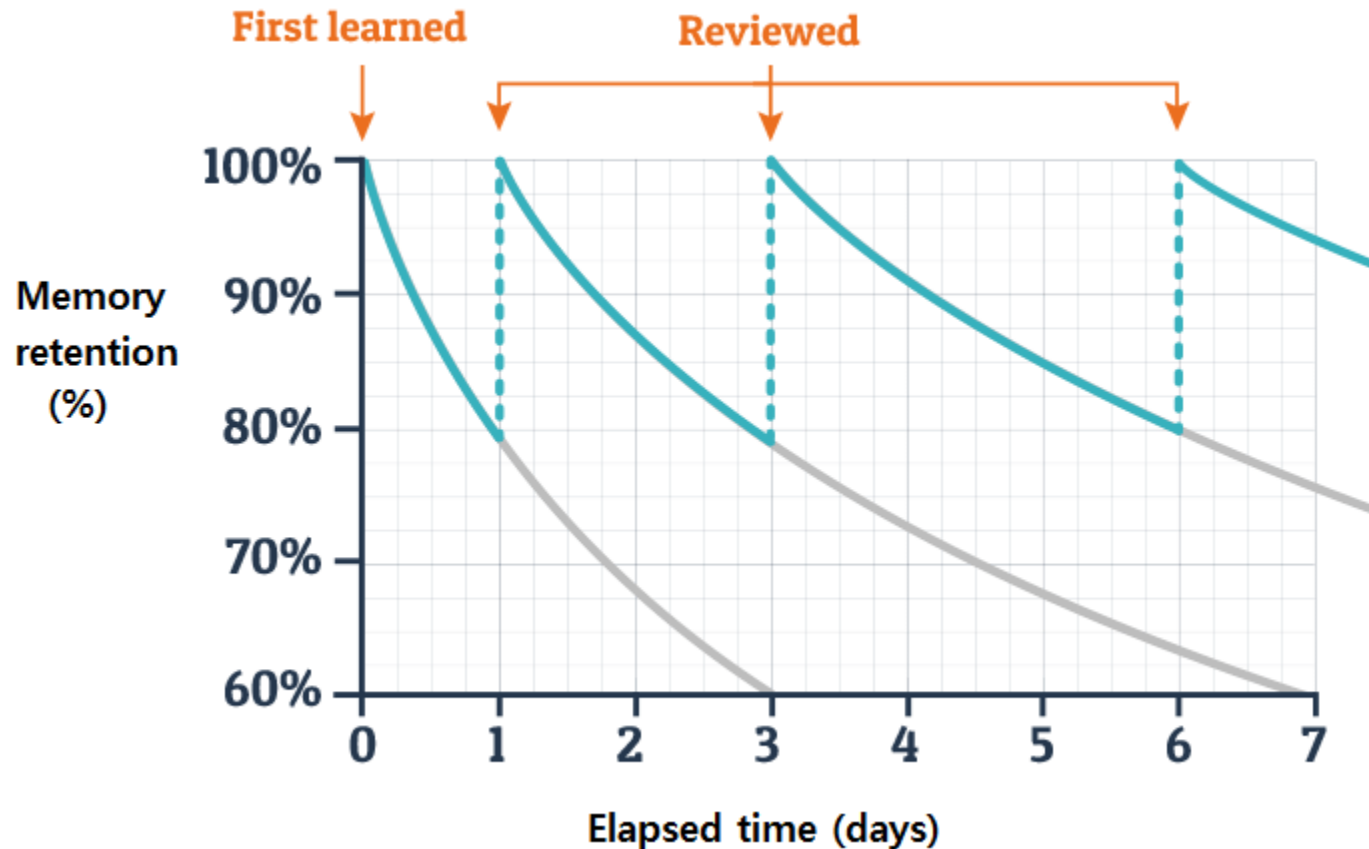
- What happens after live training sessions?
- How can your trainees easily reference the exact content covered when they actually need it?
- How can you ensure all your trainers are sharing exact and consistent information?

Should you record all your trainings?





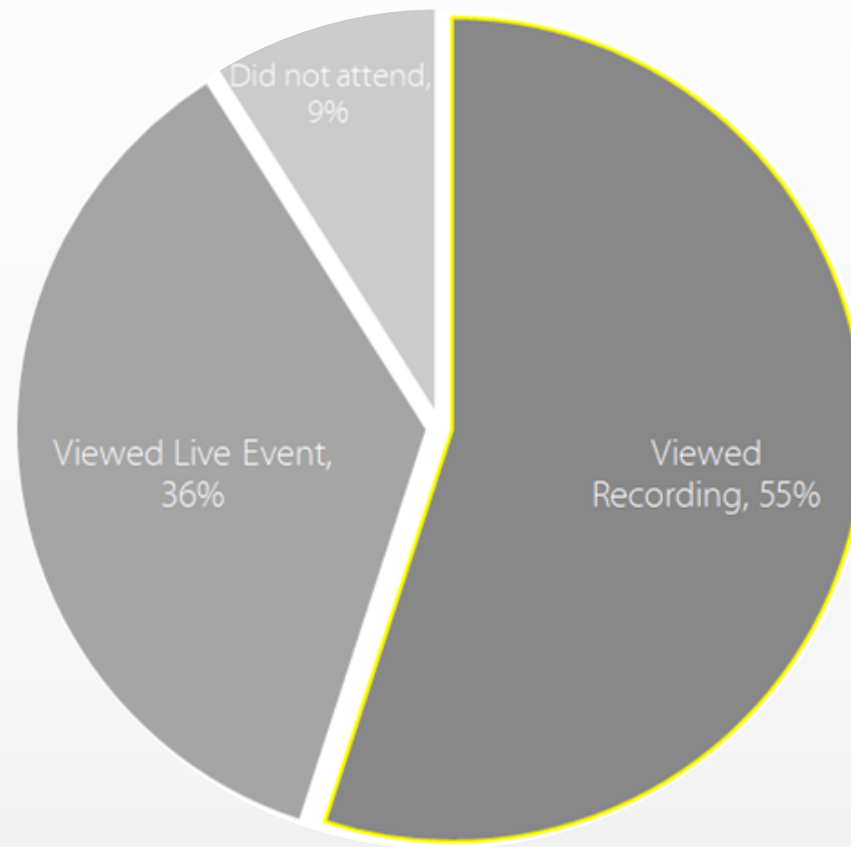
## 4. The Forgetting Curve



After just 3 days we forget 60% of what's covered

After a month we lose up to 80%

## 5. 55% of attendance will be on-demand

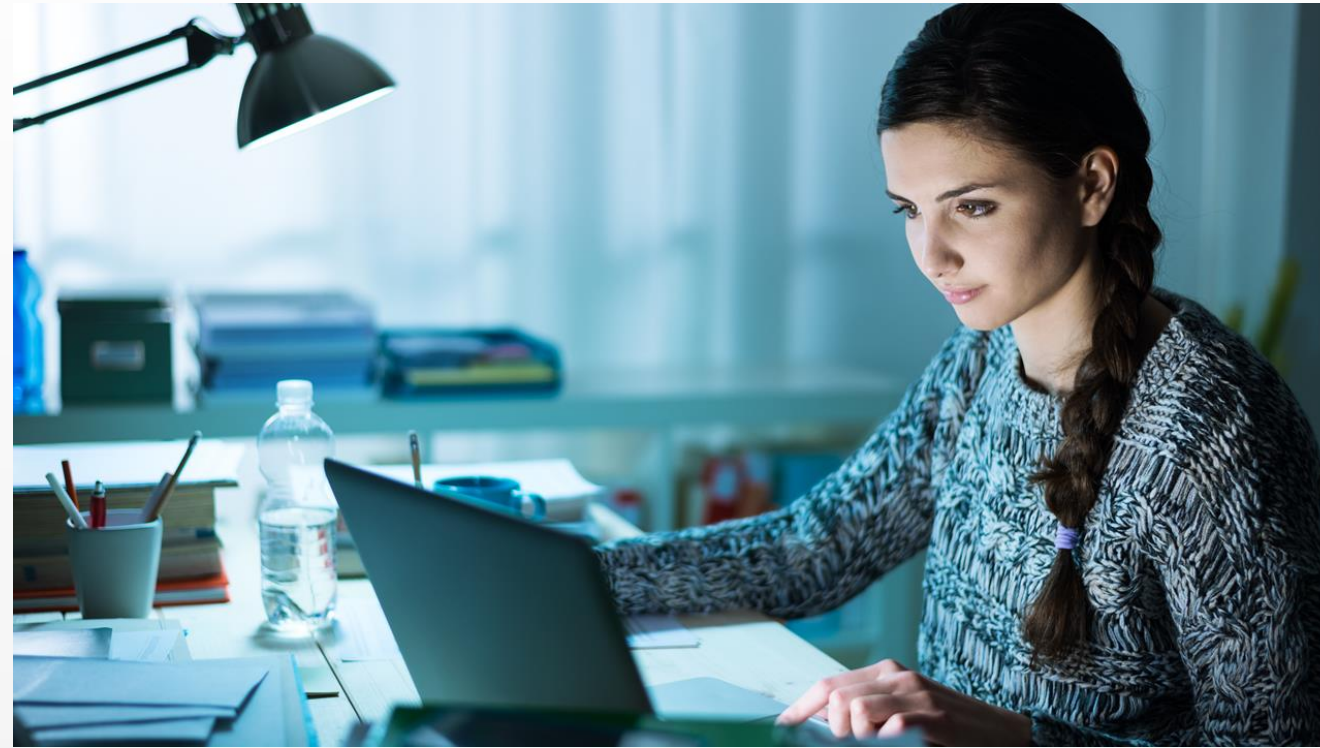


## 2. Just in time learning



# The benefits:

- Consistent
- Easy to find
- Time-saving





# Food for thought:

## Customer service centers and the customer experience




### 3. Subject matter experts

Tap into the tribal  
knowledge within your  
organization to help





How can you get started?





# Remember:

Learners may have limited resources when working remotely. Most will likely only have a laptop.

# As content creators working from home, all you need is:

- A webcam
- A mic

## 5. How can you implement video trainings today?

- Record your in-person trainings

# How can you implement video trainings today?

- Record your in-person trainings
- Record your synchronous video communication

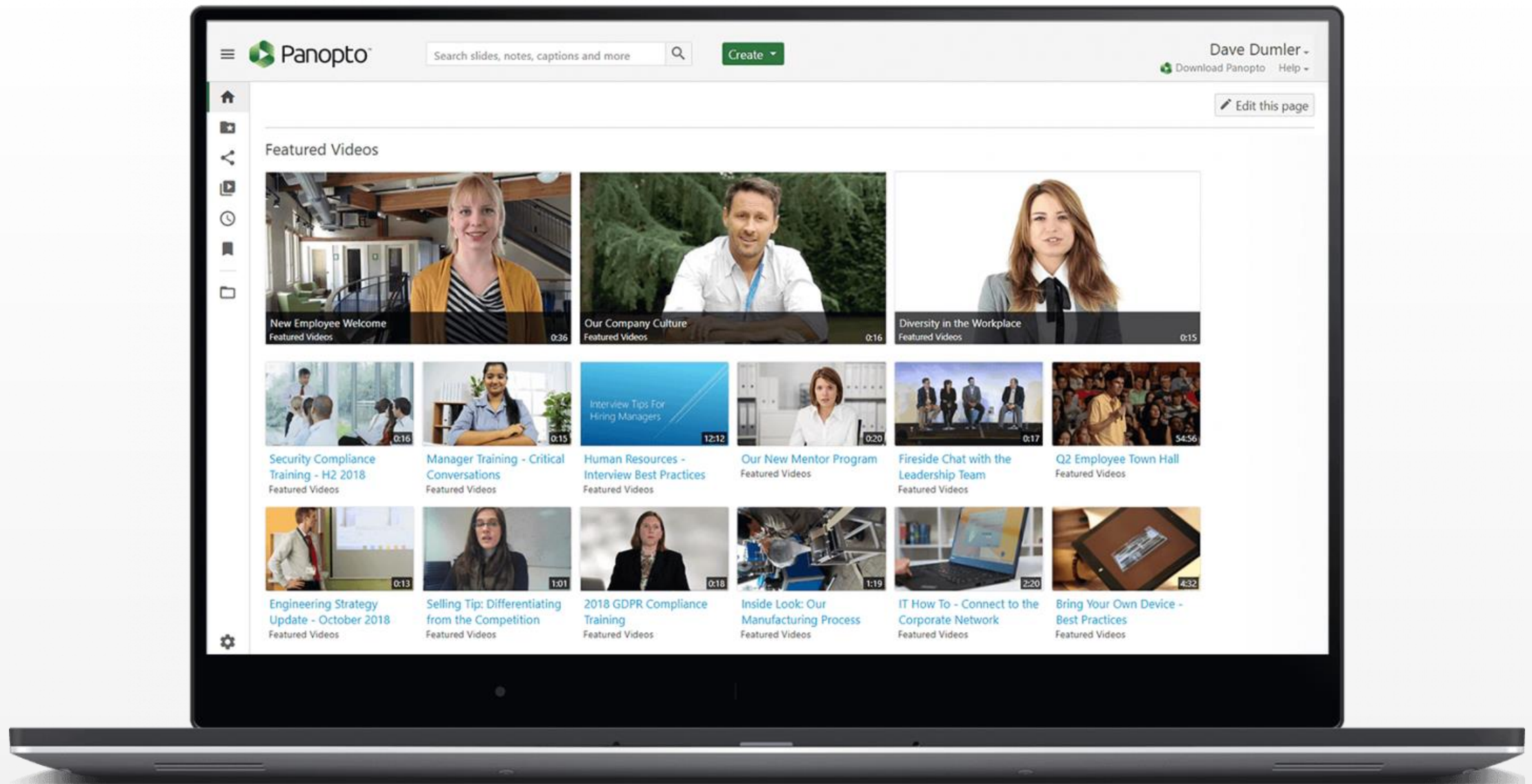
# How can you implement video trainings today?

- Record your in-person trainings
- Record your synchronous video communication
- Record yourself walking through a process on-demand

# Where do you currently share and store your video trainings?

- Learning Management System, like Cornerstone
- Intranet, like Sharepoint
- Public-facing platform, like YouTube

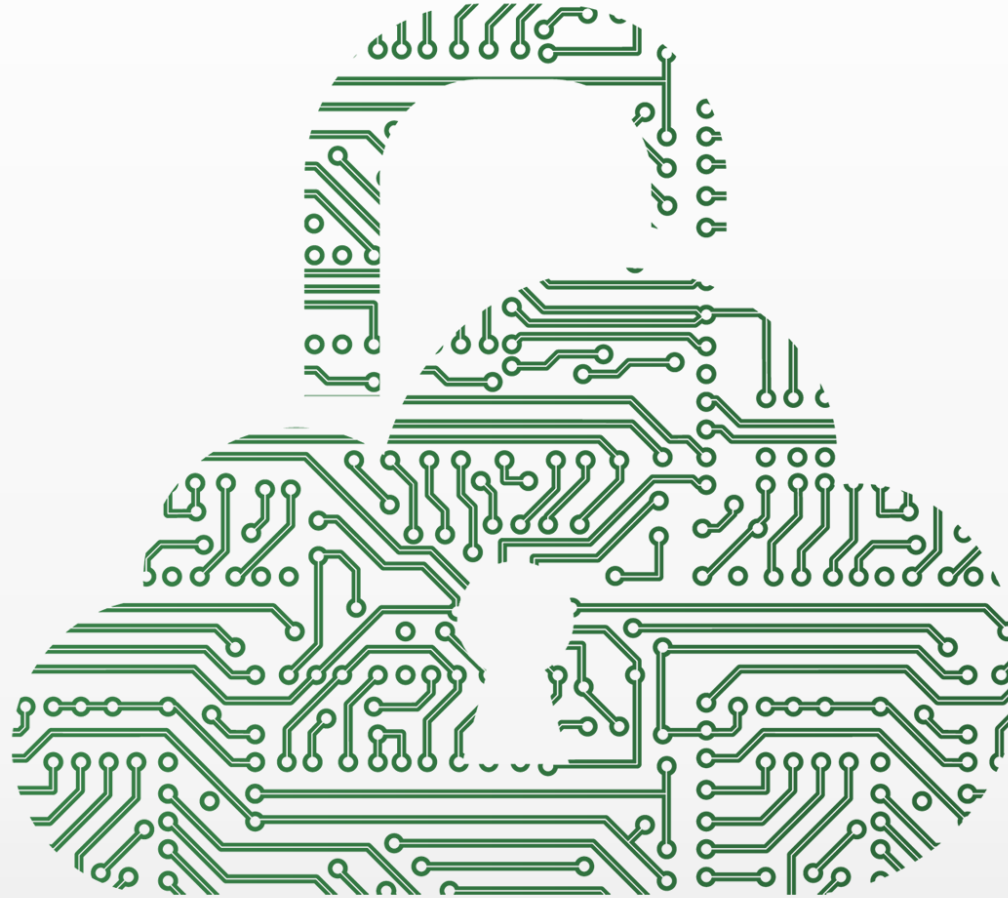
Are these tools secure and built  
to support video?



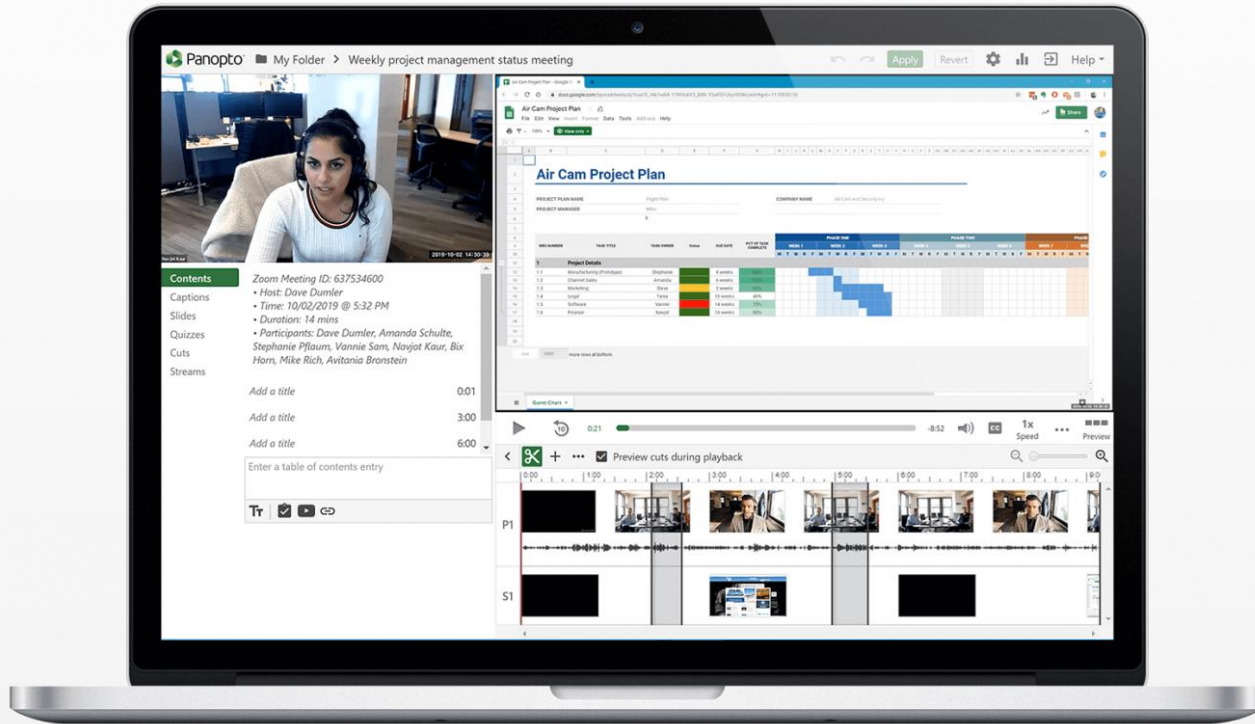
Video Management Systems are essential



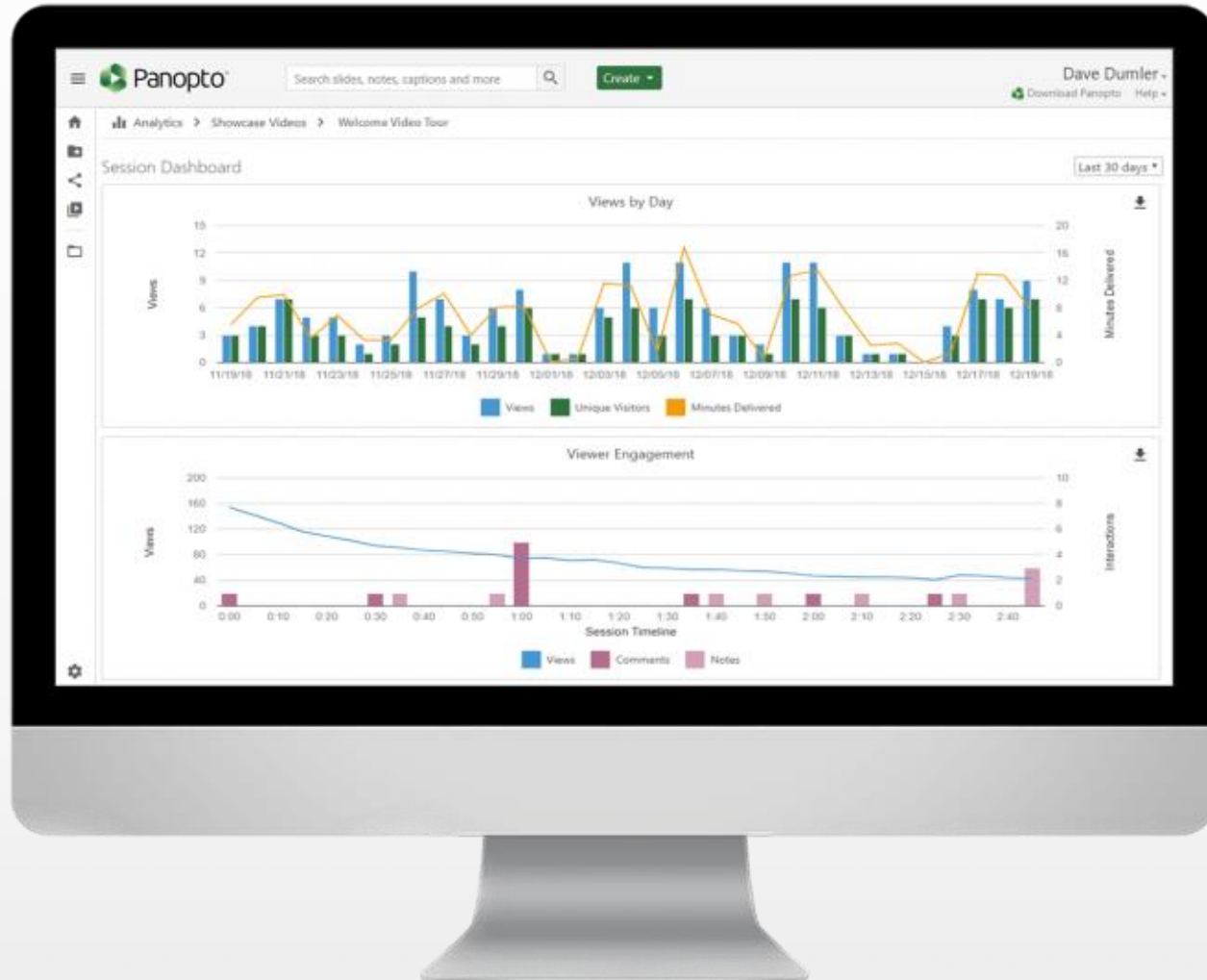
# 1.Security



## 2. Integrations with existing tools



# 3. ROI and Analytics



You must think of yourself as “YouTuber” who learns from and responds to learners needs.

If you'd like to stick  
around...



# Any Questions?

Reach me at  
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