



TRAINING TRANSFORMED

GO FROM BORED TO BRILLIANT
WITH NEXT-GENERATION VIDEO



SECTION 1

THE NEW LEARNING AND DEVELOPMENT LANDSCAPE



THE NEW LEARNING AND DEVELOPMENT LANDSCAPE

You know training matters. Every time you launch a new product. Every time you make a new hire. Every time you need to advise your people about a new safety policy. You need to get your message through and make it stick.

But think about it: How long does it take to make the training that needs to happen actually, you know... happen? Chances are, in a fast-changing environment, the answer is: Too long.

Then when things don't happen quickly enough, we're guessing all eyes turn to you.

Time to take control.

The need for speed

Let's face it, businesses today simply cannot wait for staff to gradually work through traditional classroom-based learning in the hope that they'll pick up the skills the company needs. It's no surprise so many organizations have turned to newer technology, e-learning, and blended approaches to deliver better results, faster. For many of these, video is a key component. The reasons are clear: Video delivers greater engagement and proven retention.

The problem with off-the-shelf video

Traditionally, however, using video has meant buying pre-made training content, crossing your fingers, and hoping it applies to your objectives (and doesn't come across quite as cheesy as you worry it might). The problem is that as fast as it's delivered, the world moves on, making your off-the-shelf videos potentially expensive, possibly irrelevant, and increasingly out of date.

The good news is that with today's easily customized, rapid-turnaround video, this is no longer the case—and the even better news is that you can master these tools yourself.

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SECTION 2

TRAINING YOUR PEOPLE YOUR WAY



TRAINING YOUR PEOPLE, YOUR WAY

Before now, companies using video for training were limited to three core options:

1 They could buy some high-quality material off the shelf (great for more generic customer service and interpersonal skills training, but not so useful for anything specific to their individual businesses)

2 They could hire a specialist video-based training company (great results but expensive, time-consuming, and difficult to update)

3 They could do it themselves (all too often leading to highly relevant training but missing the mark on quality)

But that was then.

Do it better. Do it in-house. (Seriously.)

Today, it's easier, faster, and cheaper than ever to create your own professional training videos in house—and the payoff is far greater than any of the traditional options.

The truth is: You no longer have to compromise on quality—step away from the iPhone! Nor do you have to put up with an off-brand mix of different materials (let's face it, you wouldn't stand for this in any other area of the business). And you won't need to learn advanced professional video production skills just to get started.

In fact, you can now quickly and easily produce the kind of high-quality, engaging content employees are accustomed to viewing on everyday TV shows. And because it's so easy, you can create video training content in-house when it's needed, allowing you to keep pace with even the fastest moving business environments.

Welcome to next-generation video training.



THE TRUTH IS: YOU NO LONGER HAVE TO COMPROMISE ON QUALITY—STEP AWAY FROM THE IPHONE!



SECTION 3

NEW OPPORTUNITIES FOR LEARNING AND DEVELOPMENT



NEW OPPORTUNITIES TO DRIVE LEARNING AND DEVELOPMENT

So what is *next-generation video*?

Simply, it's taking all the materials and elements that help you explore an idea—whether visual, narrative, graphical, textual, whatever—and delivering them as fast as you want to using tools available to you every day. It's just like the video you already know. But better in every way.

HD video is the next best thing to being in a room with a trainer. Everyday high-speed internet connections now make it possible to put more people in direct contact with the right training than ever before—wherever they are in the world, whatever device they're using to access your content.

What's more, with video-based training, think of the supporting materials you can include to power greater learning: share screens, zoom in on important details, use multiple cameras to highlight

crucial points and different perspectives. You don't even have to be limited to a structured training module. Got some executives presenting at a conference? Record their dress rehearsal and make it available to all your employees on demand. They look good. You look good. And your people learn what they need to know right from the source in a more engaging, informal way.

Going live

With next-generation video, your training doesn't need to be limited to pre-recorded material. Distance learning can now happen easily and in real time. With today's systems, you can simultaneously stream sessions to multiple remote locations, dealing with questions during the session. (Of course, these sessions can just as easily be archived for on-demand viewing at a later date.)

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GOT SOME EXECUTIVES PRESENTING AT A CONFERENCE? RECORD THEIR DRESSREHEARSAL AND MAKE IT AVAILABLE TO ALL YOUR EMPLOYEES ON DEMAND.



NEW OPPORTUNITIES TO DRIVE LEARNING AND DEVELOPMENT

Mixing it up

It's never been easier to mix multiple media for a more immersive, engaging learning experience. You can fuse video with on-screen presentations, screen-sharing or video calls. You can even bring multiple expert trainers together using video chat for a richer learning experience.

Bite-sized learning

Today's digital video can be shared on almost any device. Not only is this a big plus for your company's BYOD policy, it allows your people to learn where they like, whenever it suits their schedules. This flexibility extends to the ability to employ bite-sized learning—creating chapters, episodes, and whole channels that allow people to pause, rewind, and replay sections if they miss a point. It gives your employees access to the precise skills and information they need without taking time away from their core duties. Everyone wins.

Create on demand

Best of all, with next-generation video, you can produce new material as soon as you need it—and update or change it often. This may be to train people on a new product as soon as it launches. It could be to issue an important safety advisory to help protect employees against a new risk. Or it could be to give your salespeople a new angle when competitors make a misstep.

The result is that you can deliver more immediate, more engaging, more memorable learning and development.

Let's take a brief look at some of the main categories of training and how next-generation video can drive greater effectiveness.

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SECTION 4

SPOTLIGHT ON SALES TRAINING



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Your salespeople, distributors, and retailers are the front line of your business. Chances are, they're the main way your customers interact with your organization. How they perform will be a major factor in your company's overall credibility.

But today, sales opportunities can be fleeting. Products constantly vie for any advantage over competing alternatives (an advantage that's almost always short lived). And for retailers, dealers, and other channels, attention for your product will be divided among multiple manufacturers. (Sad but true.)

Giving your salespeople the edge

Everyone involved in sales for your business needs to be armed with the latest intelligence, research, and messages if they're to be as effective as possible. So delivering effective, timely training is a very big deal.

Next-generation video allows you to deliver more engaging, more memorable sales training fast. Rather than generic 'how to sell' material, you can put your own top salespeople, thought leaders, and product specialists in front of the camera to deliver powerful masterclasses on how to position and sell your products.

Just enough training at just the right time

With next-generation video, you don't need to worry about the logistics of moving busy people to a physical classroom. You can quickly and easily onboard widely dispersed sales partners at a time (or time zone) that suits them. You can even provide bite-sized training that salespeople can use just prior to going to important sales calls.

Real-time opportunities

What's more, why not take advantage of the live-streaming capabilities of next-generation video? You'll be able to offer real-time interaction with your trainers allowing them to answer questions, clarify anything your sales partners are unsure of, and gather important feedback you can use to refine your approach and drive greater success.

Ultimately, you can equip your most important sales partners with the skills and knowledge they'll need to deliver better results for your business.



SECTION 5

SPOTLIGHT ON TECHNICAL AND PRODUCT TRAINING



SPOTLIGHT ON TECHNICAL AND PRODUCT TRAINING

If you're regularly launching new products and services, your ability to deliver on your promises will have a major impact on customer satisfaction and, ultimately, revenue. The reality is, rapid video training is the most effective way to stay on top.

From employees that implement or install products for customers through to your aftersales care and support teams, you know it can be a challenge to keep your people up to speed. Fortunately, next-generation video offers an easy way to create intuitive walkthroughs of key features. You can produce detailed tear-down videos for service engineers. And you can have step-by-step troubleshooting training for support teams that can be paused, rewind, and replayed.

Emphasizing what matters most

Of course, with video, you can highlight key features, emphasizing critical points with visuals and on-screen effects—and the fact is that it's now affordable to produce all of these quickly and easily in house, avoiding the time and expense of bringing in third-party producers and crew. This means that should specific issues arise (such as getting a high volume of questions about a particular feature) you can quickly bring your teams up to speed about how to help.

Getting even greater value

It doesn't end there. You can also make your technical and product training material available to customers on your website, allowing them to self-serve the help they need, reducing the volume of calls to your support team.

With the right video training in place, your people will be able to do a better job of deploying new products and supporting customers—leading to greater customer satisfaction.

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SECTION 6

SPOTLIGHT ON SAFETY TRAINING



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Safety is a key concern for any business—especially when it comes to manufacturing, assembling, and shipping products. In fact, it’s probably more important that your people and partners engage with your safety-focused content than with any other training you offer.

Beyond the generic

While there will probably be some generic video-based safety training available, nothing beats instructing people on actual processes and procedures specific to your individual business, facilities, and industry. It means you can tailor what you present down to an individual job role in an individual location. It also enables you to make training available on demand, so no one need wait to get the information they require.

More effective training

Longer form and bite-sized videos can help your people understand the risks they may face and how to stay safe. Because video is more engaging and more memorable, it can bring home key safety information more effectively. And including some live-stream video allows trainees to ask critical questions and get valuable clarification that could help keep everyone safer.

New risks, new training

Of course, the reality is also that new risks emerge on a regular basis that will need to be countered with new ways of working. This might involve a near miss accident that serves as a wake-up call you’ll want to jump on right away. Next-generation video allows you to easily film a quick advisory showing the problem, explaining the risk, and teaching your people about what they need to do to stay safe, with an immediacy you can only achieve in house.

The result is that your people will understand how seriously you take their safety, you’ll get important updates out quickly, and your employees will stay protected.

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NEXT-GENERATION VIDEO ALLOWS YOU TO EASILY FILM A QUICK ADVISORY SHOWING THE PROBLEM, EXPLAINING THE RISK, AND TEACHING YOUR PEOPLE ABOUT WHAT THEY NEED TO DO TO STAY SAFE.



SECTION 7

CHANGING THE FACE OF VIDEO TRAINING



CHANGING THE FACE OF VIDEO TRAINING

With today's technology, there's never been a better time to re-examine how bringing video training in house can help you meet your learning and development goals.

Get extraordinary engagement

Bring back the wow factor with real-time, interactive, mixed multimedia, customer-focused, in-house, on-demand video—you know, all the things old-school video is not.

Better results, lower costs

Increase training effectiveness and help people retain key facts for longer. You can centralize training delivery, increase quality, and massively expand your reach. And you'll reduce travel costs while still providing an in-person experience.

The quality you need

You can now produce broadcast-quality productions in house, speeding delivery and providing an outstanding training experience. An experience that can both be delivered live and captured, shared, and viewed later.

Go your own pace

Today's systems enable you to start with simple professional productions and then add more sophisticated effects later as you become more confident.

**THE FUTURE OF VIDEO-BASED
TRAINING IS HERE, ISN'T IT TIME YOU
TOOK IT INTO YOUR OWN HANDS?**



VIZRT TODAY

Vizrt is the leader in real-time graphics and live production solutions for content creators.

With a 25-year history of inventing new simplified workflows for storytelling whether it is in the news, sports, broadcast, education, entertainment, live events, digital media, advertising, or anywhere else video lives, Vizrt has helped define and reshape the way video is created and shared with the world.

Dedicated to delivering ground-breaking solutions for customers across graphics, cloud, remote and live production, live streaming, sports productions, virtual reality and virtual studios, and infrastructure – Vizrt enables more stories, better told.

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