



# 10 ESSENTIALS FOR HIGHLY EFFECTIVE TRAINING VIDEOS

When you consider that **employees are 75% more likely to watch a video than read text** it's clear that your company needs to include more video in its training & employee engagement plans.

Creating video in-house is not just more cost-effective than in-person training, or hiring a production company to create the video content, but it ensures that these key learning resources are available to the team 24/7, on any device.

It's so effective that thousands of workplaces around the world are taking advantage of video to streamline their employee training programmes.

With Video Sherpa organisations can easily create, share and manage all their own video content on the cloud, giving 24/7 access to the team, anywhere in the world.

For those interested in taking advantage of the many benefits of video content within your organisation, here are some helpful tips to guide you on your way.

"The average large US business loses \$47 million in productivity each year as a direct result of inefficient knowledge sharing"  
- Cision



## EFFICIENCY ACCESSIBILITY ADAPTABILITY COST-EFFECTIVE

Create bespoke training content that can be instantly shared with all relevant employees

Reduce lost productivity & improve access to training content available online 24/7

Easily update content as processes change and deliver directly to all team members

Significantly reduce training costs while improving staff engagement & effectiveness

## #1 CLARITY & PURPOSE

The purpose of any training video is to deliver key information clearly & concisely.

Start by outlining all the key messages that you may want to include in your video. Once this long-list is finished, begin to eliminate any unnecessary or repetitive points so that your message is delivered in the clearest way possible.

Identifying the essential messages in advance will guide your choice of presenter, location, backgrounds, shotlist etc.

This Could Include:

- Personnel- who will be featured in your video? Will you conduct multiple interviews with different people? Do you need someone to do a voiceover?
- Locations- Where will you film? Do you need access to specified or restricted areas like labs? Do you need to reserve a time slot to film somewhere special?
- What other activities or procedures do you need to capture? Who will take part and who will do the filming itself?

It's almost equally important to decide in advance what's **not** to be included in the video - an important decision that will save time on the day of the shoot!

## #2 SHORTER FORMAT WORKS BETTER

Several short videos are preferable to one long piece as they help people to self-direct their learning, quickly finding the specific video they may wish to watch or revise.

Shorter videos are more likely to be watched through to the end, are more easily digested and people will retain more of what they watch in a 5-10 minute video than an hour long webinar.

For best results each short video should focus just a few specific topics, to avoid getting overly complicated.

## #3 BEWARE OF JARGON

When you are knowledgeable about a subject, it can be easy to forget how to discuss it with a beginner. Make sure you explain your training steps clearly and try to avoid jargon, technical terminology or acronyms that may not be as familiar to your audience - particularly new hires. If there are many terms surrounding the topic, consider explaining them in a separate video!

Speak on camera in a confident and approachable manner. An authentic, conversational tone is preferable to a stiff, awkward or self-conscious presentation. Remember to speak a little slower than you would in normal conversation. This gives the audience ample time to follow and understand your message in its entirety

## #4 SHOW, DON'T TELL

Over 60% of us are visual learners, so it's vital that you show the viewer what the presenter is talking about. Seeing the action demonstrated and described at the same time is extremely effective, and giving people a clearer idea of what you're trying to explain.

A good mix of wide-shots, mid-shots and closeup-shots give the required level of detail and keep your videos more visually engaging. Video Sherpa provides you with a guided shot-list for each video, advising you on the right mixture and quantity of different shot types, and how long these shots should be for maximum engagement.

## #5 GOOD LIGHTING IS KEY

Lighting is extremely important when filming. Good lighting makes a video look professional and appealing- it sets the whole tone for your video. Natural lighting is usually best, as the smartphone camera picks it up beautifully, so try to film at a time where natural light is available.

However, if your location prohibits this, ensure that the room is bright, that the subject is well lit and avoid back-lighting or harsh overhead lights that cause unflattering shadows.

## #6 CLEAR TITLES

Nobody wants to waste time scrolling through vaguely named videos trying to find the one they want. Clear video titles are essential to help people find the specific information they need quickly, and are also useful for SEO.

For example, "Training Video No. 4" is too vague. It gives no indication who the video is for or of its subject matter, which could relate to anything, whereas "Stint 23, Assembly Section 4" is much more precise and helpful.

## #7 DIAGRAMS & CHARTS

As previously mentioned, most of us are predominantly visual learners. It may not always be possible to film every aspect of your different processes, e.g. showing the internal workings of a machine etc, so adding diagrams, charts or illustrations to your video can be extremely helpful.

Visual explanations are also easier to digest and recall. **With Video Sherpa these files can be easily imported into your video, and a voiceover can be added in the editing process.**

## #8 COLLABORATE & APPROVE

Two heads are better than one, and it's always a good idea to get a colleague to review content before sharing it with a wider audience.

**With Video Sherpa you can quickly message colleagues on the dashboard, share draft videos for preview and receive publishing approvals on the go.**

While anyone on the team can create draft videos, only Admin users can approve them for publishing, giving you peace of mind that only high quality content that has been reviewed and approved will be shared with the wider team.

## #9 PUBLISH & SHARE

Once your videos are ready, you can instantly share them with your entire team or a select group, post them on your company training page, the internet, send them by email, or post on a private YouTube channel.

Decide what works best for you and the audience you're sharing with! **You can publish approved content to your own YouTube, Facebook or Twitter feeds directly from the Video Sherpa dashboard, getting content live in an instant.**

## #10 UPDATE WITH EASE

Systems change, new procedures come on stream and it's important to keep your training content up to date. Using video training guides, it's much easier to update your content, republish and share with the relevant teams.

With Video Sherpa its a simple process to remove and replace outdated content and insert new clips, so that you don't have to start from scratch creating a new video, but can easily update the content you already have.

