

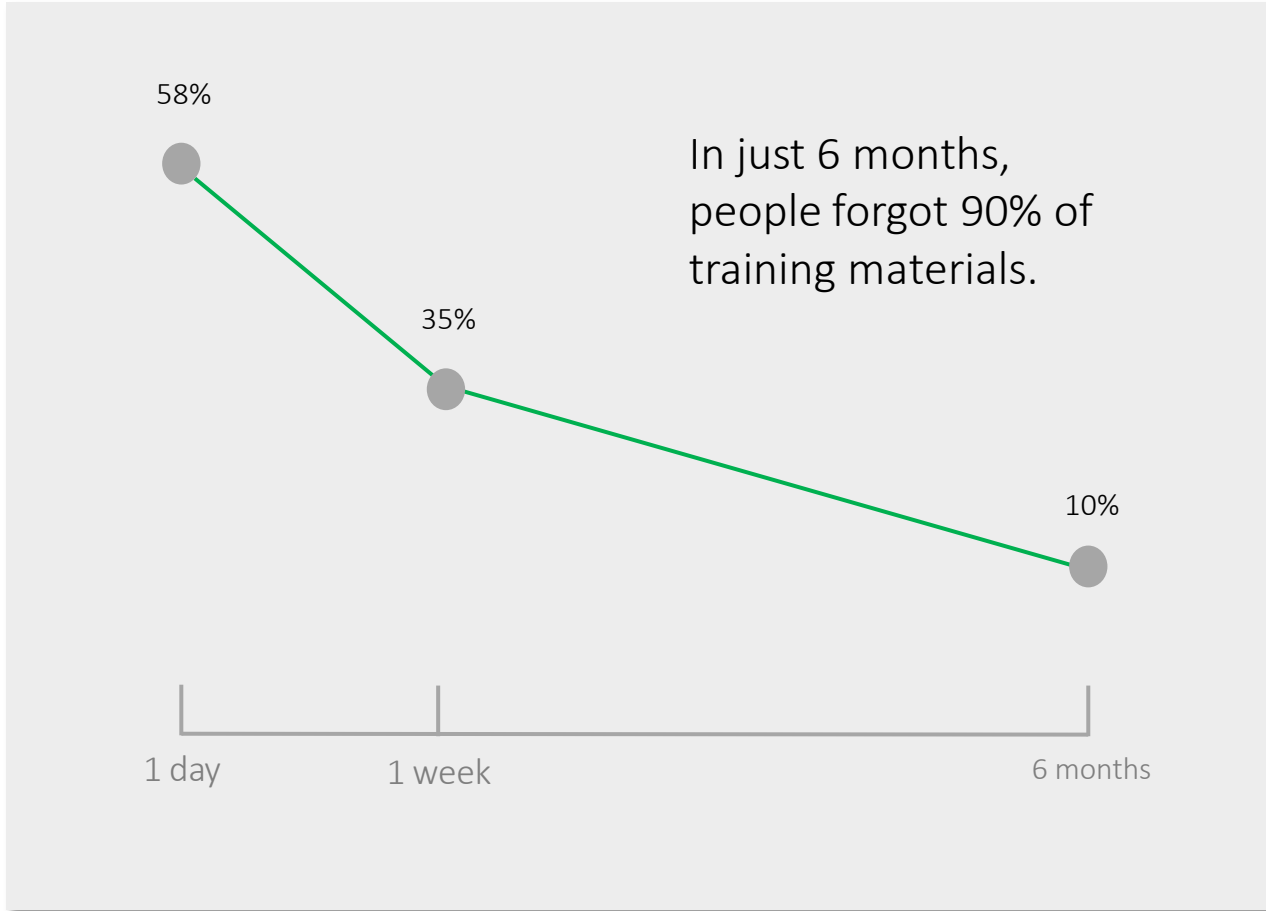
# 5 Novel Ways To Use Video For Employee Training

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How can video help  
improve my training  
program?





Video helps you make employee training more effective.



Video helps you  
ensure consistency  
in training materials  
and experiences.





Video helps you  
extend training  
across internal and  
external audiences.





Saved \$579 million in  
just the first two years

Video helps  
you reduce the  
cost of training  
activities.



Reduce costs by \$303 per  
learner, from \$320 to just \$17



Reduced per learner costs  
from \$95 to just \$11

Why is video so effective at improving  
employee training programs?

Video allows you to offer  
*live or on-demand*  
training.





Here are 5 easy and effective ways to use video in your training programs.

A photograph of an office environment. In the foreground, a man in a plaid shirt stands and leans over a desk, looking at a computer monitor. A woman is seated at the desk, facing the monitor. The monitor displays a webpage titled 'New Manager Training' with a video player and text. The desk is cluttered with papers, folders, and office supplies. In the background, other office cubicles and workers are visible, creating a busy office atmosphere.

# Video Use #1

Accelerating the employee onboarding process.

We all have experienced being new employees.

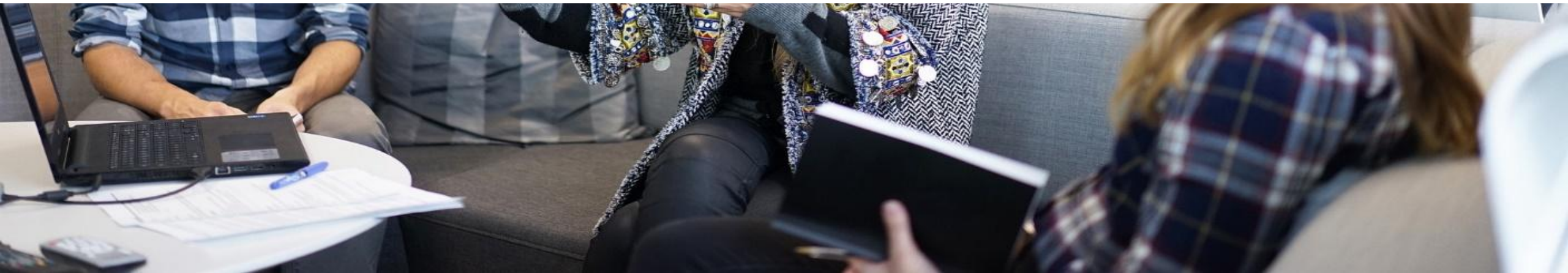


23%

Quit because they lacked clear guidelines

21%

Quit because they didn't get more effective training

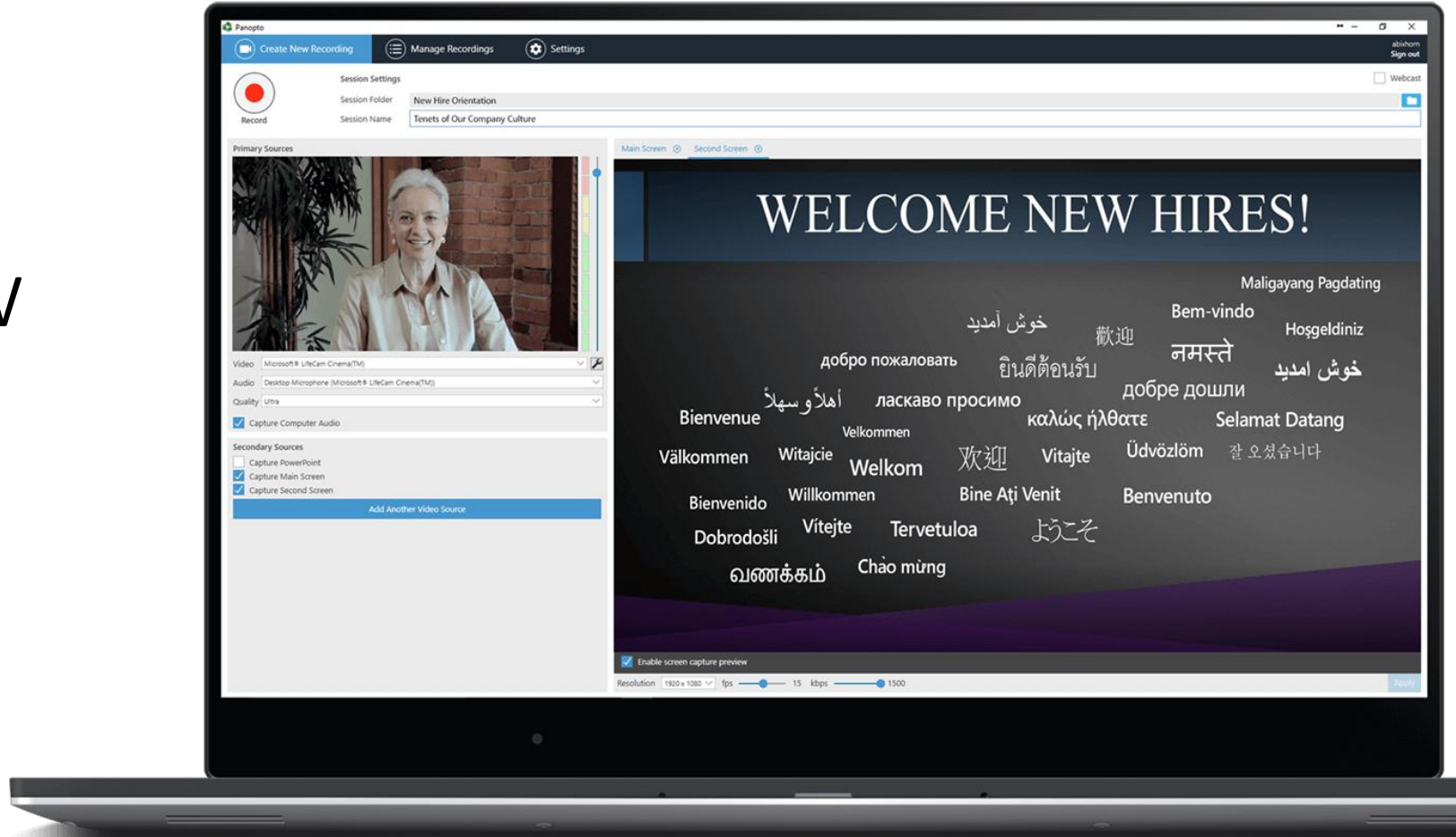




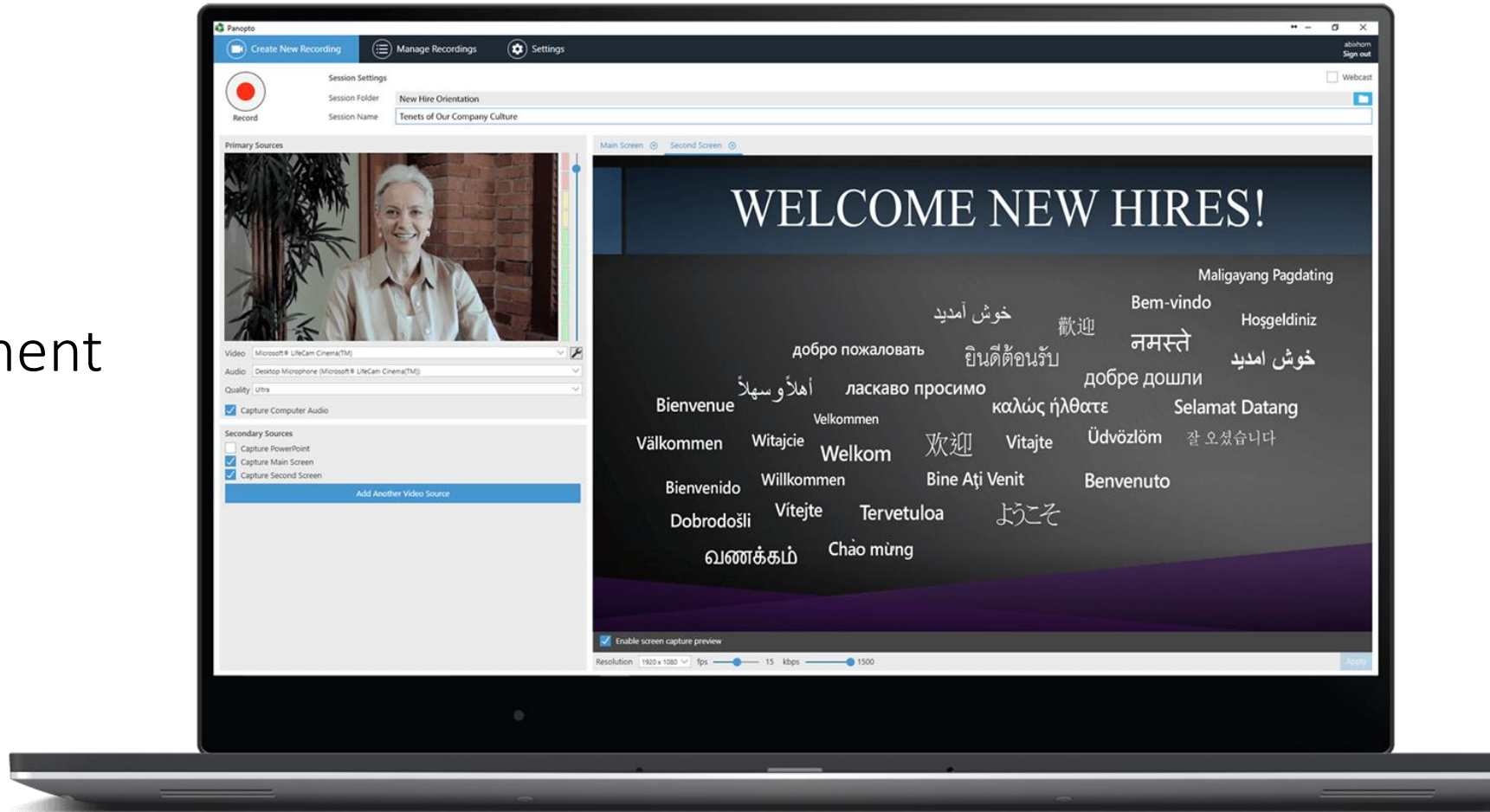
Use video to  
introduce new  
employees to  
the team or  
company.



Provide overview  
of company and  
operations



- ✓ Reviewing mission statement
- ✓ Providing company tours
- ✓ Overview of organization





A hand-drawn, irregular oval shape, resembling a speech bubble or a thought bubble, with a thick black outline. Inside the oval, the text "WHERE'S MY HEALTH INSURANCE?!" is written in a casual, handwritten style.

WHERE'S MY  
HEALTH INSURANCE?!

Review employee  
benefits and HR  
policies



Give basic skills  
training to ramp up  
new employees

A woman with blonde hair, wearing a light-colored shirt and dark pants, stands at a podium on a stage, holding a microphone and a tablet. She is facing a large whiteboard. In the foreground, the backs of several audience members are visible as they sit in rows of chairs, looking towards the stage. The room has large windows and a modern interior design.

# Video Use #2

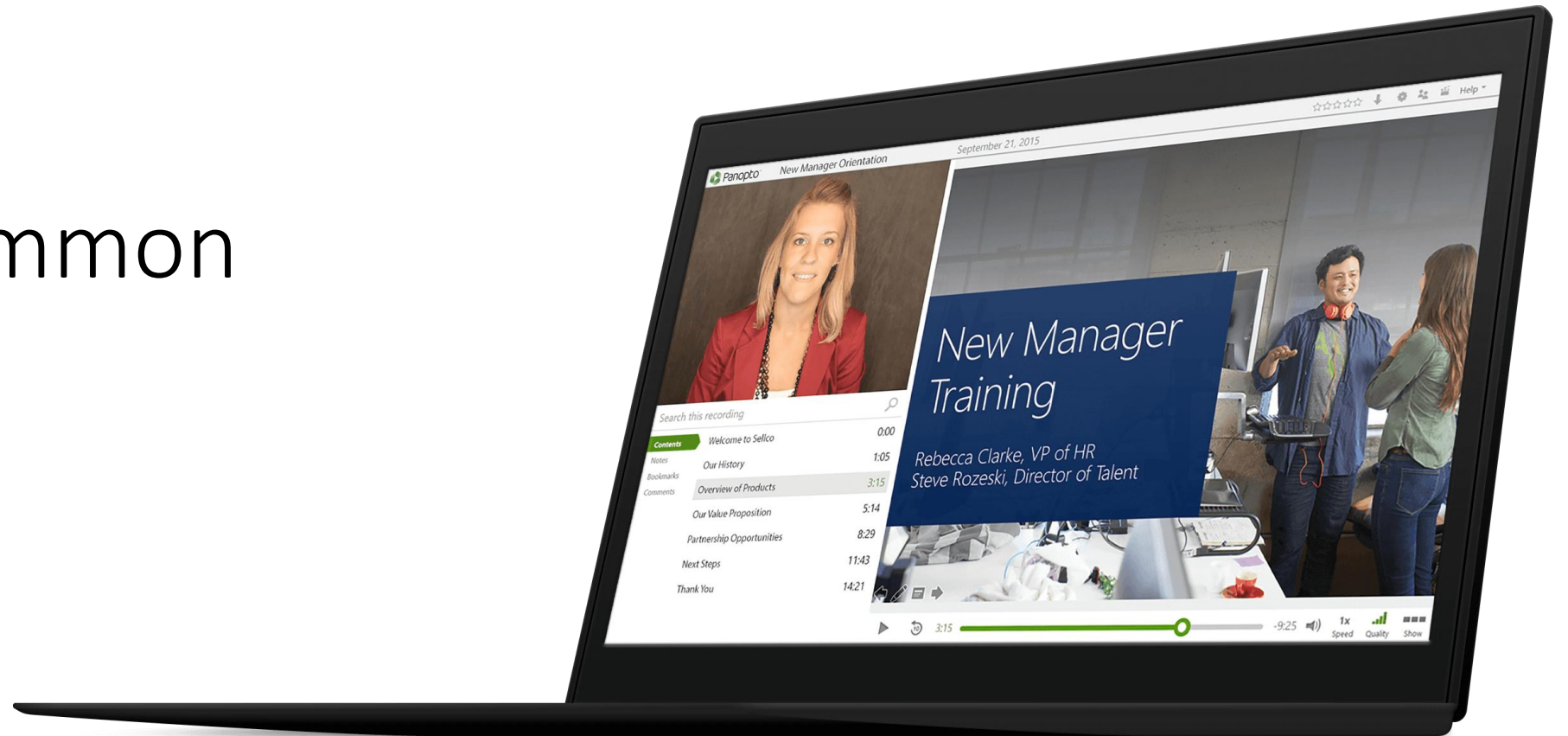
Providing training and coaching for new management.



*“organizations that make manager training and development a budgetary priority typically lose fewer employees”*



Highlight common  
managerial  
situations



A silver laptop sits on a white desk in a modern office setting. The laptop screen shows a video call with two participants: a woman on the left and a man on the right, both wearing professional headsets and smiling. To the left of the laptop, a clipboard with a document is partially visible. In the background, a white brick wall and a blurred figure of another person can be seen. On the right side of the image, a semi-transparent white box contains the text "Review best practices for coaching and mentoring".

Review best  
practices for  
coaching  
and mentoring



Show how to  
conduct annual  
employee reviews



A group of five business professionals (three women and two men) are gathered around a wooden conference table. They are all smiling and looking towards the center of the table. A laptop is open on the table. The image is semi-transparent, serving as a background for the text.

# Video Use #3

Improving sales enablement and the rep training process.




eLearning can save up to 35% of sales training expenses

Poor sales prep results in \$114 million in lost sales opportunities and wasted expenses



Show how your  
product or service  
actually works



A close-up, slightly blurred photograph of a person's torso and hand. The person is wearing a dark suit jacket over a light-colored, possibly white, dress shirt. Their right hand is extended forward, palm facing up, with fingers slightly curled, in a gesture that suggests offering, presenting, or explaining something. The background is dark and out of focus.

Review how  
to deal with  
common buying  
objections






Provide repeatable training for front-line employees



A man with glasses and a headset is speaking, gesturing with his hands. He is wearing a light-colored suit jacket, a blue shirt, and a striped tie. The background is a blurred bookshelf filled with books. A semi-transparent white banner is overlaid on the image, containing the text.

# Video Use #4

Broaden the sharing of institutional knowledge.

A man with short brown hair and a beard, wearing a blue button-down shirt, is seen from the back, looking out a large window. The window shows a blurred view of a meeting room where several people are seated around a long table. The room has large windows and modern decor. The text "Expand knowledge by sharing meeting recording" is overlaid on the left side of the image in a white rounded rectangle.

Expand knowledge  
by sharing meeting  
recording



Share best practices  
by recording subject  
matter experts  
presentations



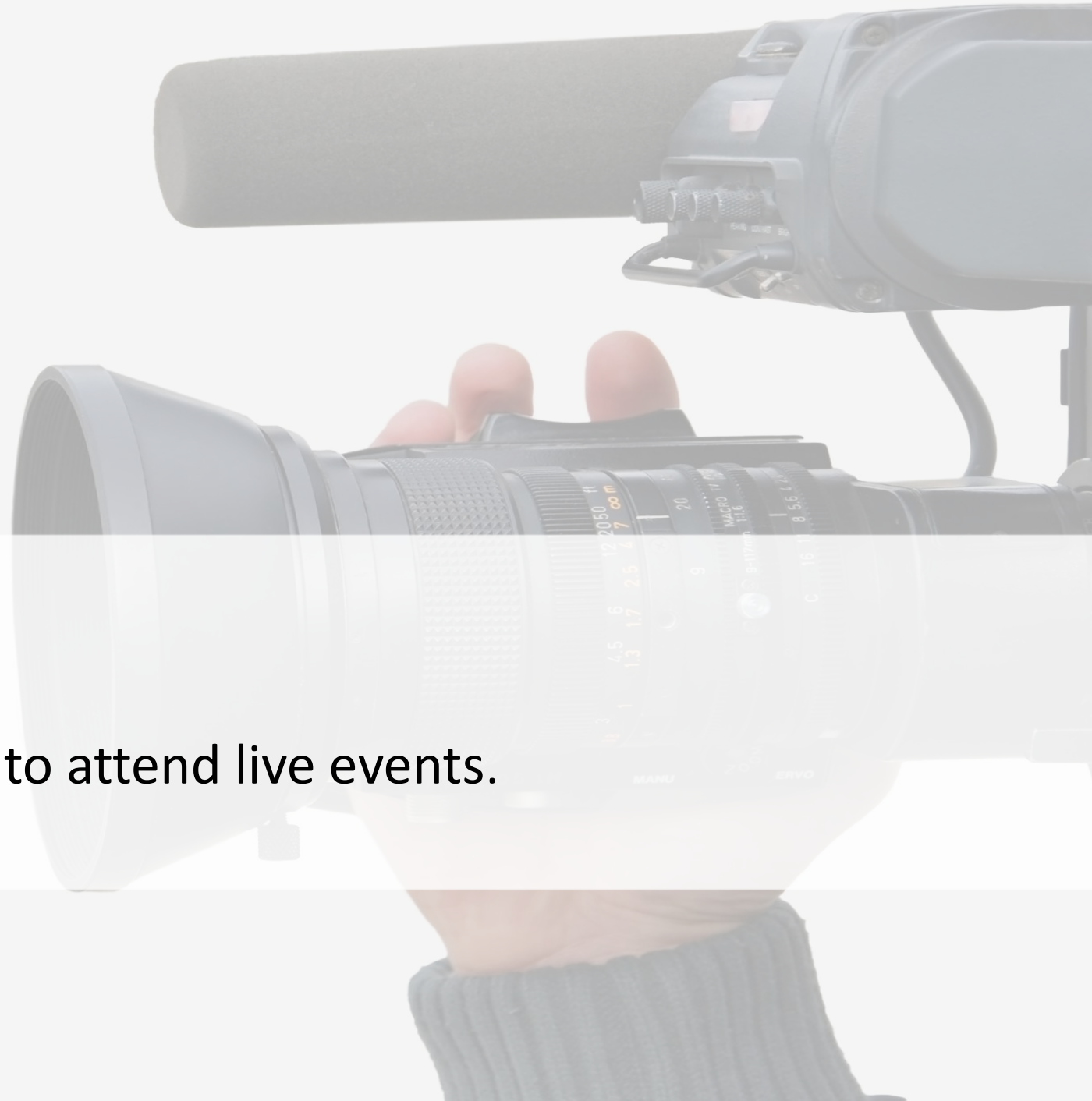


Retain corporate  
knowledge by  
videoing exit  
interviews




# Video Use #5

Use video to enable employees to attend live events.

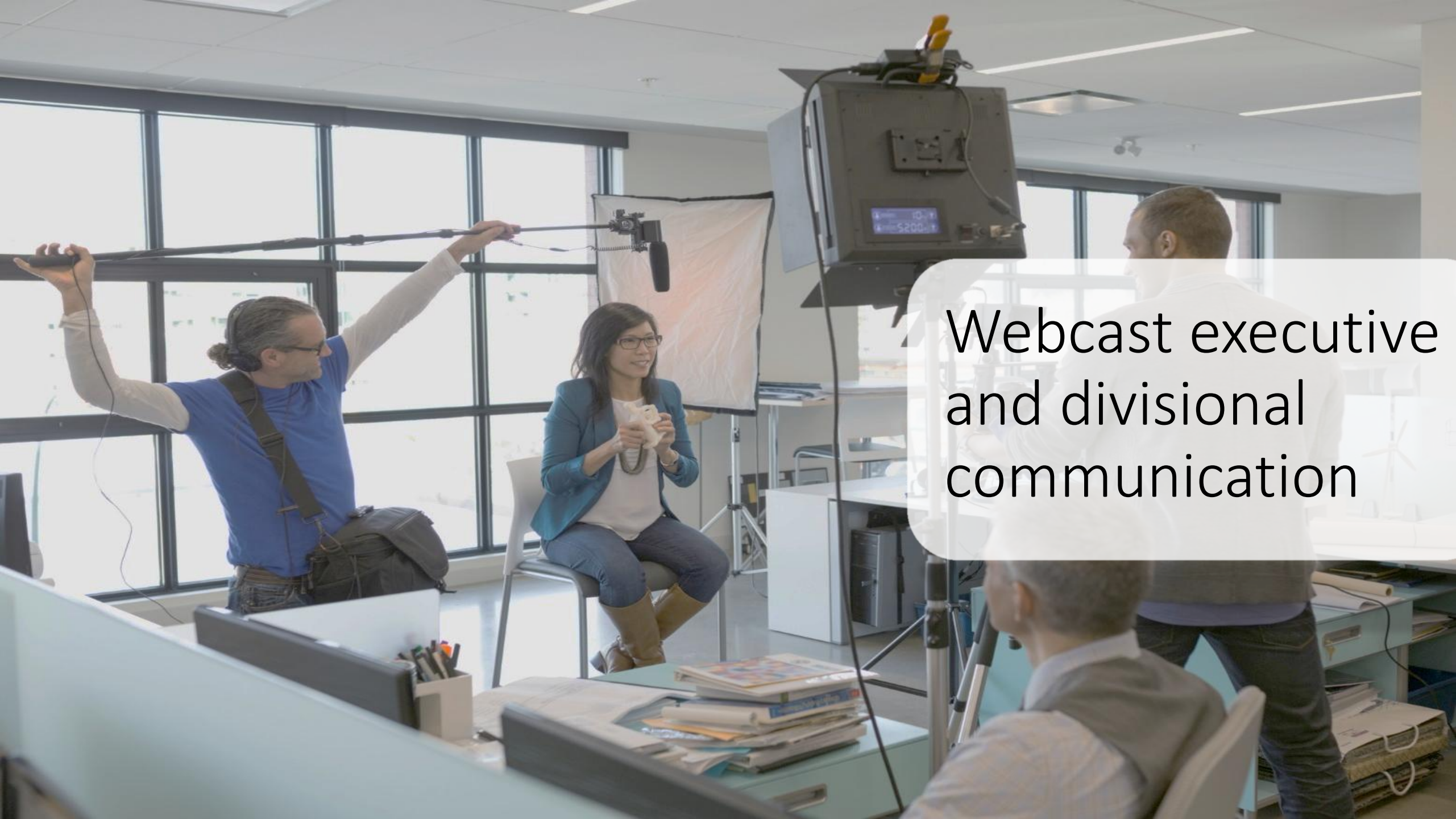




A large audience of people is seated in a conference hall, facing a stage. The audience is diverse in age and appearance, and many are looking towards the front of the room. The stage features a large projection screen displaying a presentation. The hall has a modern design with a wooden ceiling and large windows. The text "Stream corporate events to remote employees" is overlaid on the left side of the image.

Stream corporate  
events to remote  
employees



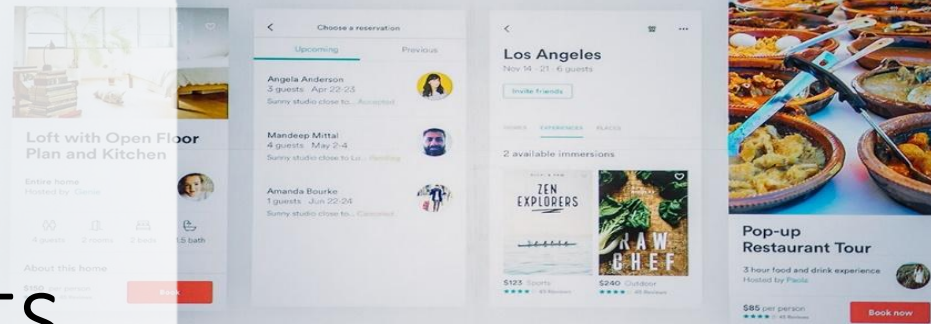


Webcast executive  
and divisional  
communication





# Stream new product announcements





Let's recap

Here are the 5 novel ways to use video:

- 1) Accelerate the employee onboarding process.
- 2) Provide training and coaching for new management.
- 3) Improve sales enablement and the rep training process.
- 4) Broaden the sharing of institutional knowledge.
- 5) Enable employees and partners to attend live events.

# 14 ideas for using video in employee training

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

## Replacing on-site training with video

<http://panop.to/classroom-video-roi-calculator>

## Increasing the efficiency of training

<https://panop.to/video-sales-training-calculator>

## Increasing productivity through knowledge sharing

<https://panop.to/video-knowledge-sharing-calculator>



Please contact me with questions!

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