



HOW COVID-19 HAS TURNED MOBILE DELIVERY INTO THE #1 L&D PRIORITY

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*Do you
deliver?*

36% of workers and nearly half of millennials would consider quitting a job that didn't provide learning opportunities.

18-34 year olds said
career development
matters most in
accepting a job offer.



*Coronavirus Upskilling
e-learning Remote Work
Multigenerational workforce
Skills Gap Technology
Treadmill Learning Video
AI Mobile delivery*

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Our Topics

- Background
- The video/mobile learning study
- What we learned
- What we did with it
- Food for thought



Background

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Background

- We were building BrandBoost
 - Did research (IDIs and secondary)
- ATD asked William to present our findings
 - Learned from participants
 - Coronavirus accelerated move
- We put all that we learned into this presentation



The Study

- Corporate clients - Fortune 200
- Variety of industries/prof. services firms
- North America/Europe
- All using video in a big way
- IDIs
- Qualitative
- “Soft” skills
- Plus...tons of secondary research



The Study

- Corporate clients - Fortune 200
- Variety of industries/prof. services firms
- North America/Europe
- All using video in a big way
- IDIs
- Qualitative
- “Soft” skills
- Plus...tons of secondary research
- **One question**

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*What makes the
most compelling
video learning
experience?*



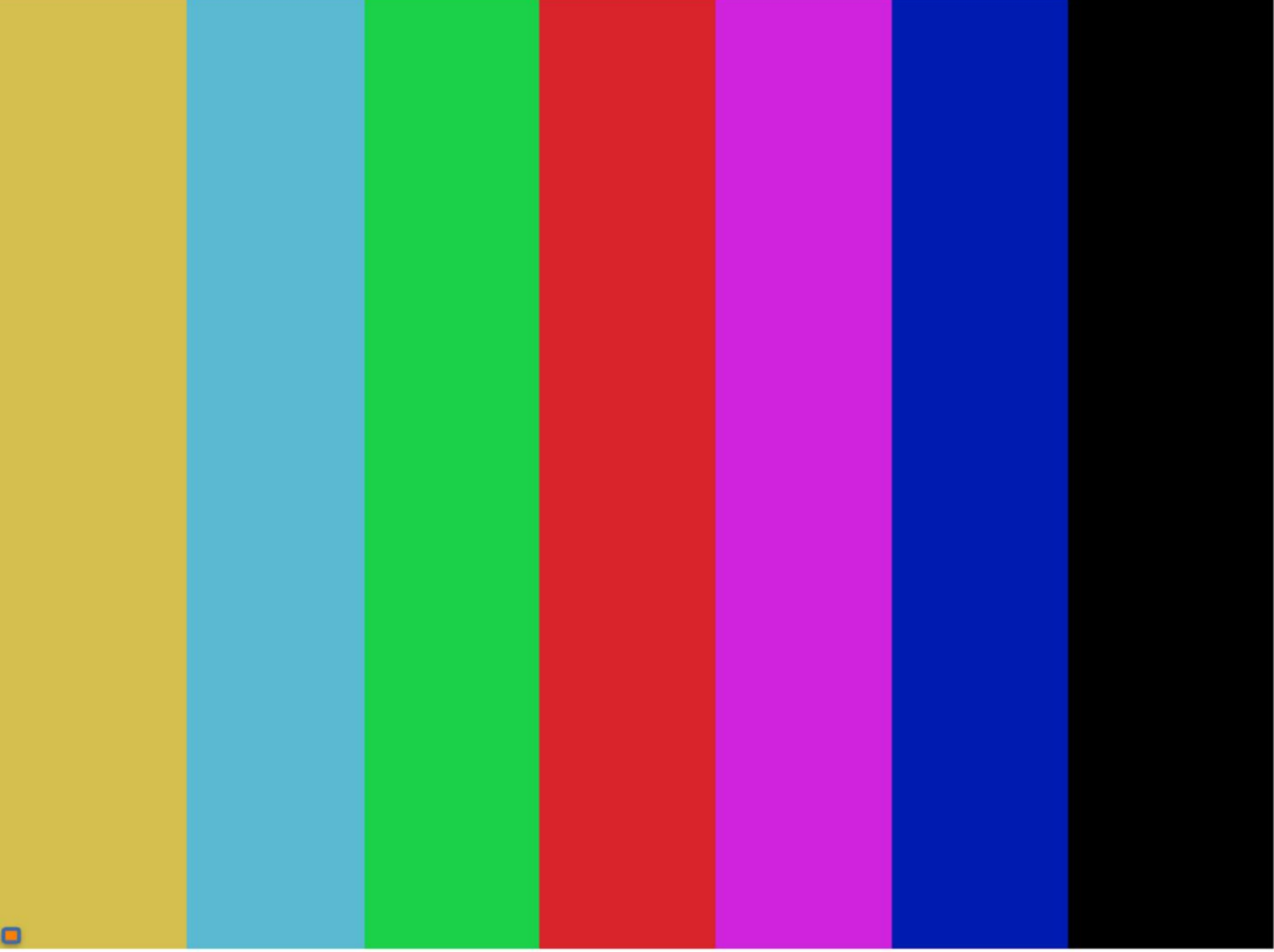
What we learned

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First, Why video?

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video



It's an effective way to learn.

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Video allows you to
deliver a complete
communication.

The human brain processes video 60,000 times faster than text, and the millennial brain processes it even faster.



It's popular.

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Employees are 75% more likely to watch a video than to read documents, emails or web articles.



It's cost effective.

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For in-person training, travel is 40% of the cost. IBM shifted 50% of training to eLearning (video), and saved \$579 million over 2 years.



It reaches a large % of your talent.

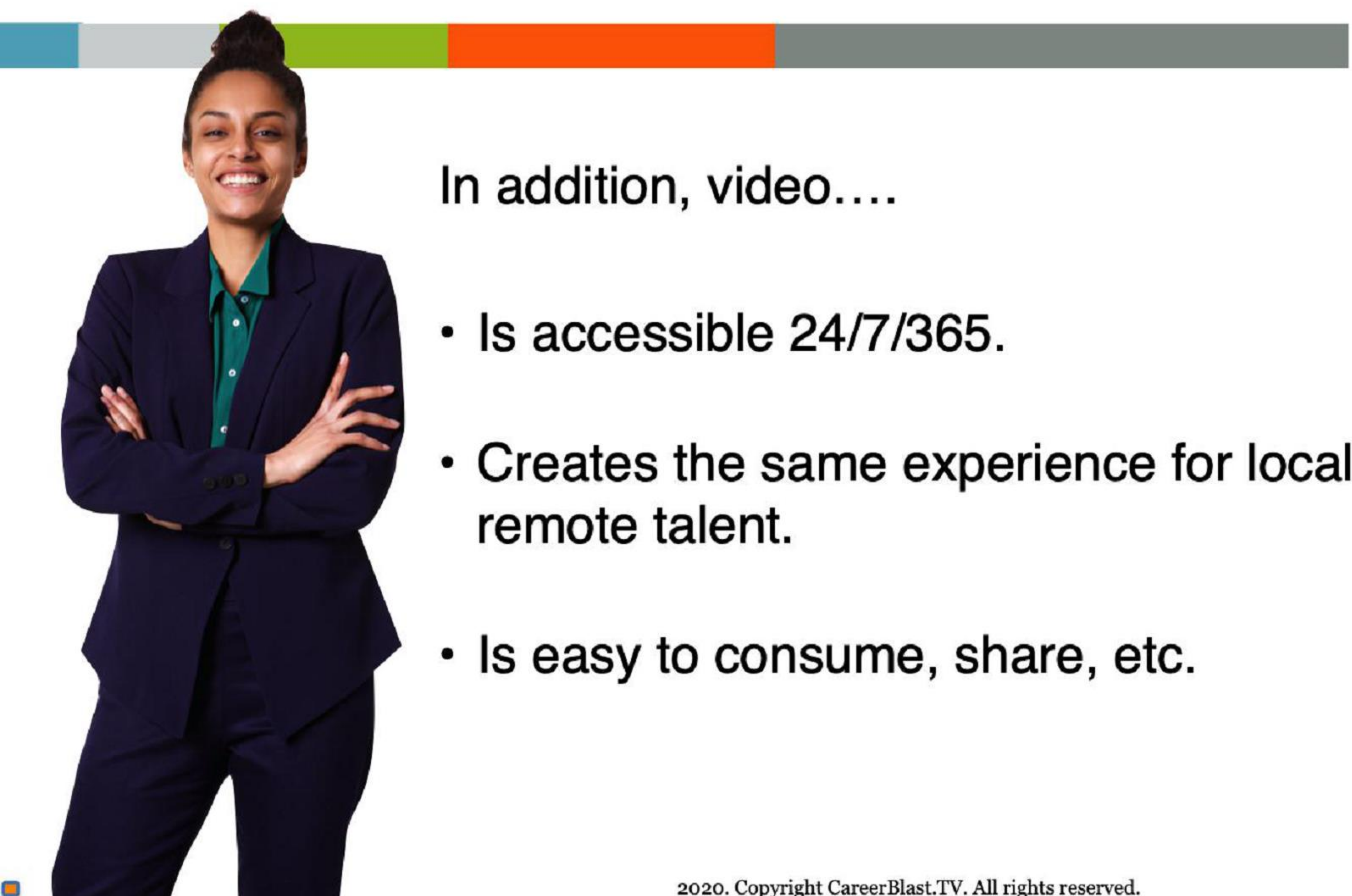
When learning,
millennials are 2.7 times
as likely to prefer to do
so by watching a
YouTube video
compared to reading.

Gen Z ranked YouTube and video as preferred methods for learning by significant margins.



COVID-19:
**Cemented the need for anytime,
anywhere, self-directed learning**

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In addition, video....

- Is accessible 24/7/365.
- Creates the same experience for local and remote talent.
- Is easy to consume, share, etc.



Don't

Make videos that are
long or complex

Do

Break content into 1-3
minute videos



Engagement studies with YouTube videos showed solid viewership through the first 2 minutes, a gradual decline in engagement after 2 minutes, and a sharp drop after 5 minutes.



Micro Video Learning

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Three Types

Tick the box

**Niche focused,
quality**

Tick the box

Custom

**Niche focused,
quality**

Tick the box



Tick the box



Tick the box

Covers all bases

Provides "taste" on key topics

Gives learners choice



Custom

**Niche focused,
quality**

Tick the box

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Niche

**Niche focused,
quality**

Important topics

- Leadership
- Self-discovery



Custom

**Niche focused,
quality**

Tick the box

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Custom



Custom

Organization specific

- “Our approach to customer service”
- “Understanding our brand”
- “How to live our purpose”



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Custom

**Niche focused,
quality**

Tick the box



Don't

Just tick the box

Do

Create a custom mix
for your organization

*“Oh, this is the same
thing we had at my
last company.”*

Custom

**Niche focused,
quality**

Tick the box



Why?

- You don't meet your org's unique learning needs
- Your job moves from learning expert to procurement specialist
- You lose your seat at the strategy table

*If you stop at 'tick the box,'
learning becomes a commodity.*





*But it's not all
sunshine and
rainbows!*



Limitations of Asynchronous Video Alone



- Not inherently social
 - Lacks instructor (expert) interaction
 - Limits collaboration with other learners
- Easier to be distracted
- Not easy to update (hard skills)
- Can be expensive/time consuming to create
- Isn't for everyone: Some boomers and GenXers aren't on board...yet

7 days after a training session, employees will have forgotten 65% of the material. After 6 months, it jumps to 90%.

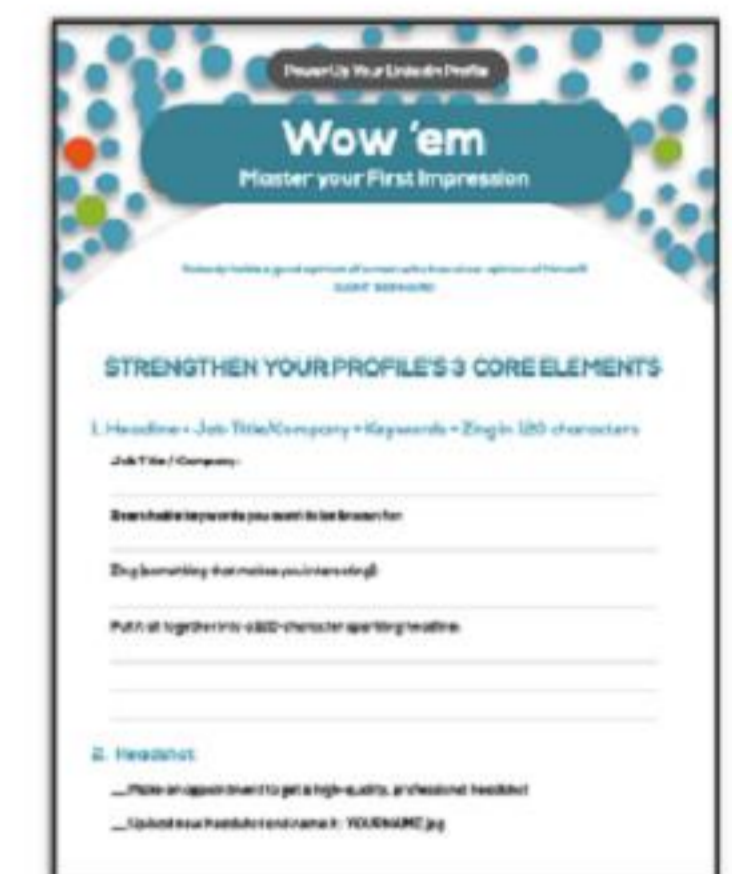


Don't

Think of video in
isolation

Do

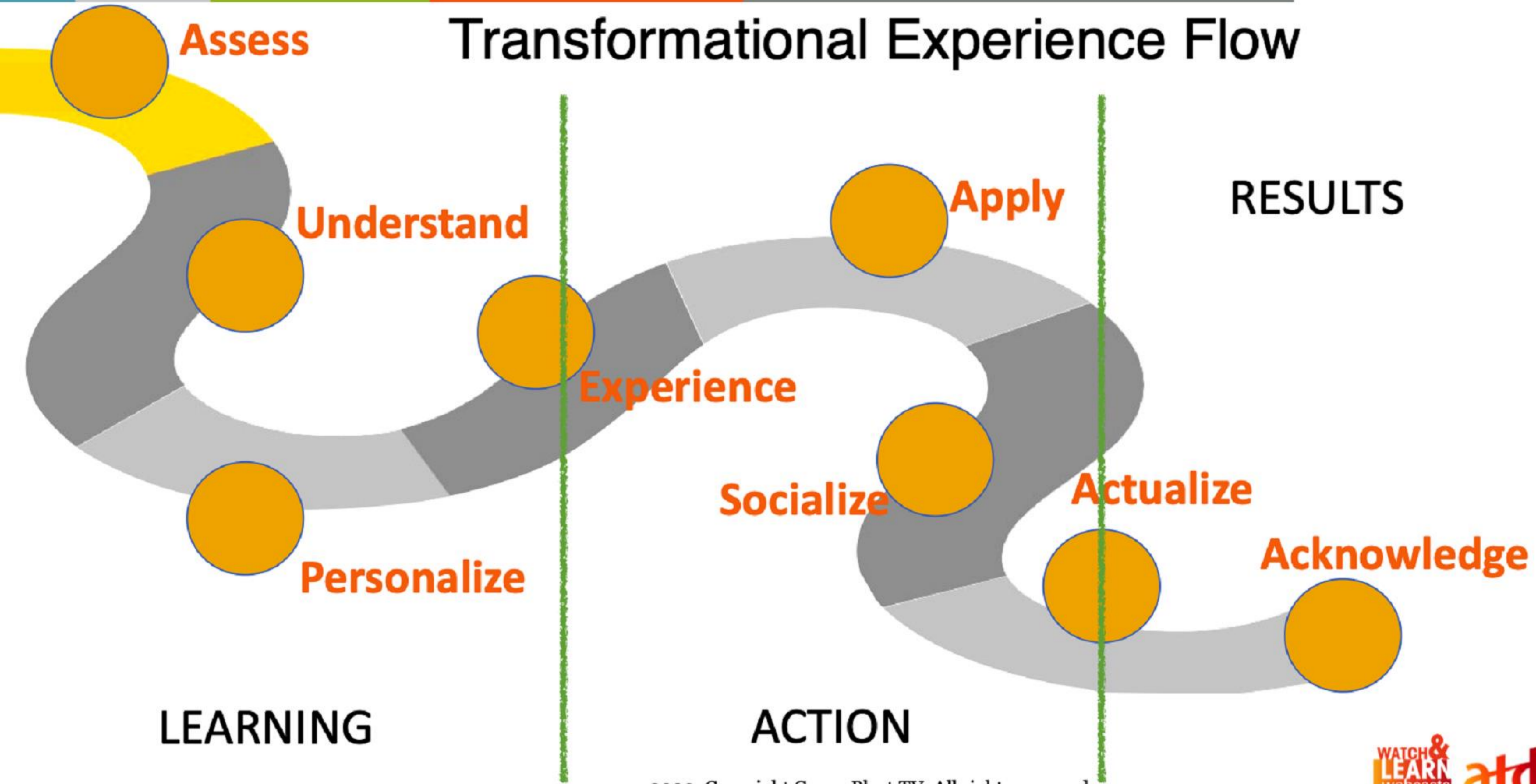
Consider the entire learning experience



The Ripple Effect



Transformational Experience Flow



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Transformational Experience Flow

- Assess
- Understand
- Personalize
- Experience
- Apply
- Socialize
- Actualize
- Award



Traditionally,
mobile was
reserved for
these steps



Don't

Add friction to the
process

Do

Make the entire process seamless (mobile)



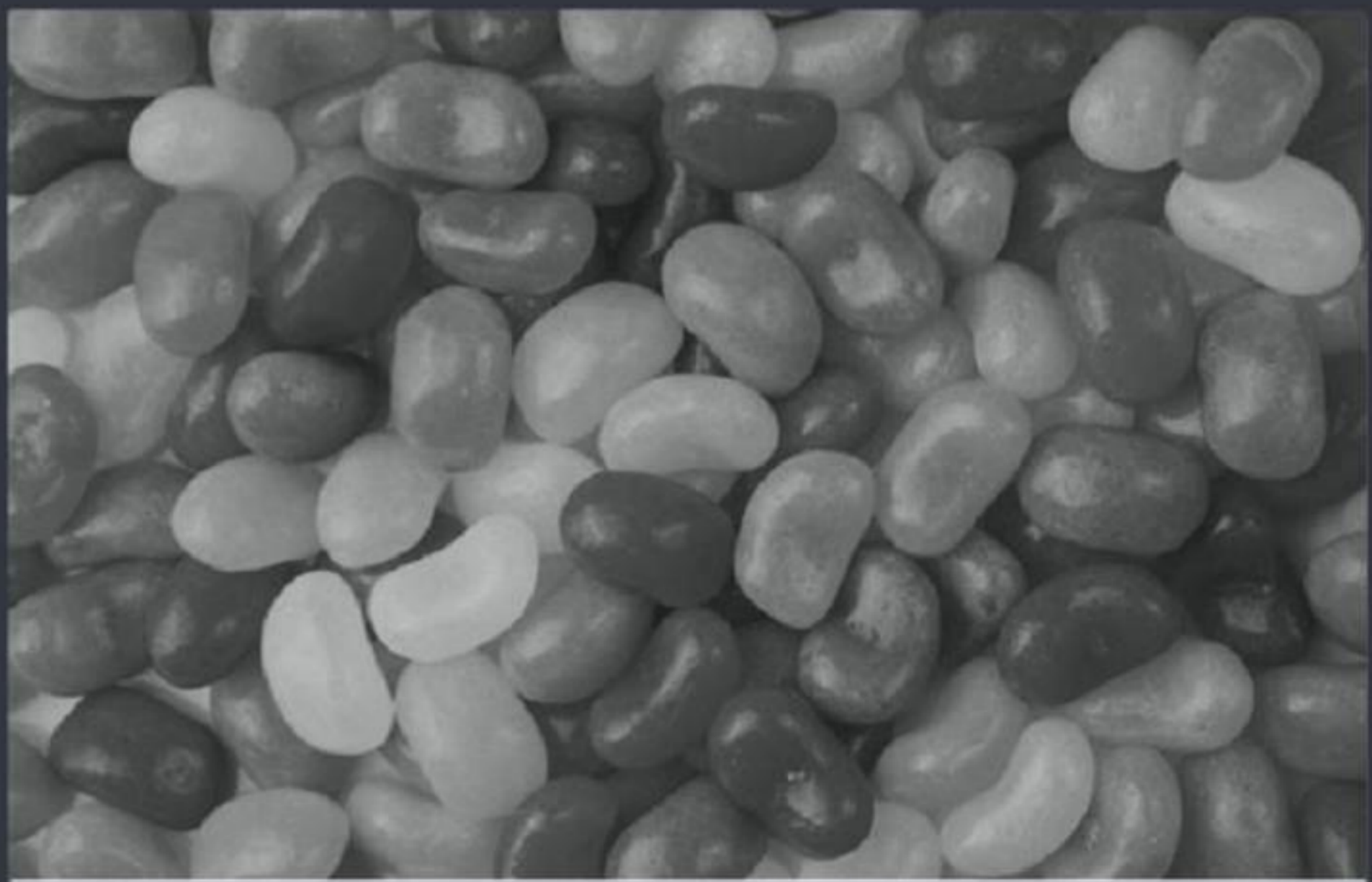
Learning happens:

- during business travel (32%)
- at home (26%)
- while commuting (24%)
- at the office (18%)

*Production
Value
Matters*

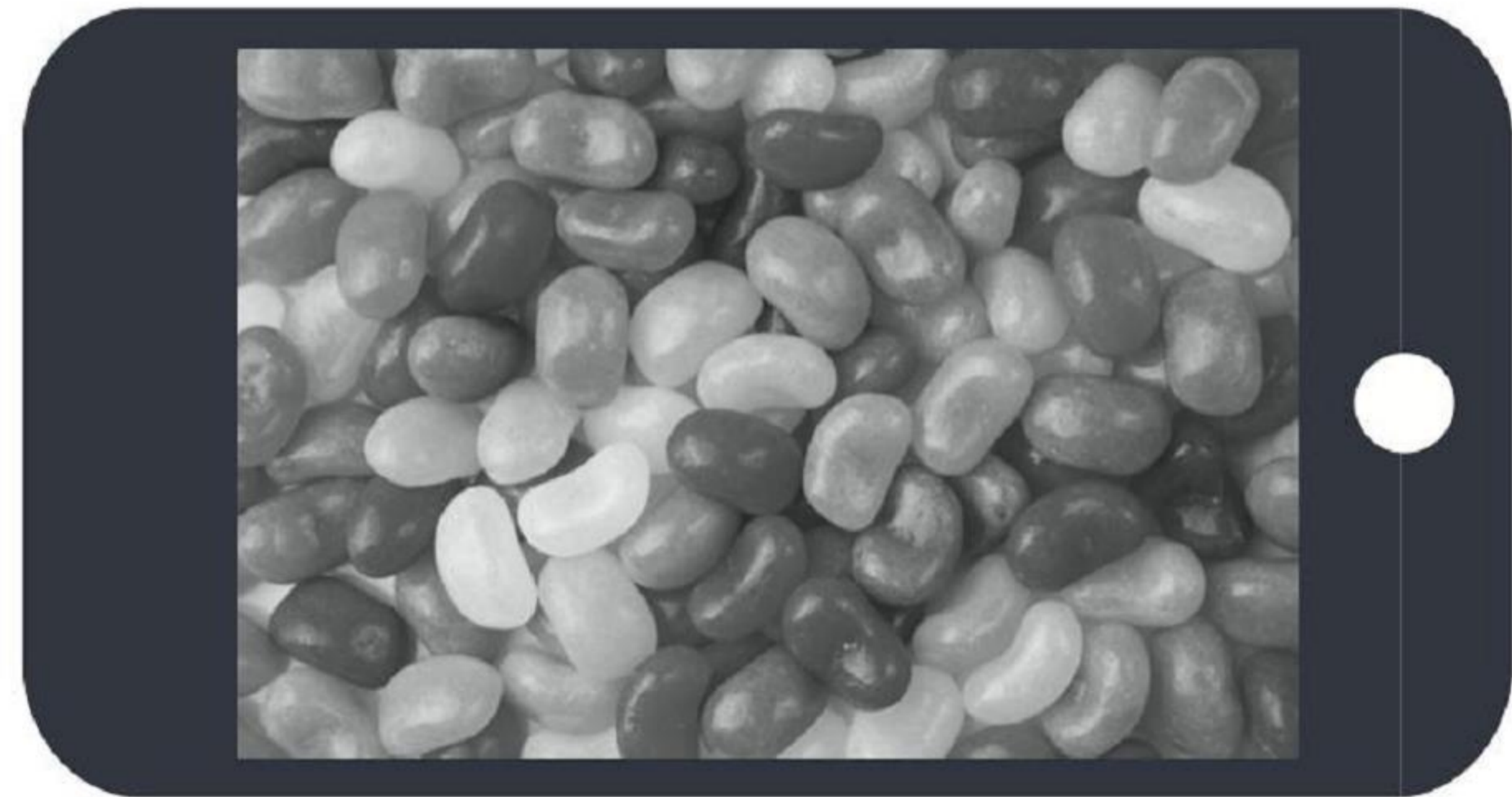
Don't

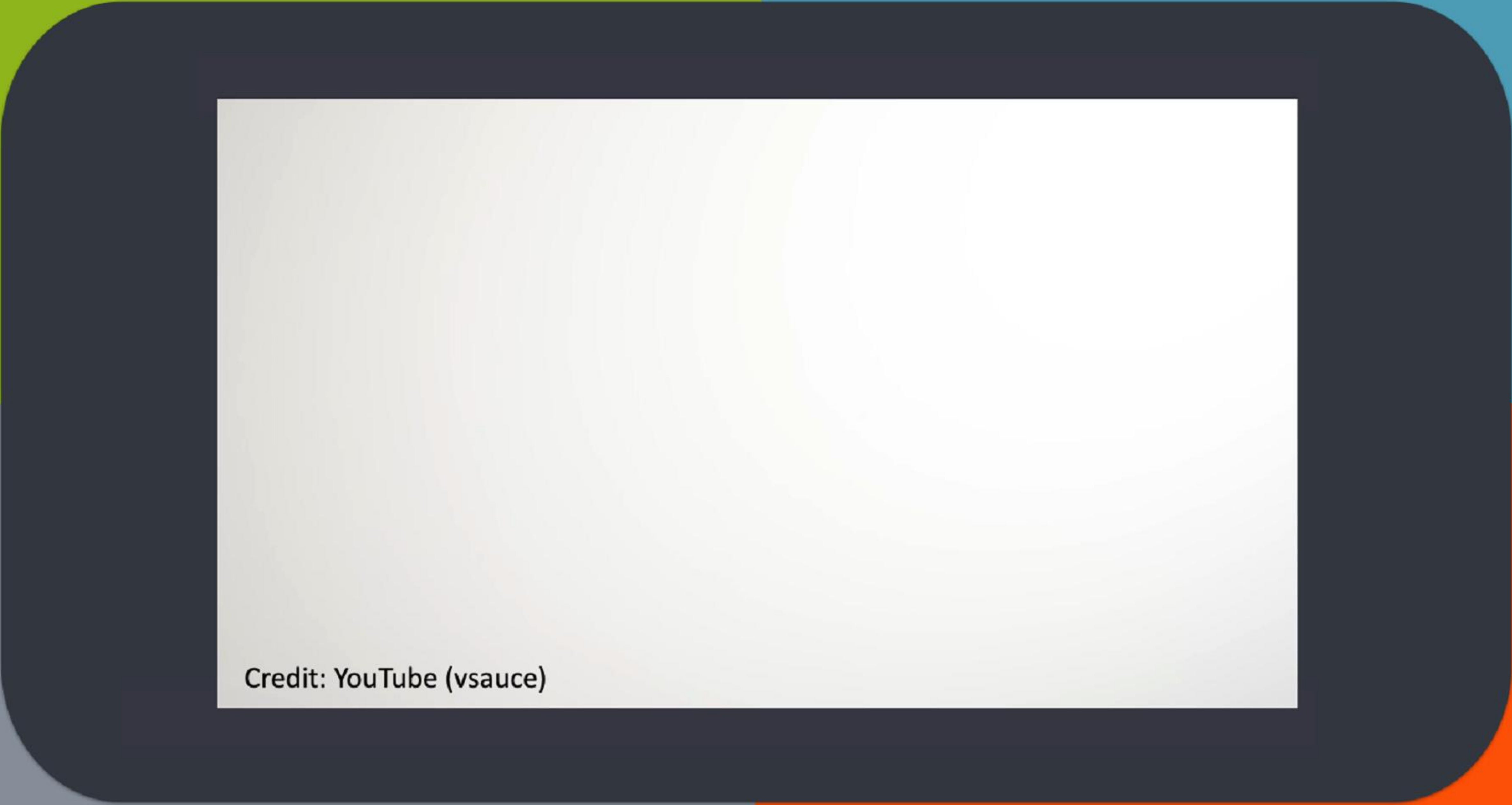
Ignore the aesthetics
and production value



Do

Make all your learning
visually compelling





Credit: YouTube (vsauce)



Elements

- Compelling SMEs/Facilitators
- Quality AV
- Interstitials
- Animated graphics
- B-roll
- Audio/Music

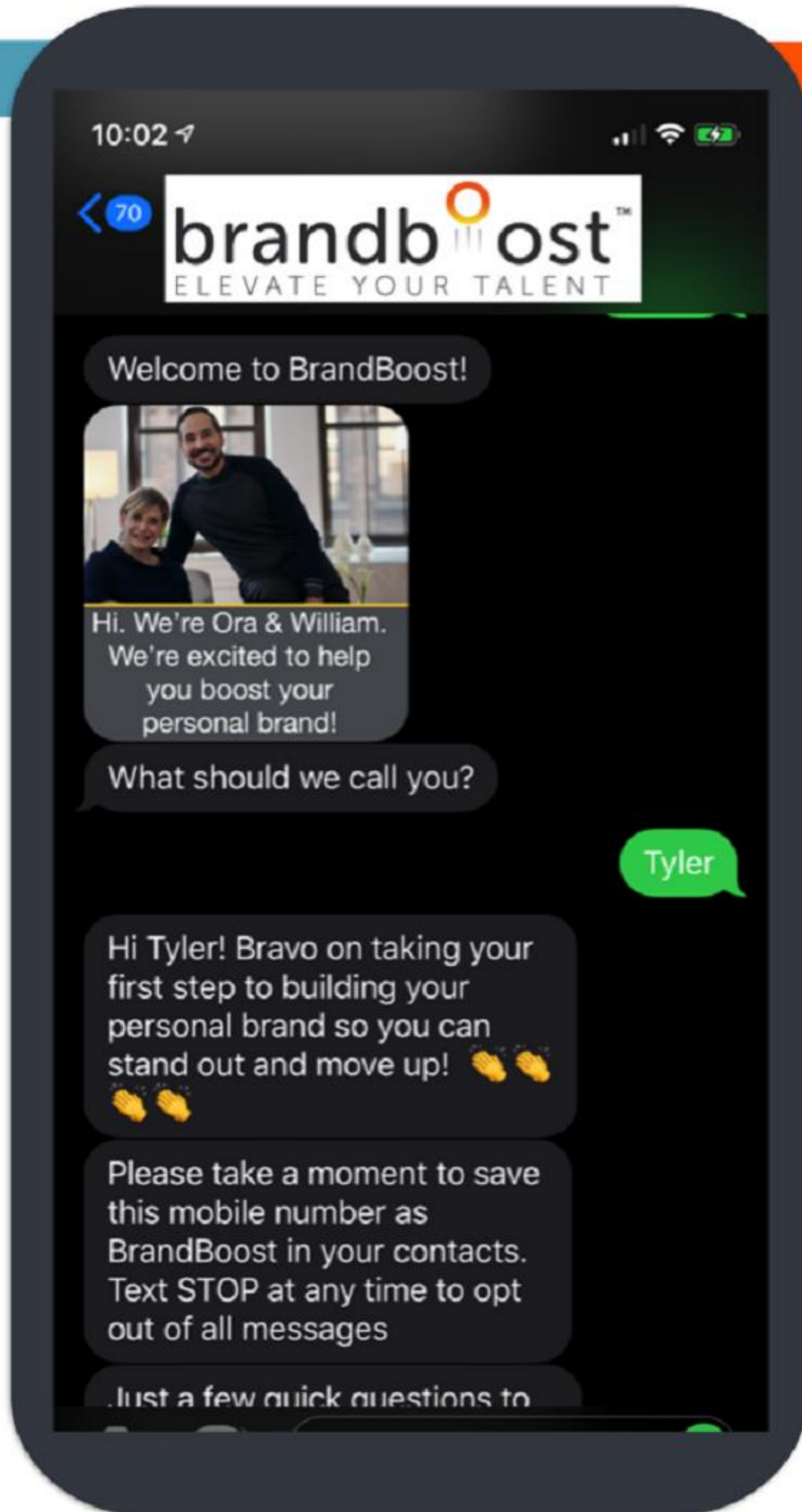


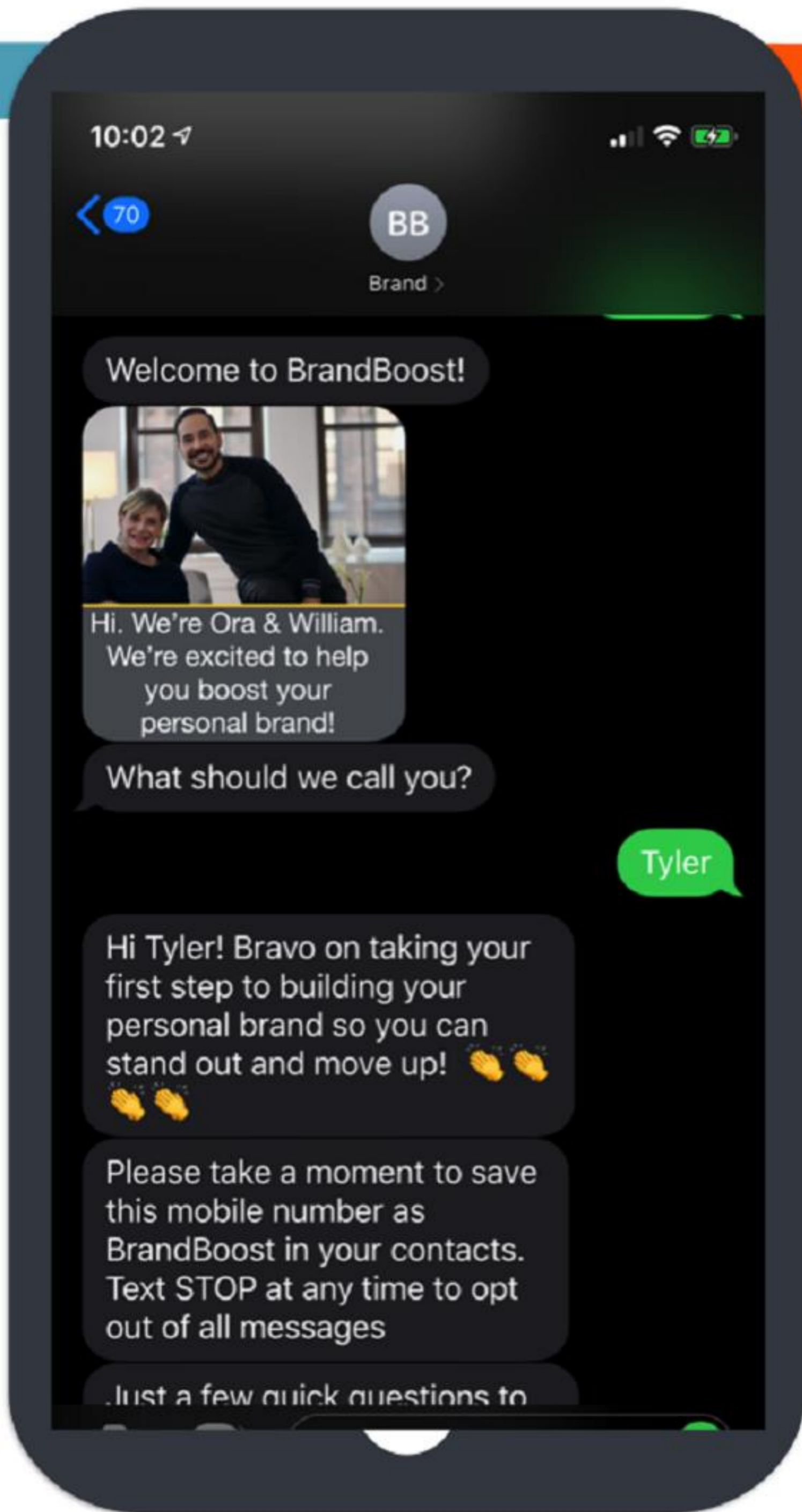
*What we
did*

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An End to End AI Enhanced Mobile Experience

For a sample demo:
TEXT Brandboost to:
(203) 678-8456





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brandboostTM
ELEVATE YOUR TALENT

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*Yes, we all
can deliver.*

THANK

YOU!!!