

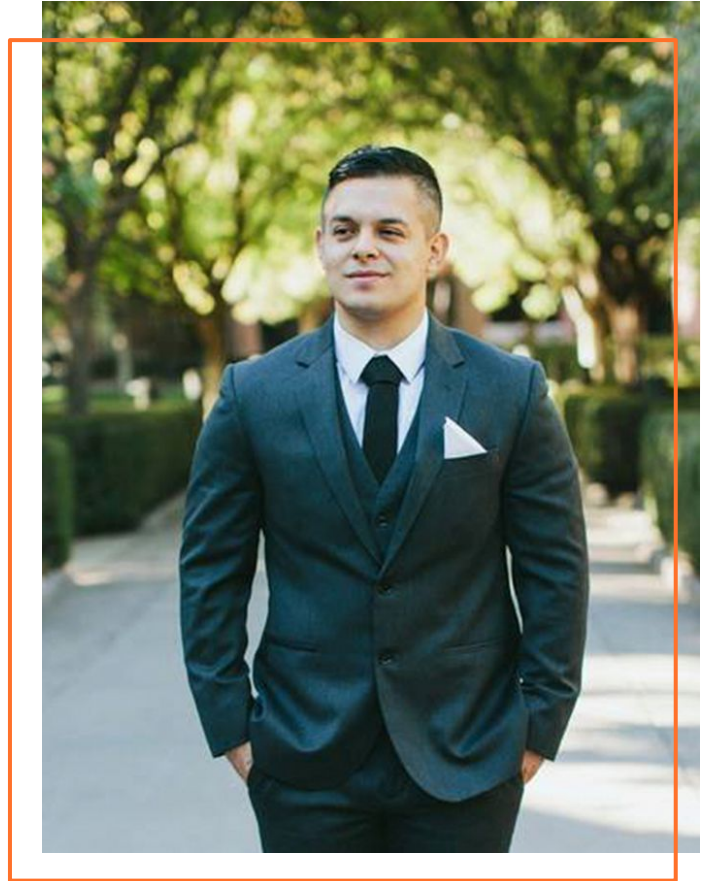
# ***Erick Prospero***

**CEO at Ninja Tropic - largest eLearning animation studio 60+ eLearning animators**

**Production of 1000's training videos per year**

**Certified Supply Chain Professional**

**Rescues Chihuahuas**



# Why Video?



- 50% of Smartphone users watch video on their mobile device – the Educational Marketing Group
- 59% of senior executives said they prefer watching video to reading text – Forbes
- You are four times more likely to look at video on a website than text and images – Cisco
- 90% of learning comes from informal training activities like apps, social networks and video – Nick van Dam, Chief L&D officer, Deloitte
- Learners remember 10% of what they read (text), 20% of what they hear (lectures), 30% of what they see (images), 50% of what they see and hear (demonstrations, video), 70% of what they say themselves (speaking, giving lectures) and 90% of what they do (practice) – Edgar Dale's Cone of Learning
- 85% of L&D professionals use video for learning – Video Arts client survey
- Video improves attention, motivation and the overall learning experience – Herefordshire and Worcestershire Lifelong Learning Network
- Dr. James McQuivey of Forrester Research says a minute of video is worth 1.8 million words – invodo
- Video appears in 70% of the top 100 search listings – KISSmetrics Videos are 53 times more likely than text pages to show up on the first page of search results – GIGAmom
- Econsultancy estimates videos in universal search results have a 41% higher click-through rate than plain-text results – Econsultancy

# Why Video?



ICRC



theWonderfulcompany.



UCLA



## ***Video is the preferred tool for user experience***

Video is good their branding  
Their brand experience matters



# Content Strategy Process

## Business Goals



Improving  
Performance



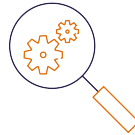
Financial



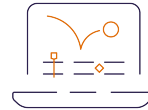
Monetize  
Content



Improve Brand  
Financial



Identify Learning  
Objectives +  
Purpose



Learning  
Paths  
Video Pattern



Art Style

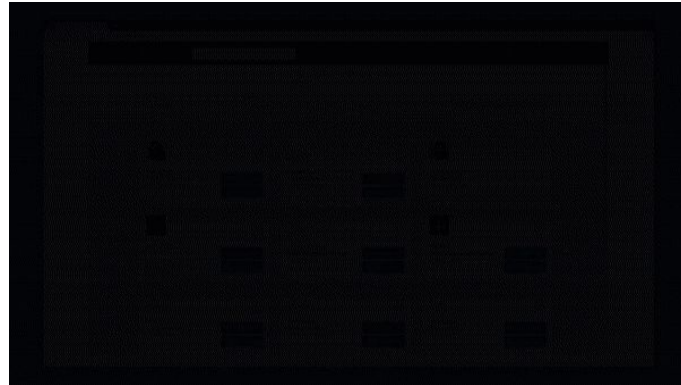
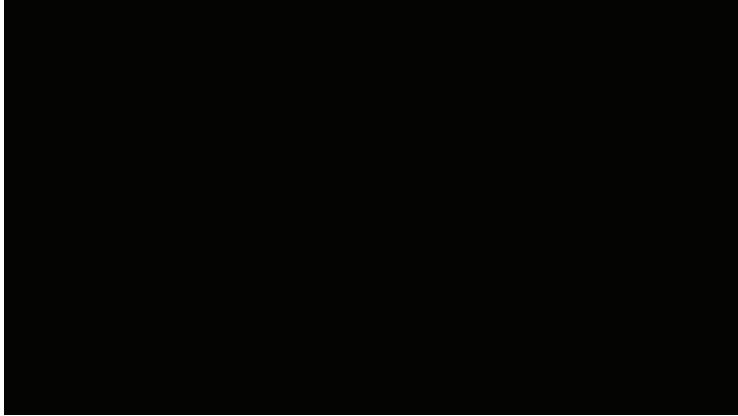


Scripting

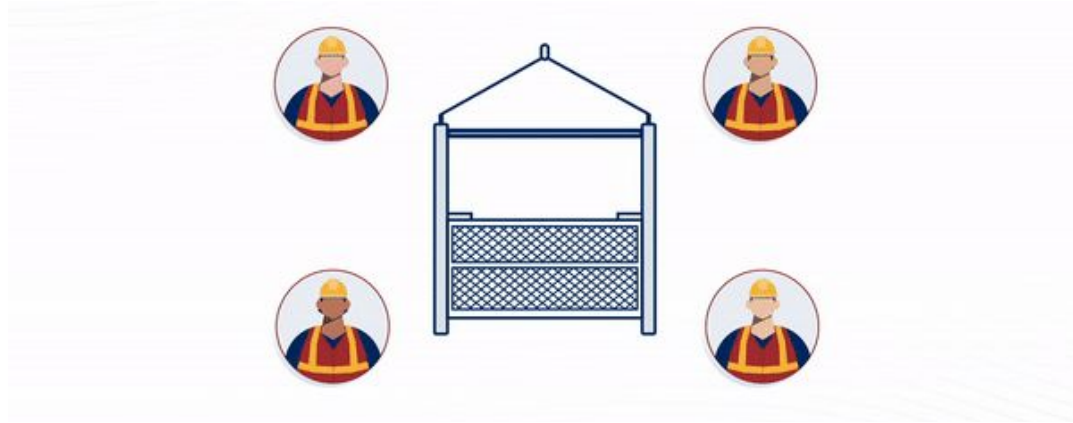
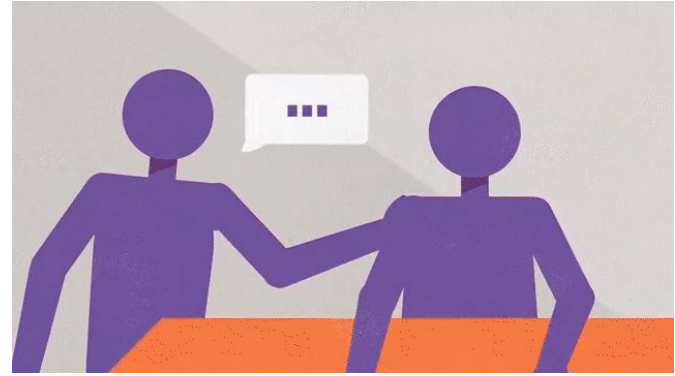
## *Budget Quantity of Minutes*

Choose a subset of videos to focus on

## *(How-to) videos*

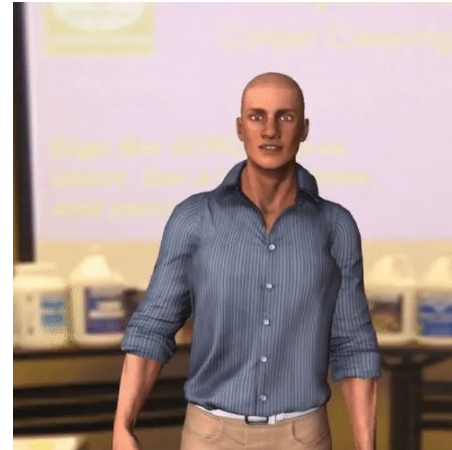
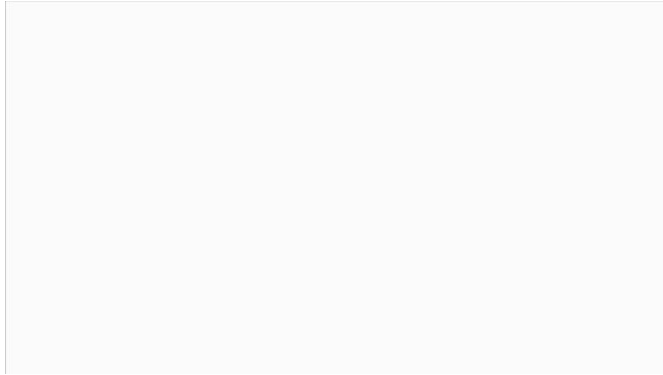


## *Advanced concepts videos*

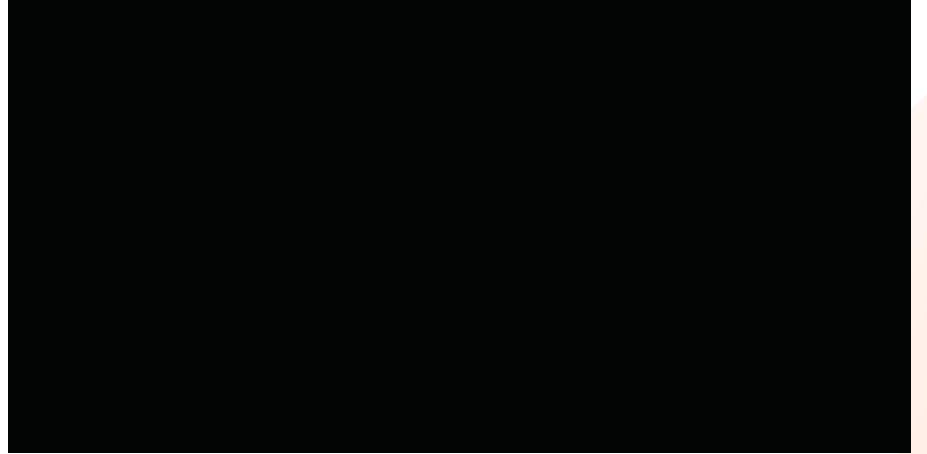




# *Subject Matter Expert*



## *Scenario*

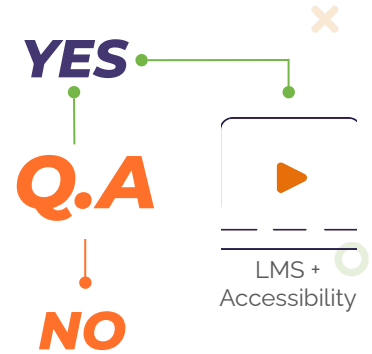
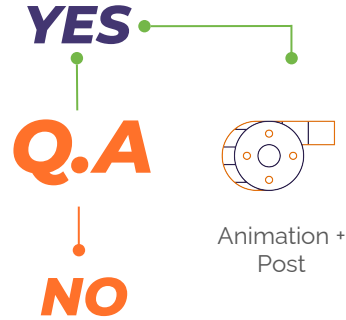
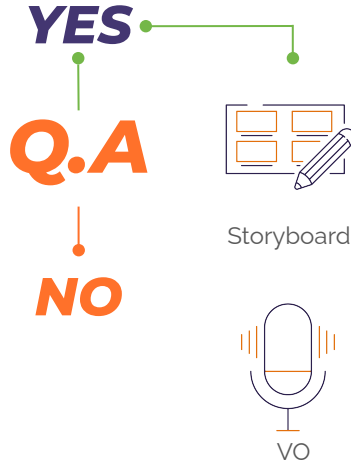
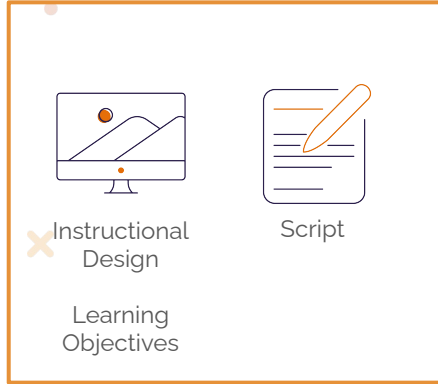


## *Storytelling*



# Animation Process ✨

We make learning and self improvement fun



# SCRIPT


Training videos come in many styles to meet various learning needs. For example, thought leadership, **Advanced concepts videos** (also called advanced concepts videos) explain a complex process or thought, **while subject matter expert (SME) videos** interview a person considered to be knowledgeable on a certain topic.

Other styles of training videos are scenario-based videos, which use situation-based characters and an overview of a situation to help a learner better **understand a scenario** or differing point of view, and classic storytelling videos, which do what one might guess: they tell a story!

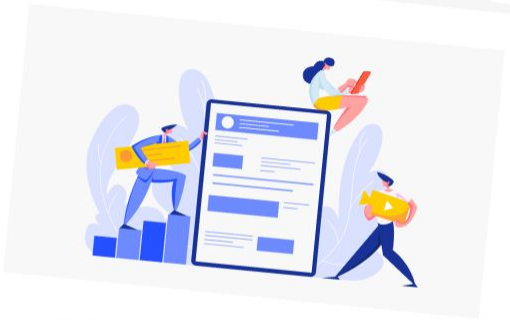
Perhaps one of the most common styles of training videos is a how-to video, which explains how to do something **(such as a process)**. Software tutorials, step-by-step process instructions, and high-level process overviews are examples of how companies use how-to training videos for their clients and employees. This article provides an example of a how-to training video script in order for you to see how effective they can be when organized and written correctly.

The training video example script below follows the outline suggested above. This example script is for a company's emergency evacuation plan for a fire. Most U.S. states require **companies to create and provide** training on their emergency evacuation plan.

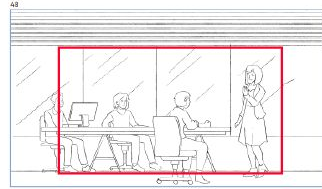




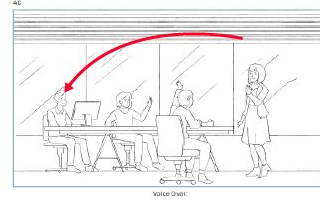
**TYPE**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
(. ! ? @ # \$ % & )



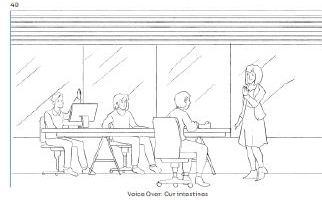
HEADSPACE - 1. BRAIN-GUT ACCESS VIDEO FOR PATIENTS WITH IBS  
STORYBOARD



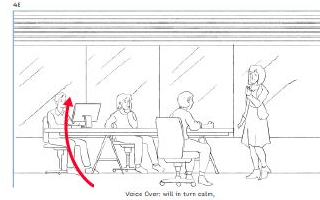
On screen direction: The rain clouds outside the window dissipate.



On screen direction: The sun shines.

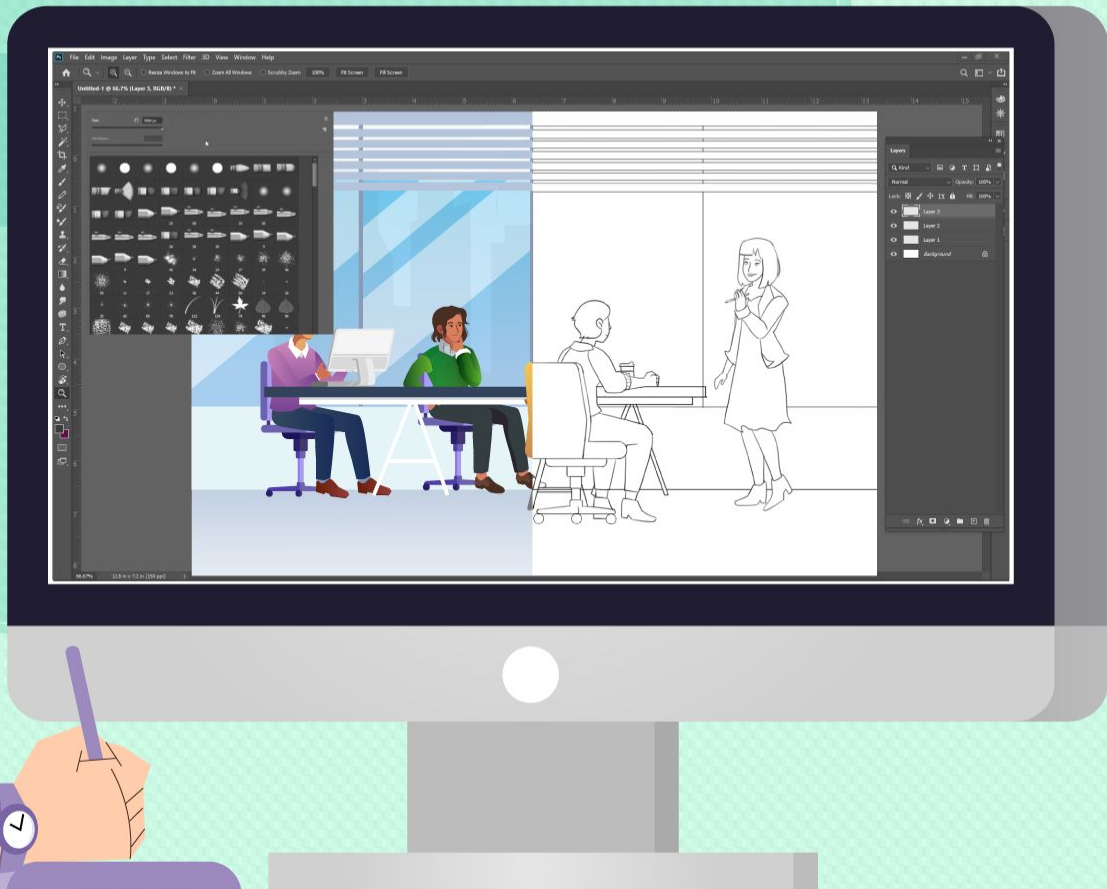
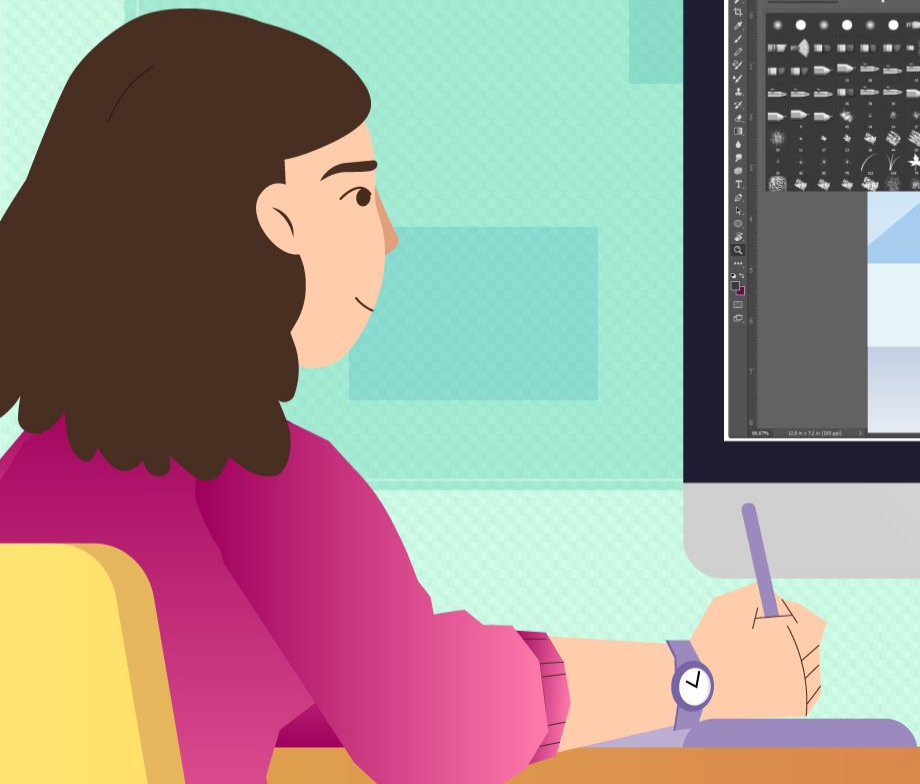


On screen direction: Character stands up.

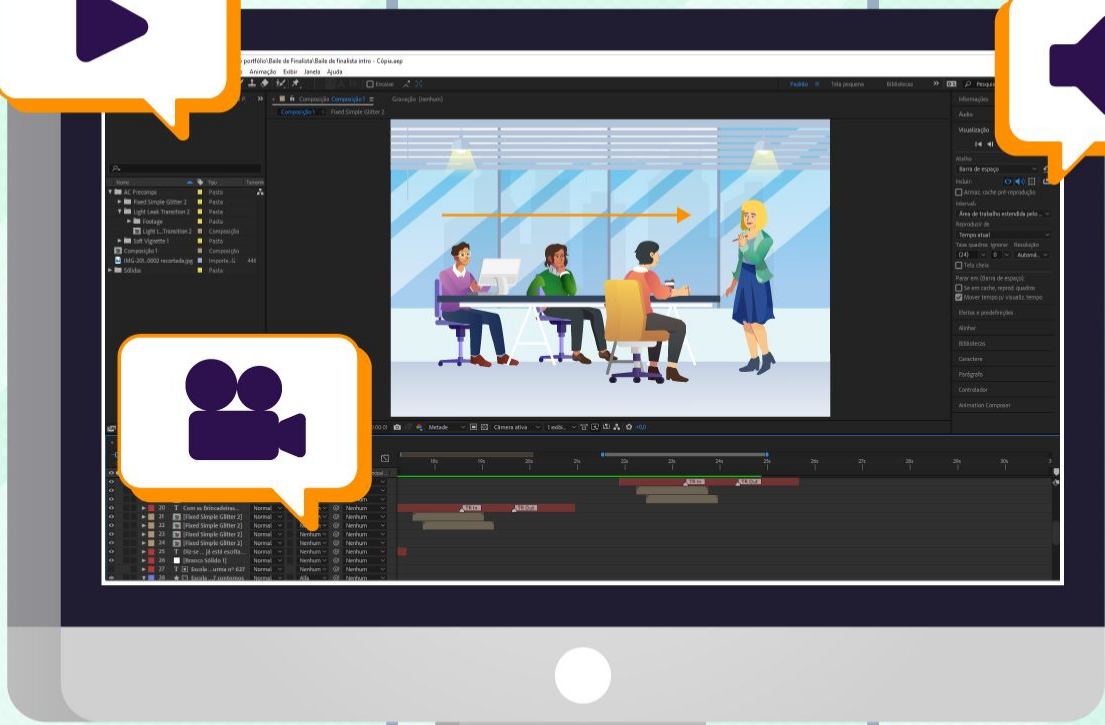


On screen direction: Character sits back down.



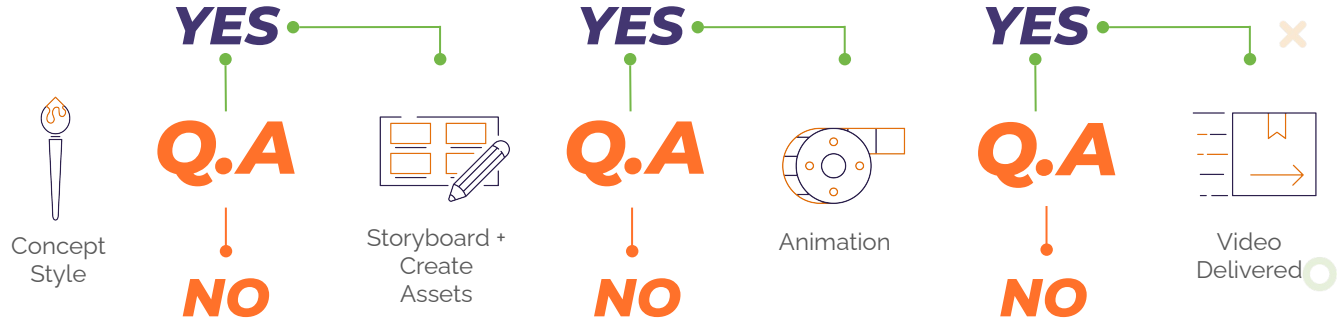
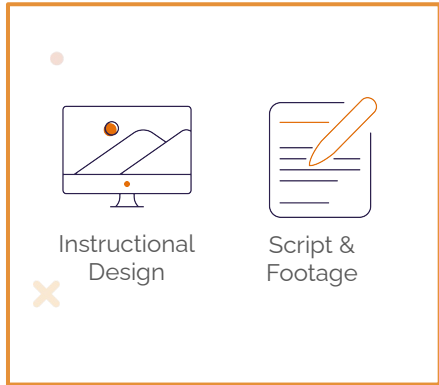


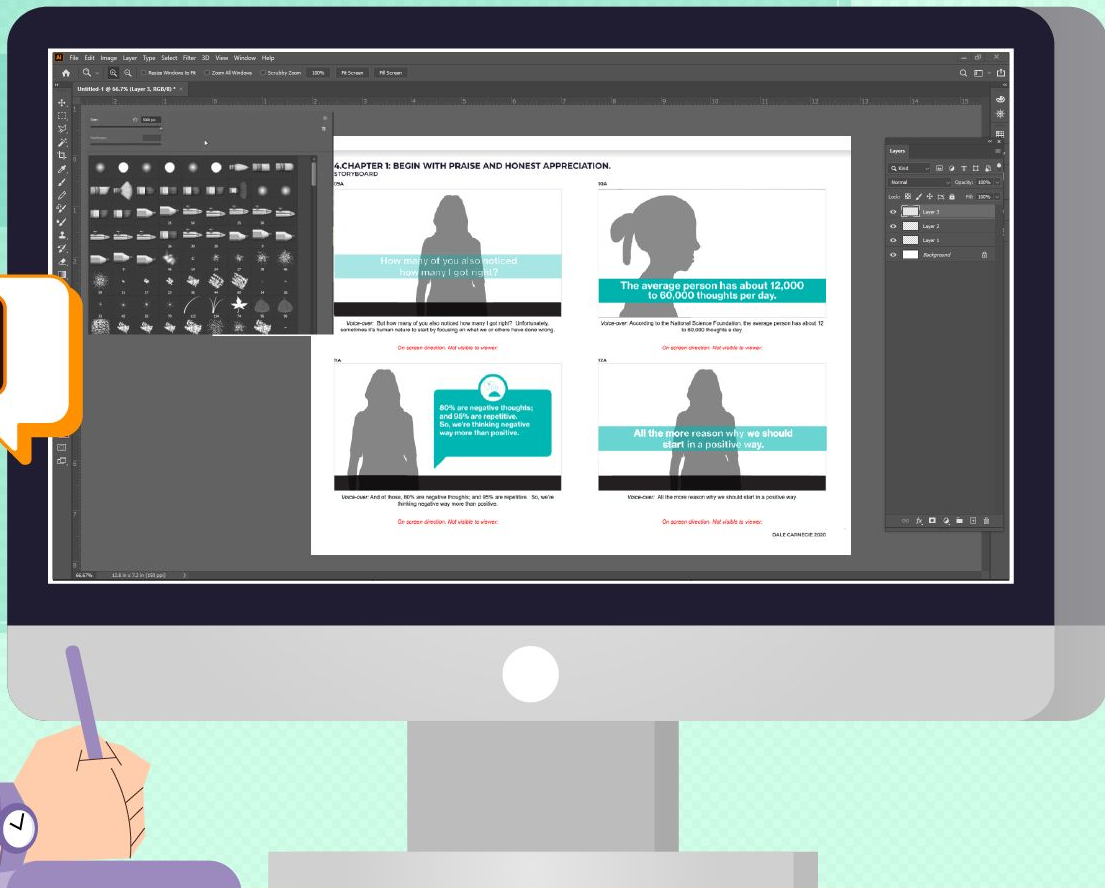
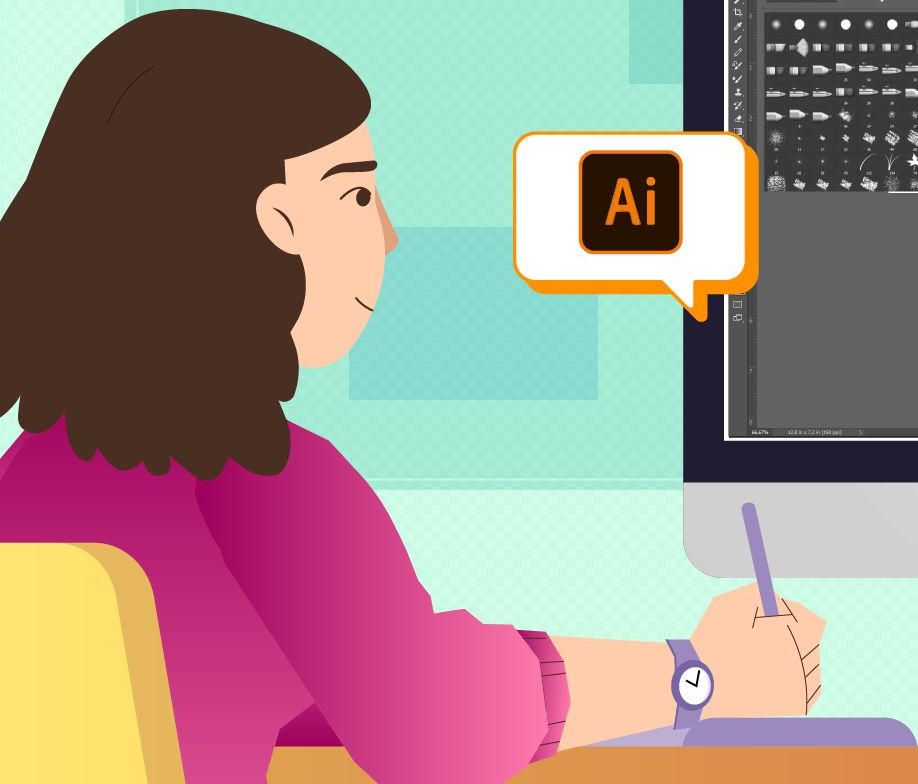


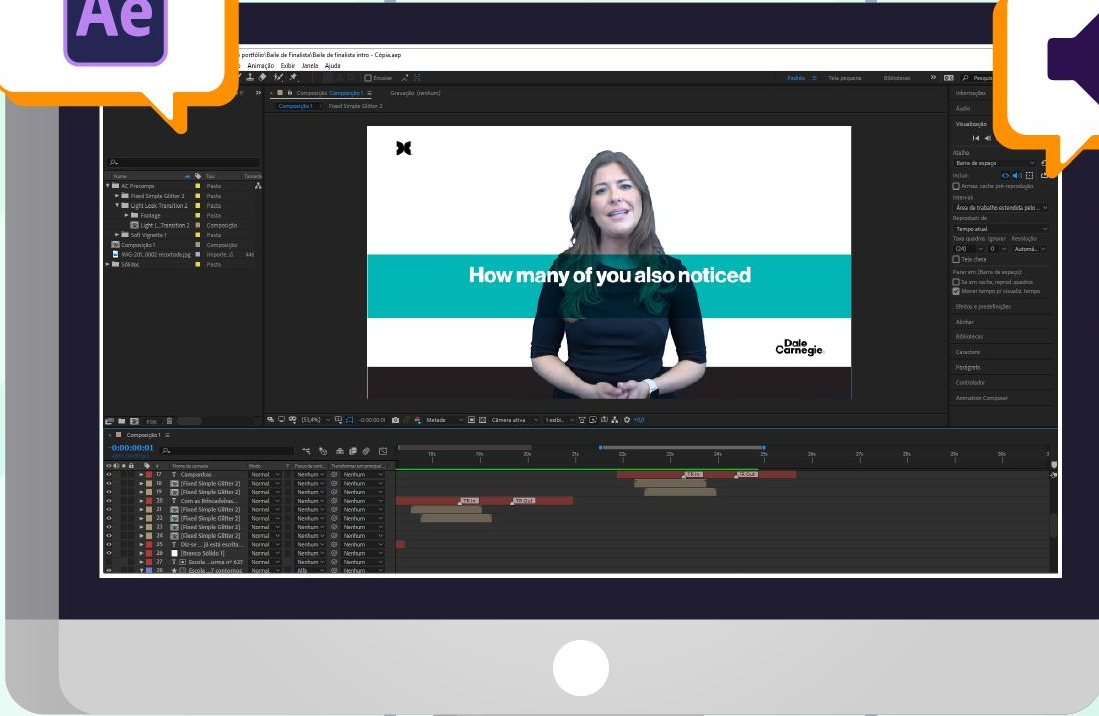


# Live Action Process

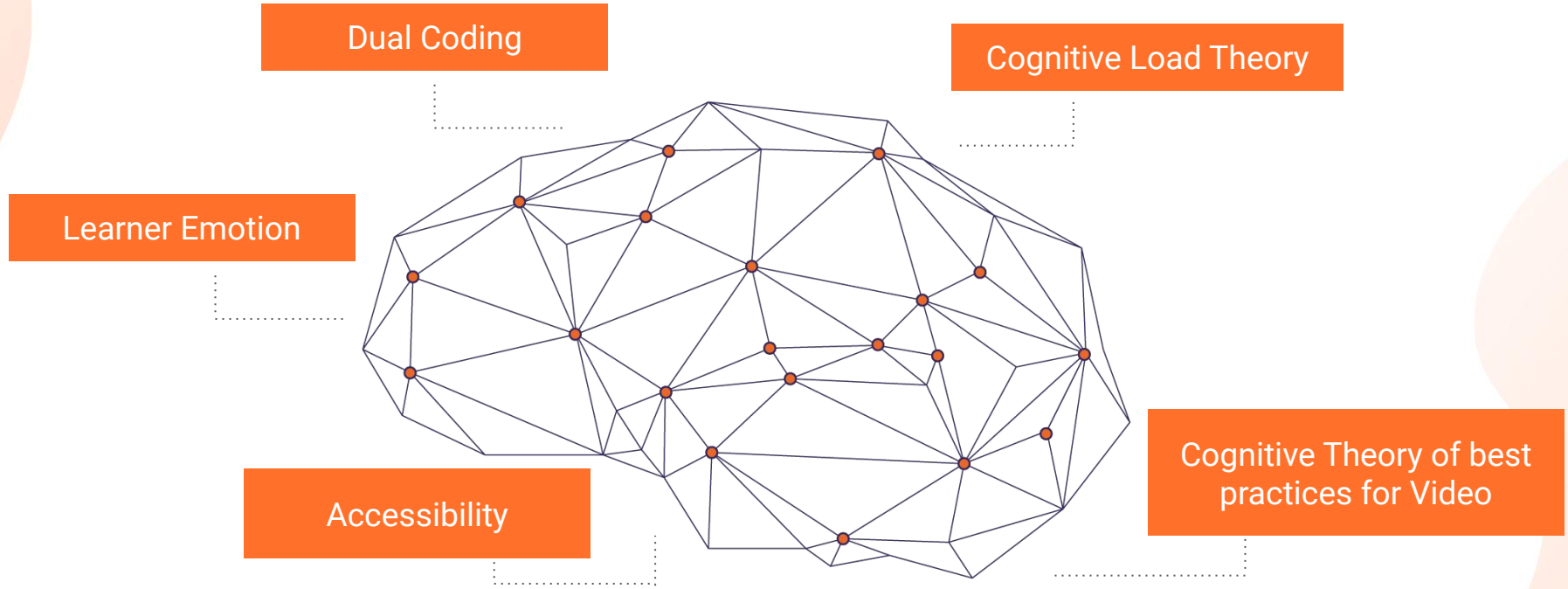
We make learning and self improvement fun



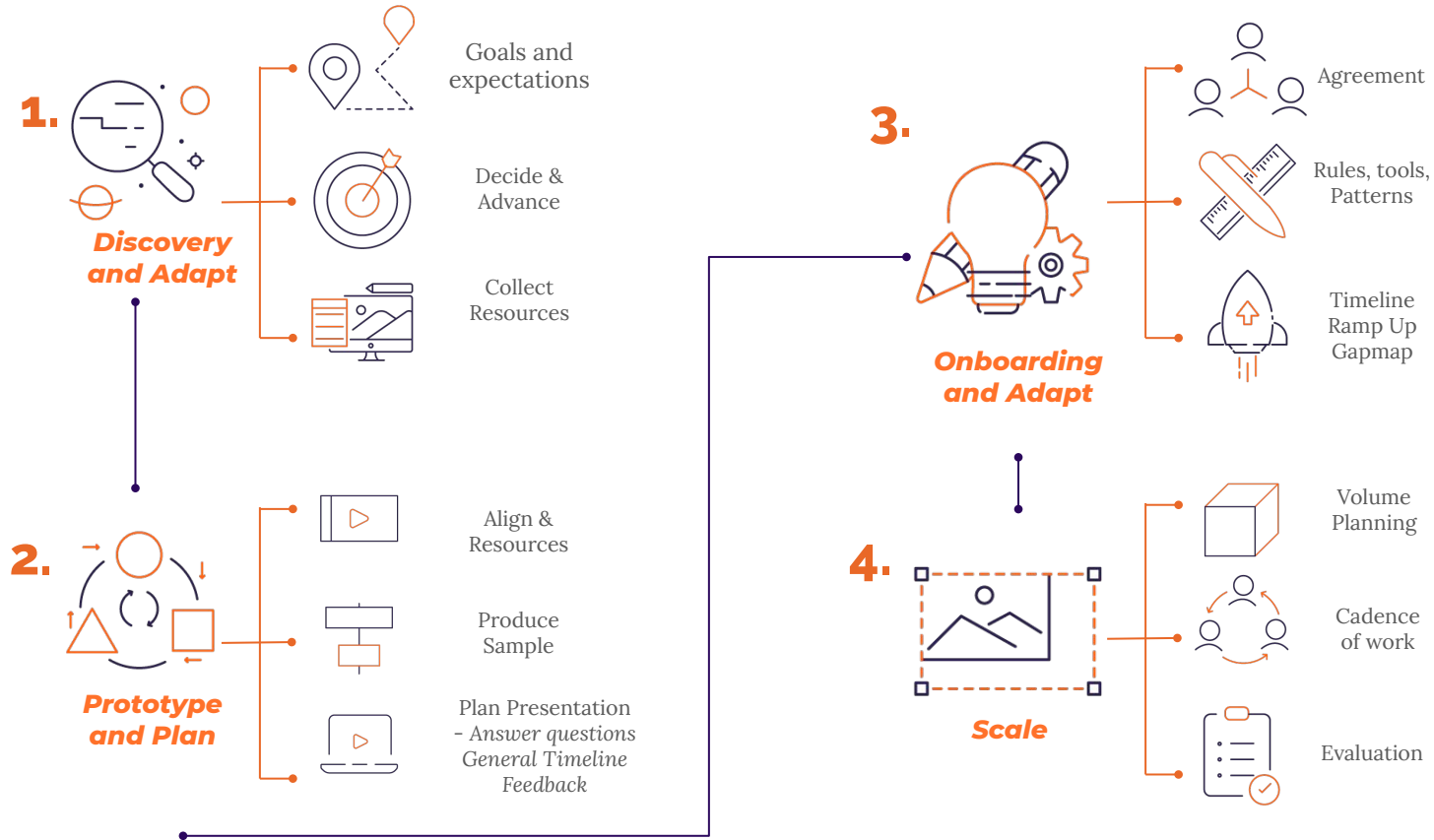




# ***5 Pillars of Video Learning Science***



# Sourcing Plan



# Why we are different?



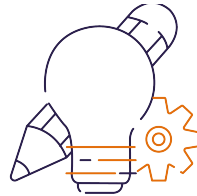
## **Cost Leaders**

Transparency and system for predictability for your budget



## **60+ Ninjas in house**

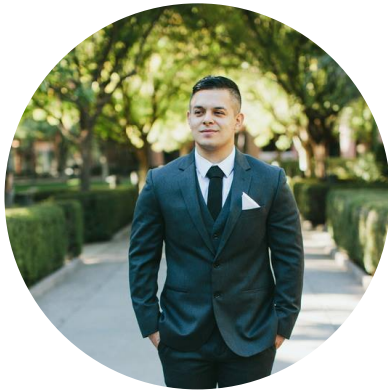
We align to your style and the Are the Fastest! Ability to absorb changes/revisions.



## **Proven Process**

1000's of videos annually with the biggest Brands with our predictable process

# **Erick**



**Email - [erick@ninjatropic.com](mailto:erick@ninjatropic.com)**  
**<https://www.linkedin.com/in/erickprosperotorres/>**

Erick has lead the production of 1000's of training videos with hundreds of enterprises, associations and schools.

Animation Production

LMS Expert

Content Monetization

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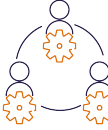






Click the link to learn what our clients are saying!

# **Client Love** **Page**

# Industry Overview

	 <b>Freelancers</b>	 <b>Internal staff</b>	 <b>Agencies</b>	
<b>Deadlines</b>	Lack of coordination/ security	Ramp up time/ Non scalable	Hires freelancers	100% internal employees - fast and reliable
<b>Budget</b>	<b>\$25 - \$40</b>	<b>\$30</b> plus benefits pay for time	<b>\$70 - \$100</b> / hour	fixed prices with revisions. Pay for results
<b>Quality</b>	Variable - can't scale	<b>Good</b>	<b>Great!</b>	<b>Great!</b> Constantly learning new skills/styles