5 Key Principles for Designing and Delivering Video-Based Learning

Ajay Jain
Sr. Video Learning Advisor
ajain@panopto.com

Panopto®

Today we will discuss...

- Why video and why now?

- 5 principles for creating higher performance video learning

- Tactics for applying the principles

- Measuring the effectiveness

- Scaling content

Panopto®

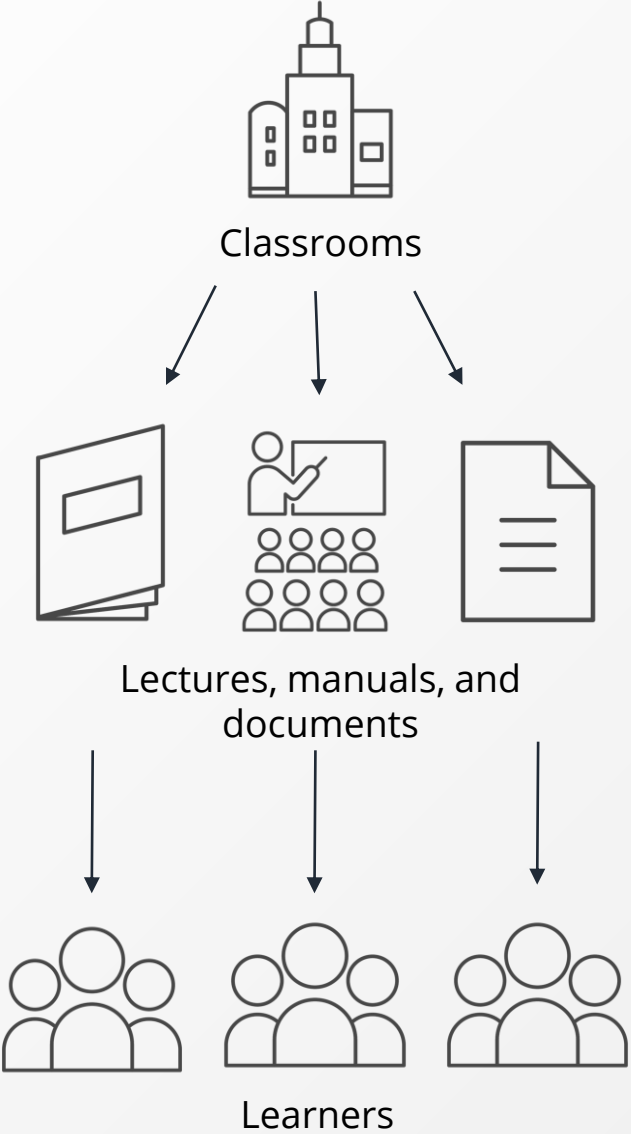Are you creating video lessons, but feel they are not quite hitting the mark?

Let's keep it simple: Video is just a communication medium

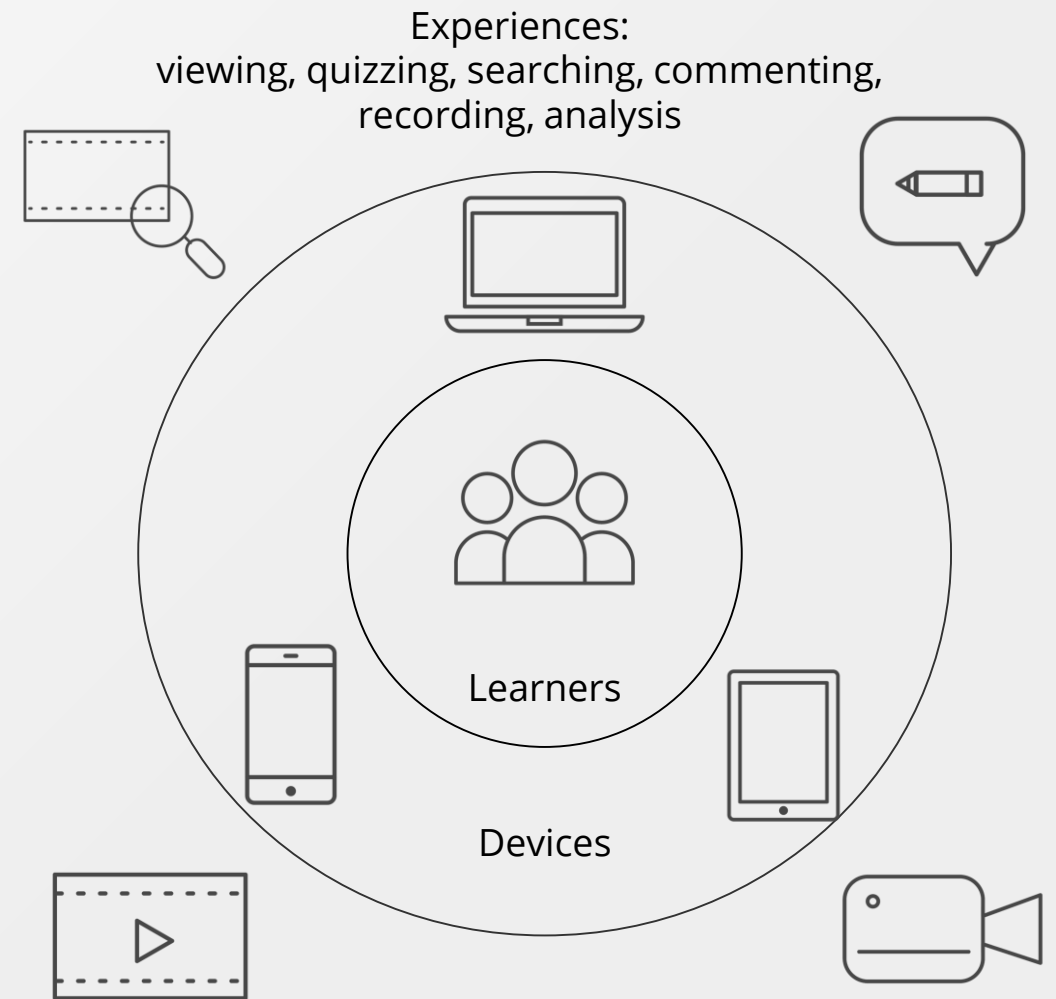How you think about video is crucial to the success of your training program.

Panopto
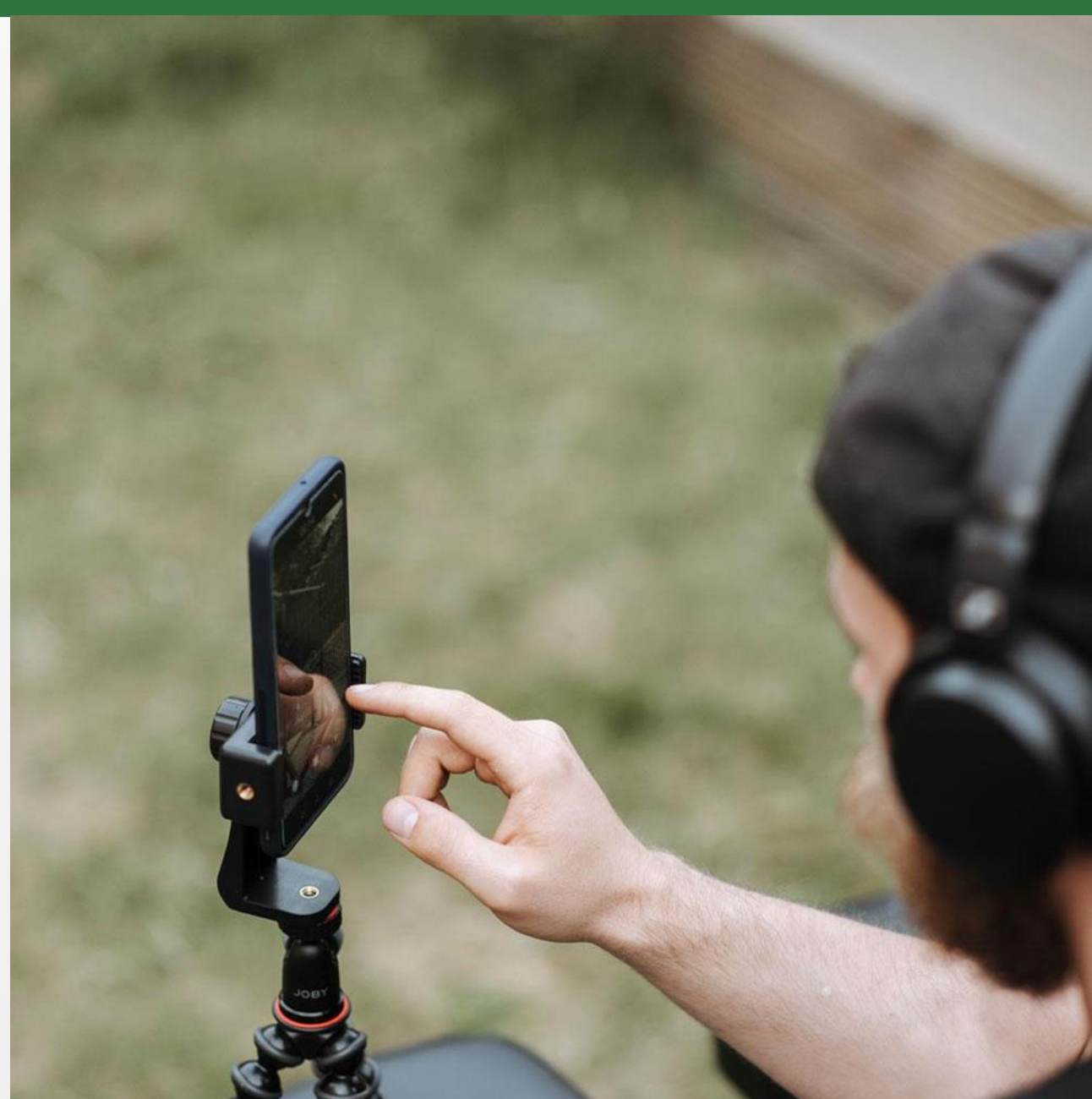
Video gives a new way to think about your training

Video gives a new way to think about your training

Classrooms

Lectures, manuals, and documents

Learners

Panopto

Video gives a new way to think about your training

Experiences:
viewing, quizzing, searching, commenting,
recording, analysis
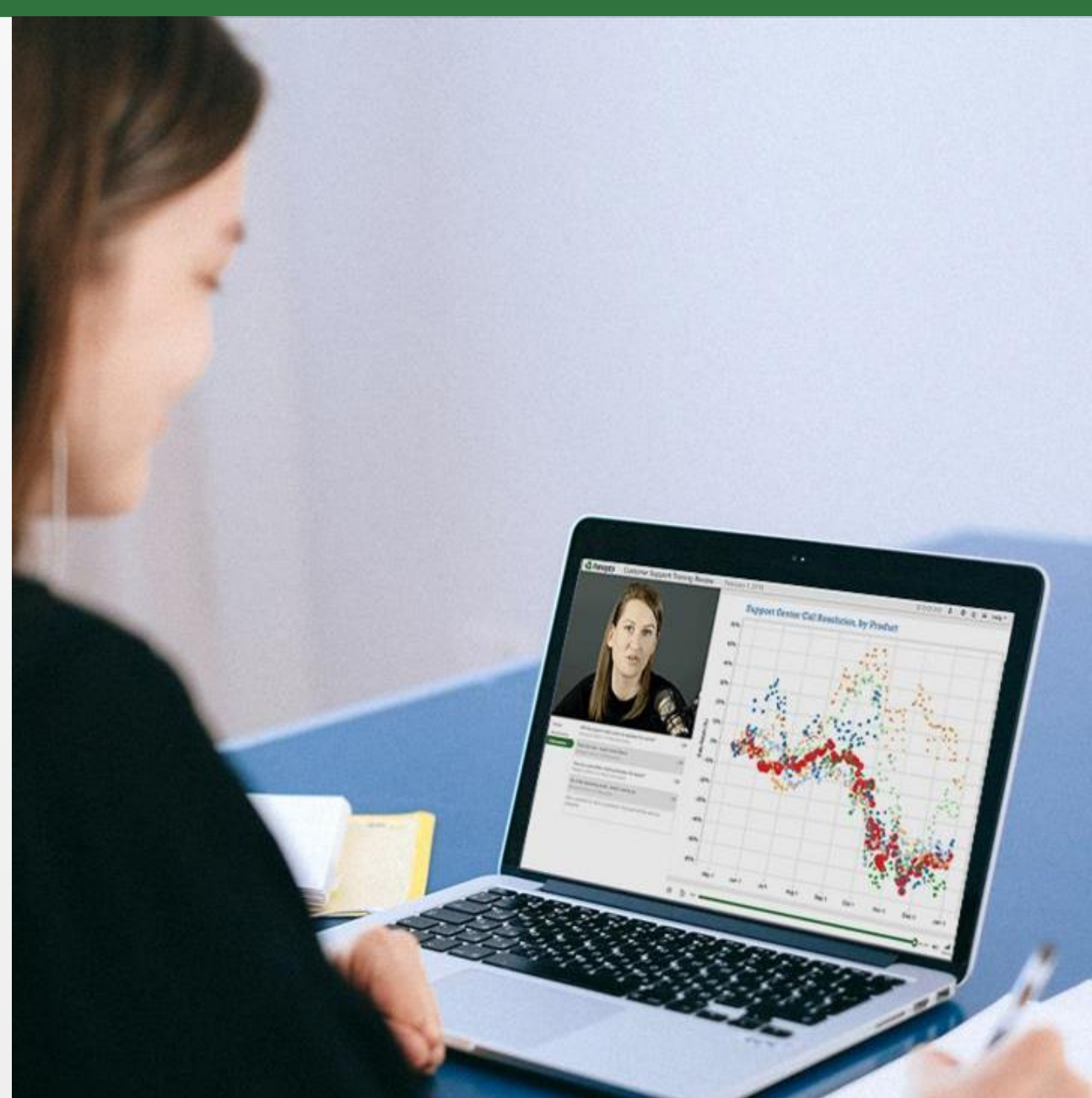
Learners

Devices

Panopto

Video streamlines your training process

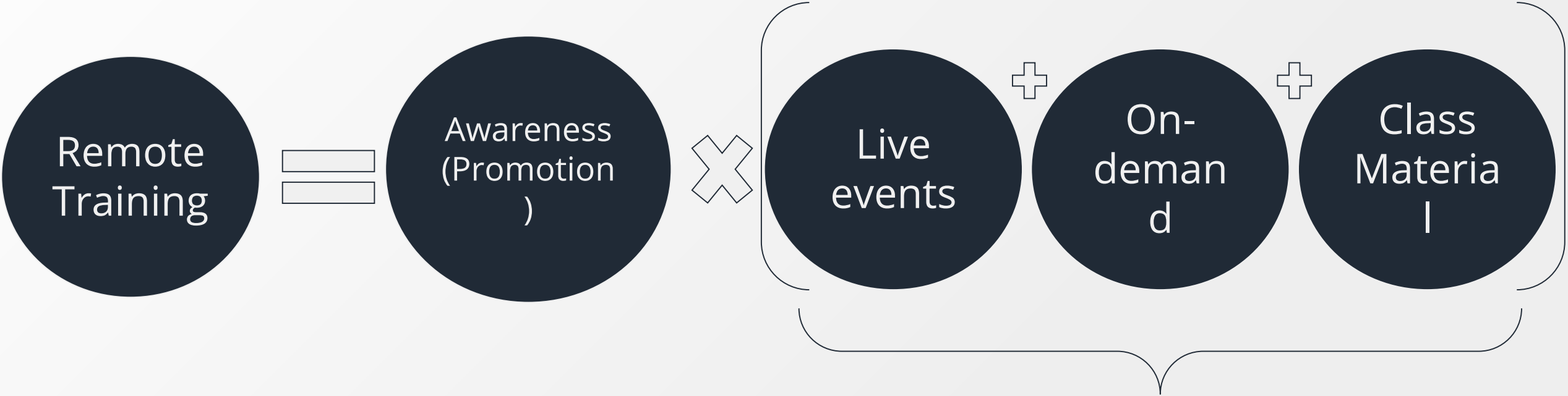| PRODUCTION | Manuals, documentation | Live and on-demand videos |
INSTRUCTORS	Finding, scheduling	Anyone in the organization
CLASSROOMS	Scheduled, limited capacity	Anywhere, any device
STUDENTS	Scheduling, traveling	Anytime, moment of need
CONTENT	One and done	Referenceable, always available
REPORTING	Attendance, surveys	Analytics, quizzing
ROI	Indeterminate	Measurable

Panopto

Disclaimer:
Video will not replace all classroom training

Panopto

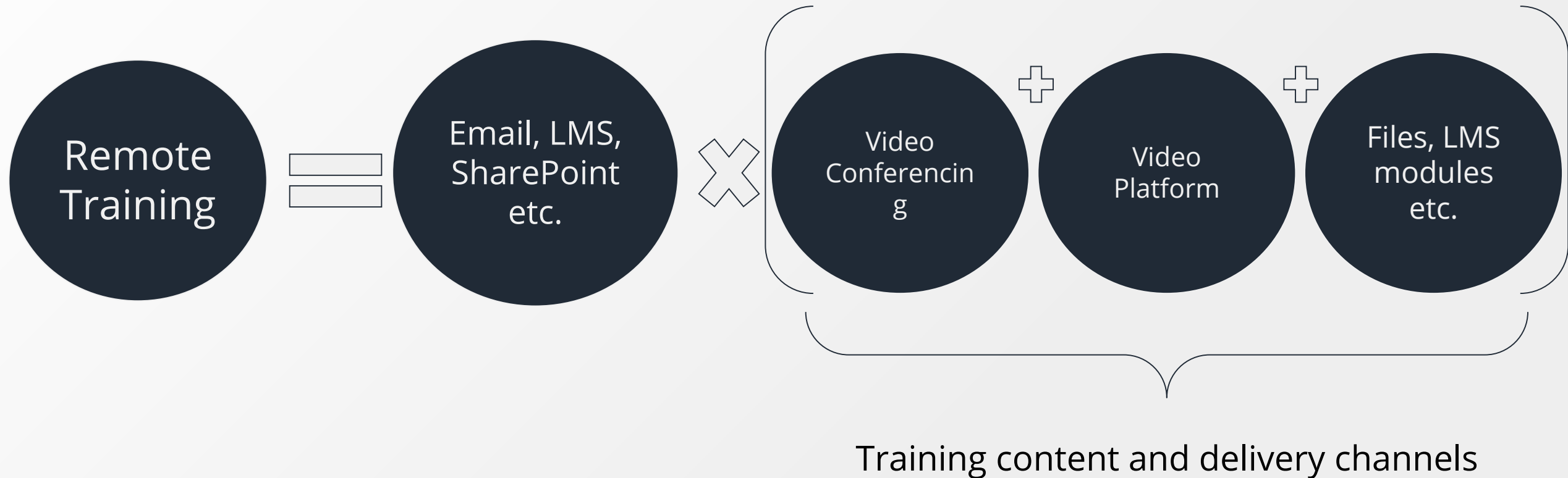# You will need to experiment to discover what works for your learners.
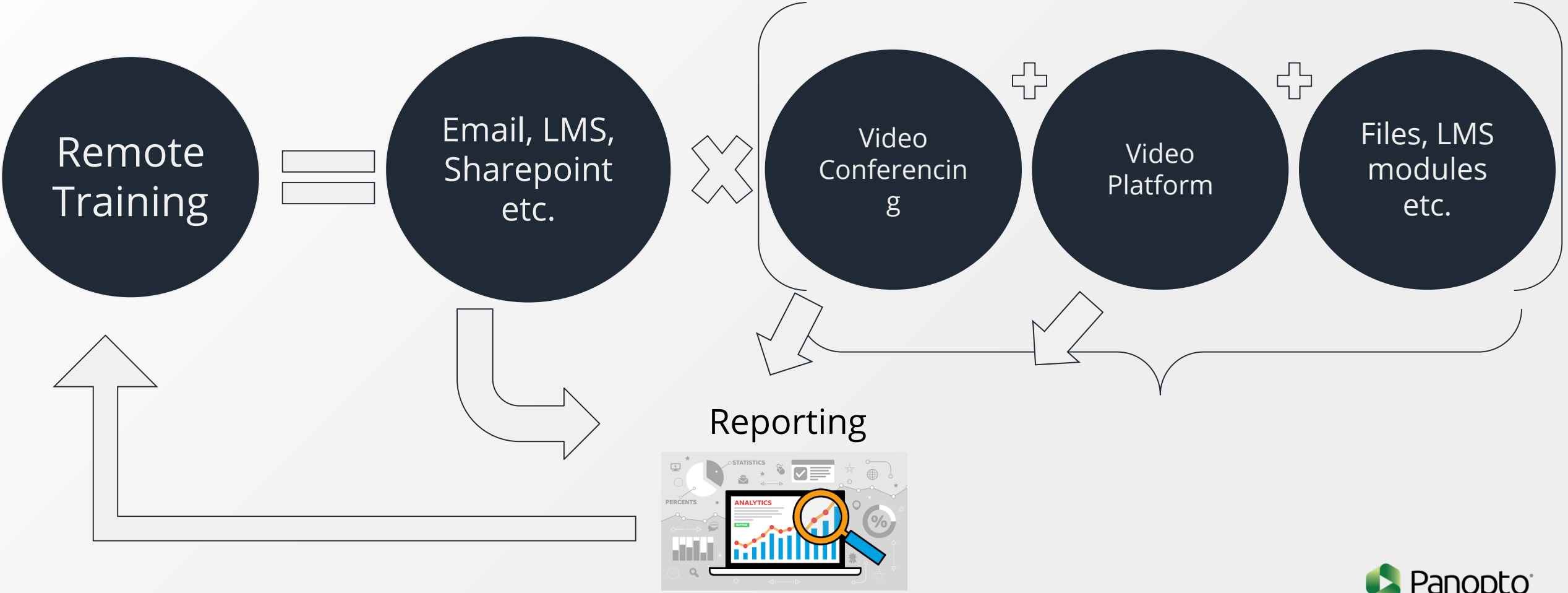
What is the formula for video training success?

Remote Training

=

Awareness (Promotion)

×

Live events

+

On-demand

+

Class Material

Training content and delivery channels

Panopto

What is the formula for video training success?

Remote Training $=$ Email, LMS, SharePoint etc. $\times$ (Video Conferencing $+$ Video Platform $+$ Files, LMS modules etc.)

Training content and delivery channels
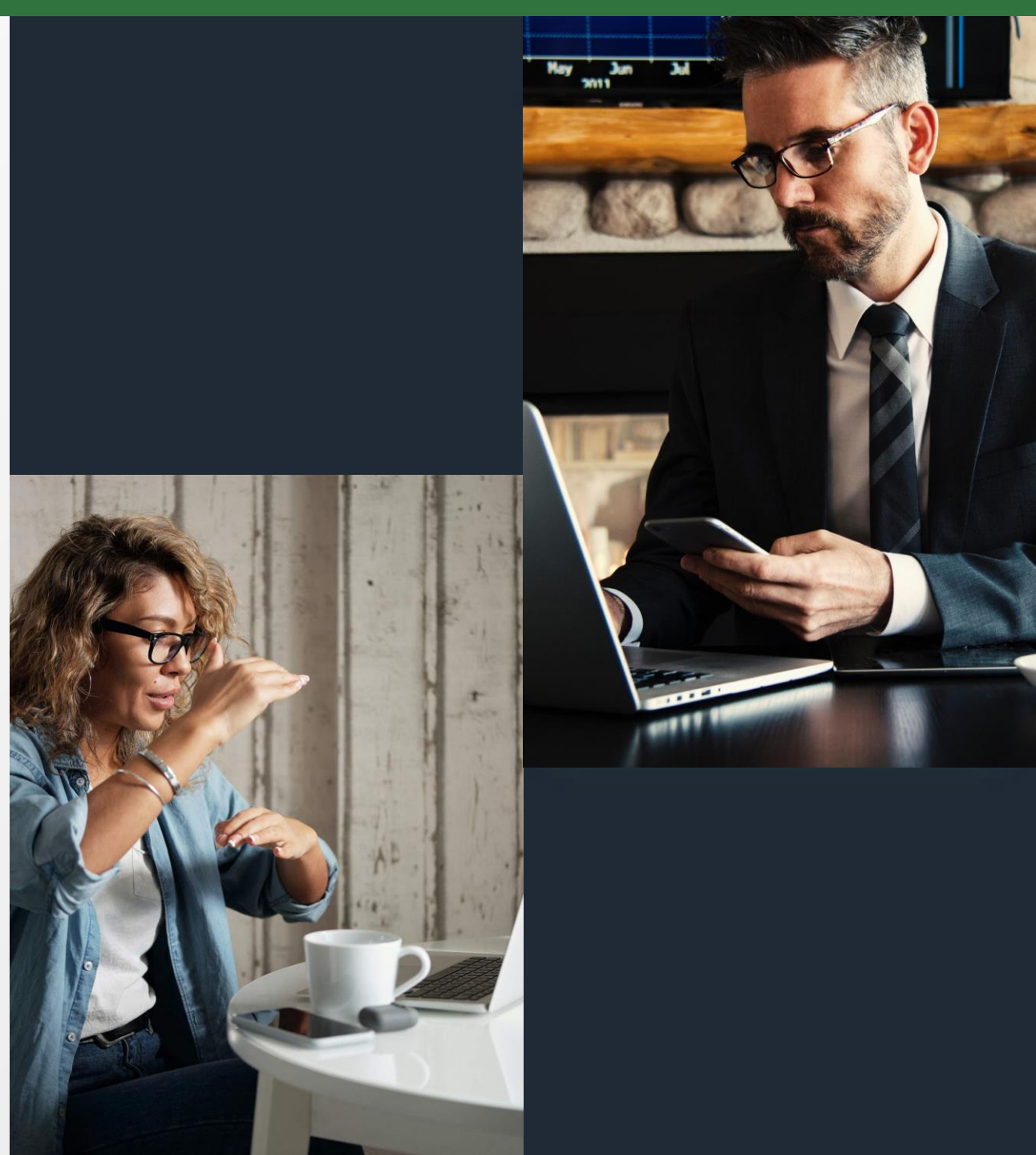
Panopto

What is the formula for video training success?

Some things to keep in mind

1. Accessibility and mobility are important factors
2. Have empathy for learners by striving to know who they are and what they need

Panopto®

Melissa Smith – Senior Medical Inspector, MD, PP

Background

Demographic

Goals/Objectives

What is the number one thing on your checklist when putting together new training content?

Remember, it's not about what you want them learning, it's about what action you want them doing after the training.

The 5 Principles

Panopto

#1 – Define your ideal outcome first then work backwards

- What do you want people doing after your training?
- What are they doing today?
- Why aren't they doing it the "right way"?

Panopto

#2 – Be authentic

- As close to real life as possible

- 1st & 3rd person simulations

- Seek out SME's for feedback

- Outline ideal tasks and behaviors

- Record "real-world" scenarios using video
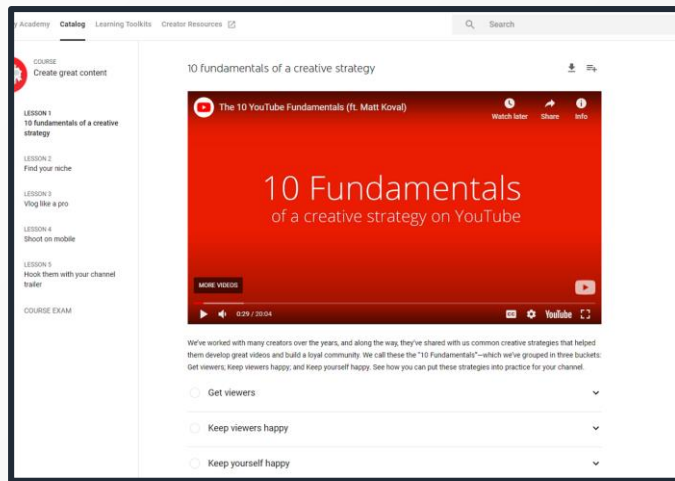
Panopto
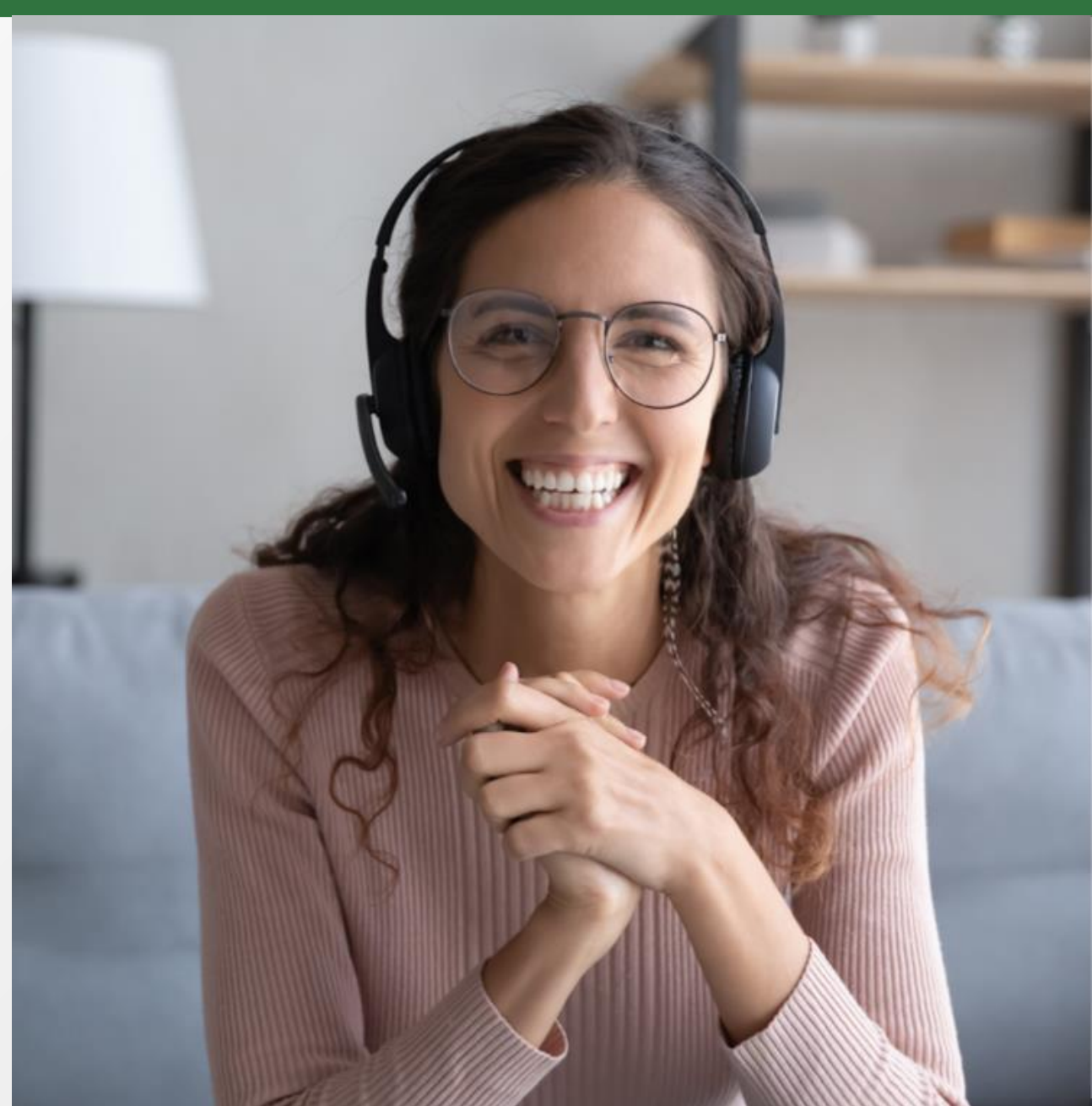
Tips for working with SMEs

- Identify your end goal

- Ask questions that encourage them to zoom out of their experiences

- Layout your role and theirs

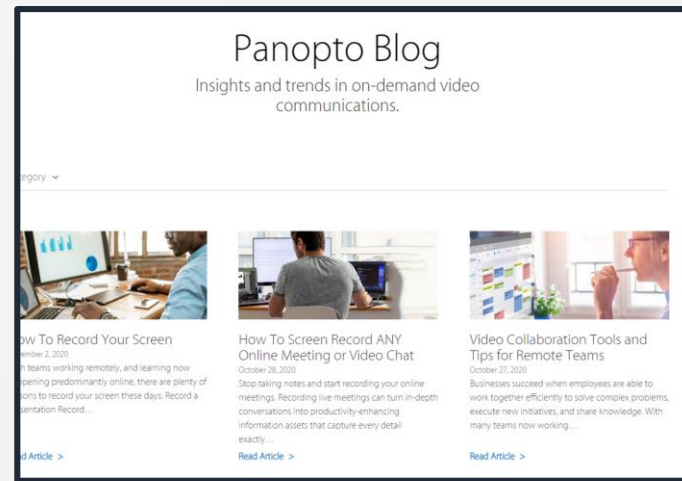- Go back to them for feedback before and after publishing your videos

Panopto
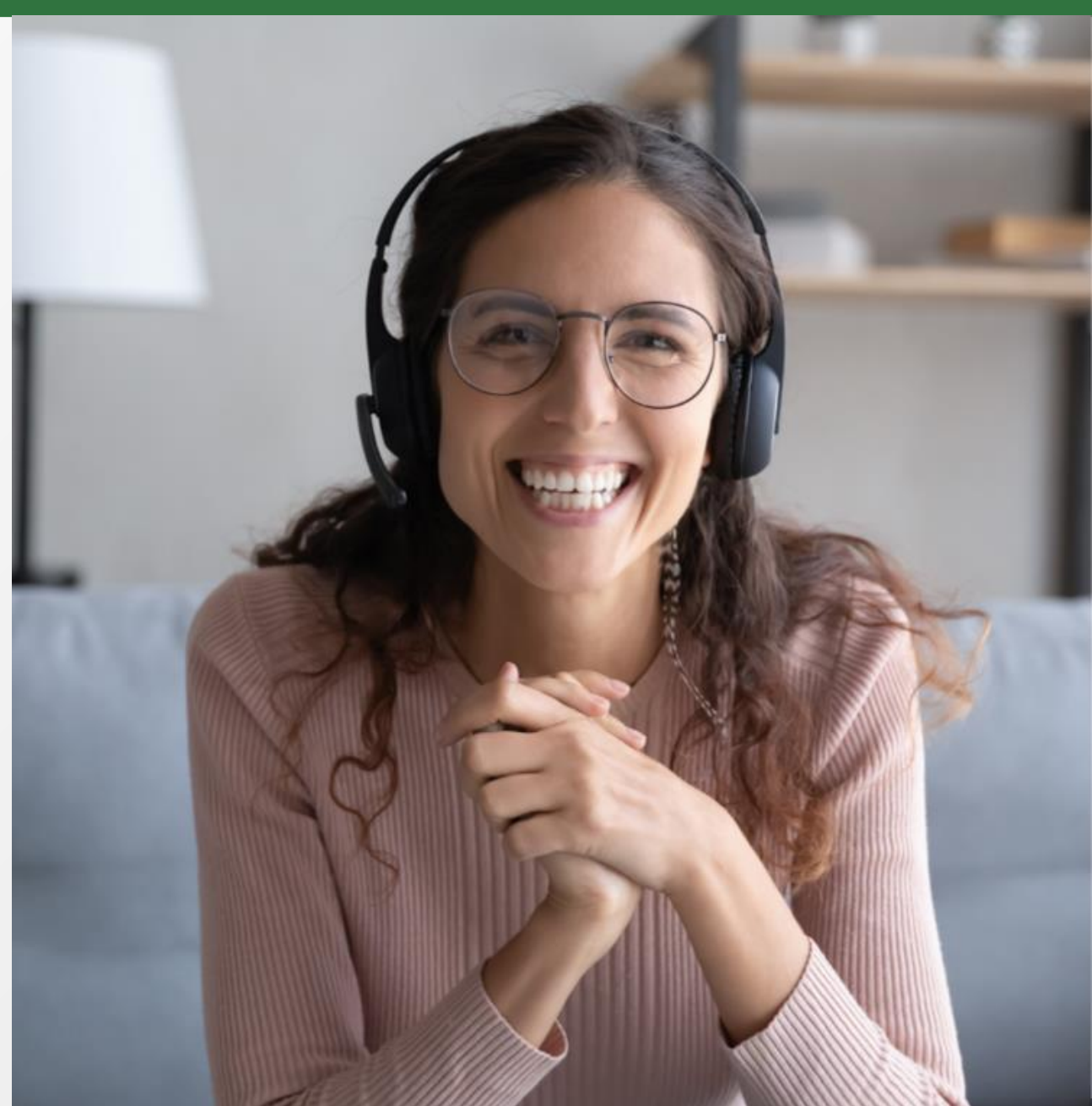
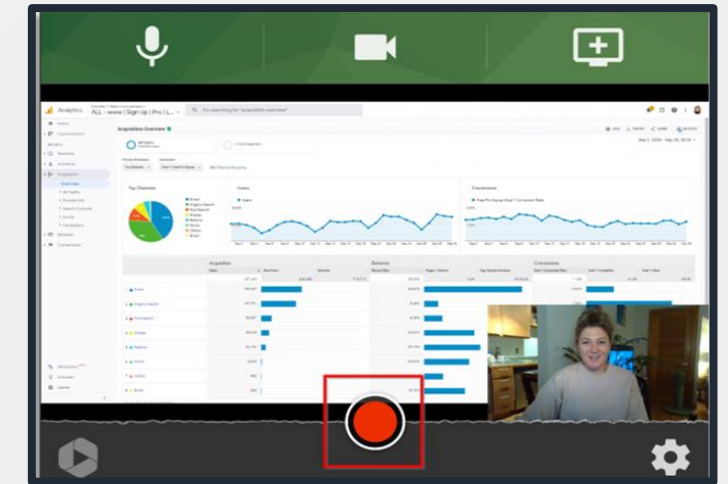# Looking for go-to fundamentals to creating videos?

YouTube Creator Academy

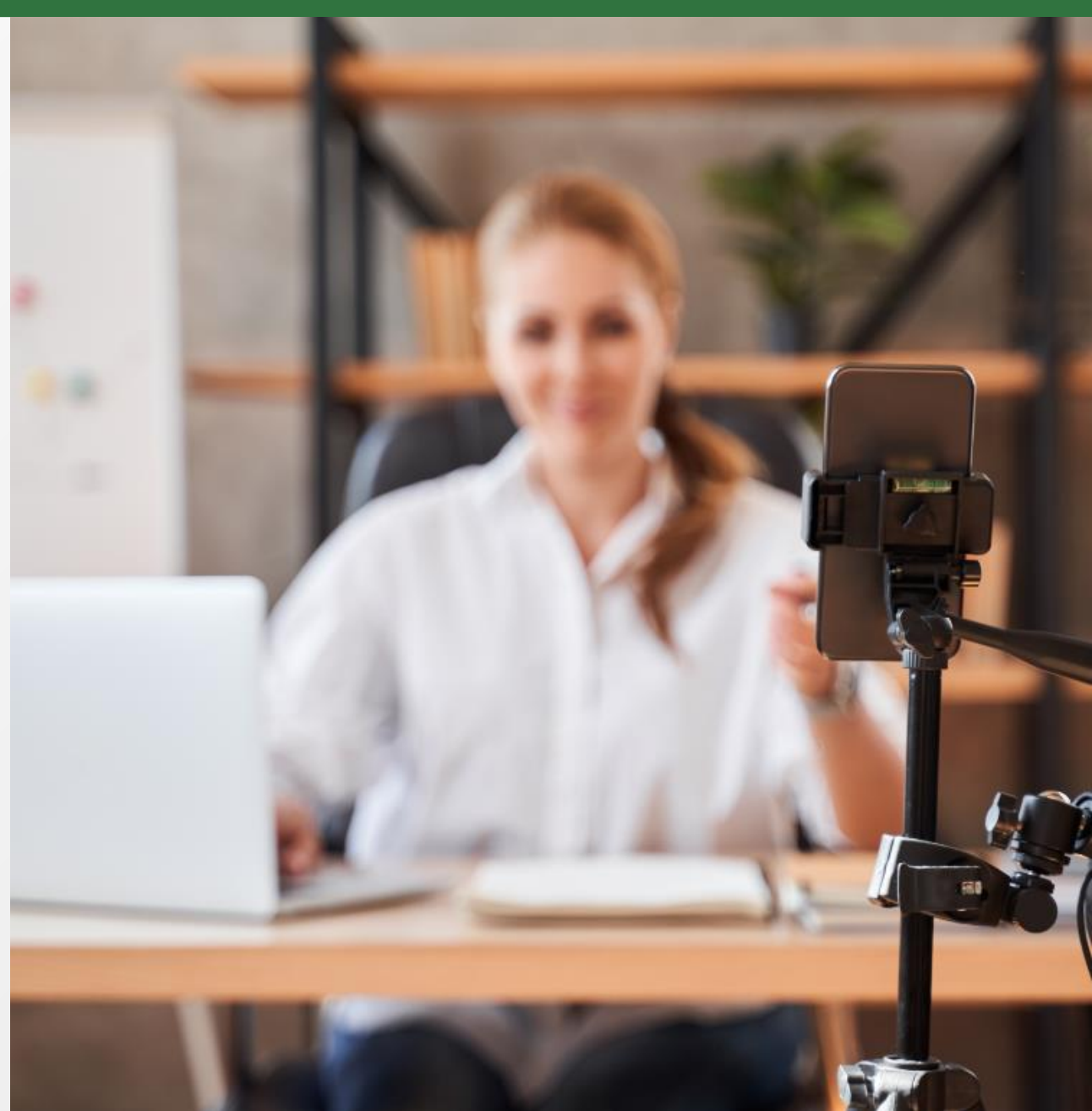### How-to blogs and webinars from your video solution

Just start recording for free!

#3 – Be relevant and timely

- Know business goals and align learning objectives to them

- Ensure learning content is relevant to specific learner's needs

- Provide job aids and reference guides

- Make sure content can be viewed and paused on both PC and mobile devices

Panopto

#4 – Be efficient and engaging

- Ask "need to know?" or "nice to know?"

- Challenge yourself to cut at least 25% of the content from your draft

- Keep content on point and aligned to learning objectives

- Use content, colors and images to drive and keep engagement

Panopto

Multiple videos

When creating your content think about building it in a way that allows you to repurpose bits of the video in other ways.

- On your company website
- To train external users and customers
- On social media channels

#5 – Be fun and entertaining

- Choose and use a theme
- Know who your learner is and what matters most to them
- Use game mechanics and storytelling
- Try things like scoring, leaderboards or even badging

Which of the principles we just covered is most useful to you?

1. Building a persona for the role you're training on
2. Define your ideal outcome first then work backwards
3. Be authentic and leverage subject matter experts
4. Be relevant and timely by aligning with overarching business goals
5. Be efficient and engaging by creating multipurpose videos and more
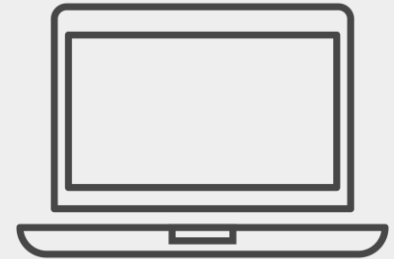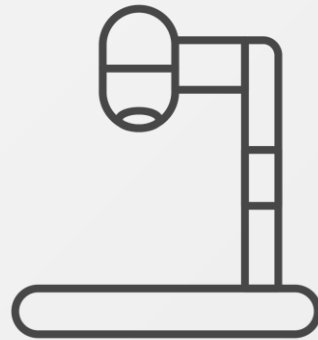6. Be fun and entertaining by introducing competitions with gaming and badging
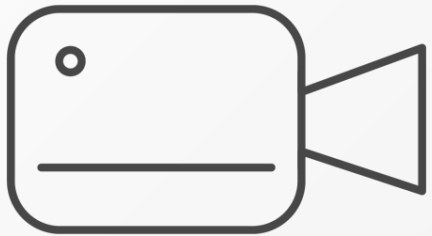
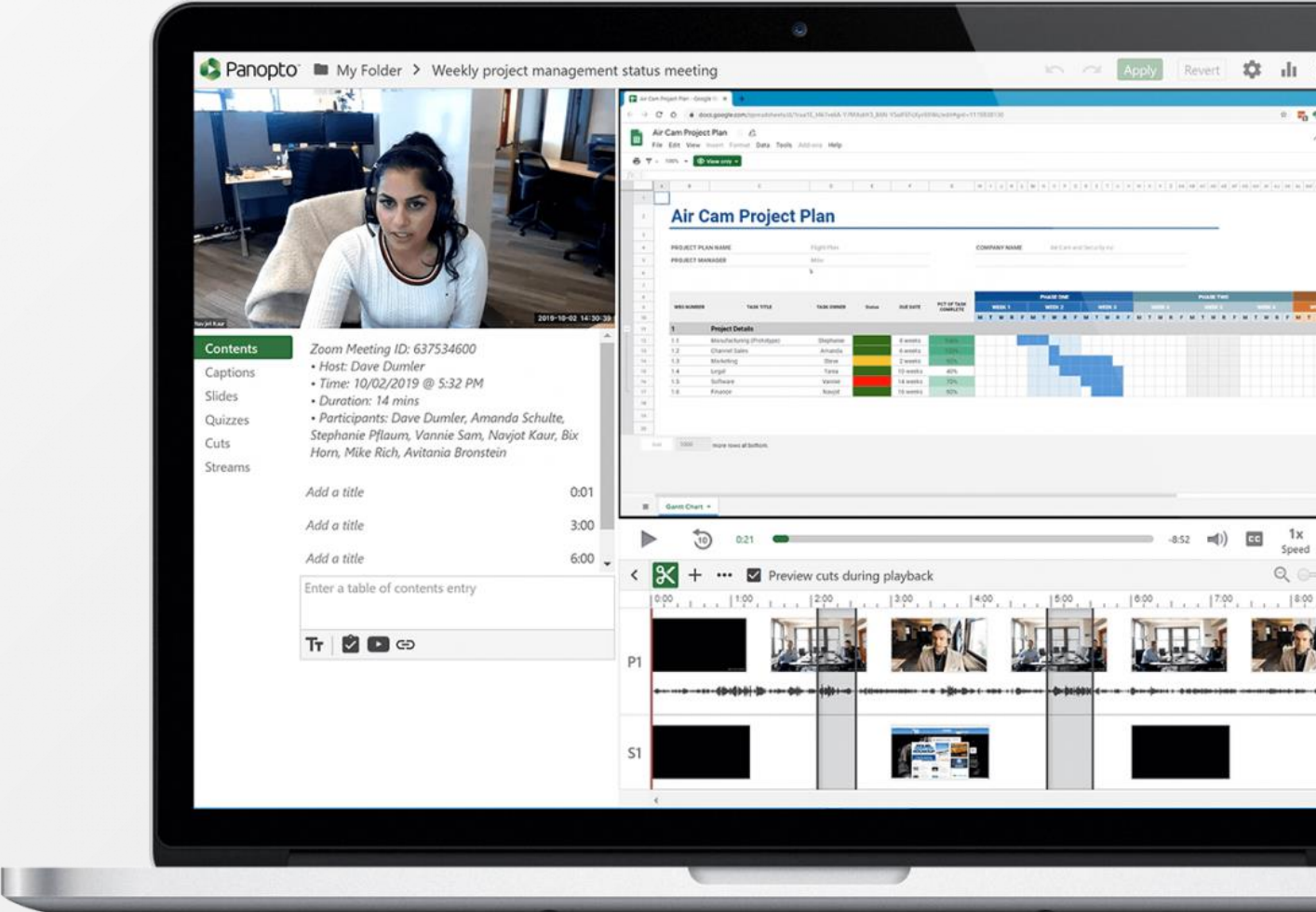Panopto®

What do we have at our disposal?

Capture anything that is spoken

What do we have at our disposal?

Capture anything that is seen

What do we have at our disposal?

Capture anything that appears on screen, how it looks, responds and behaves

What do we have at our disposal?
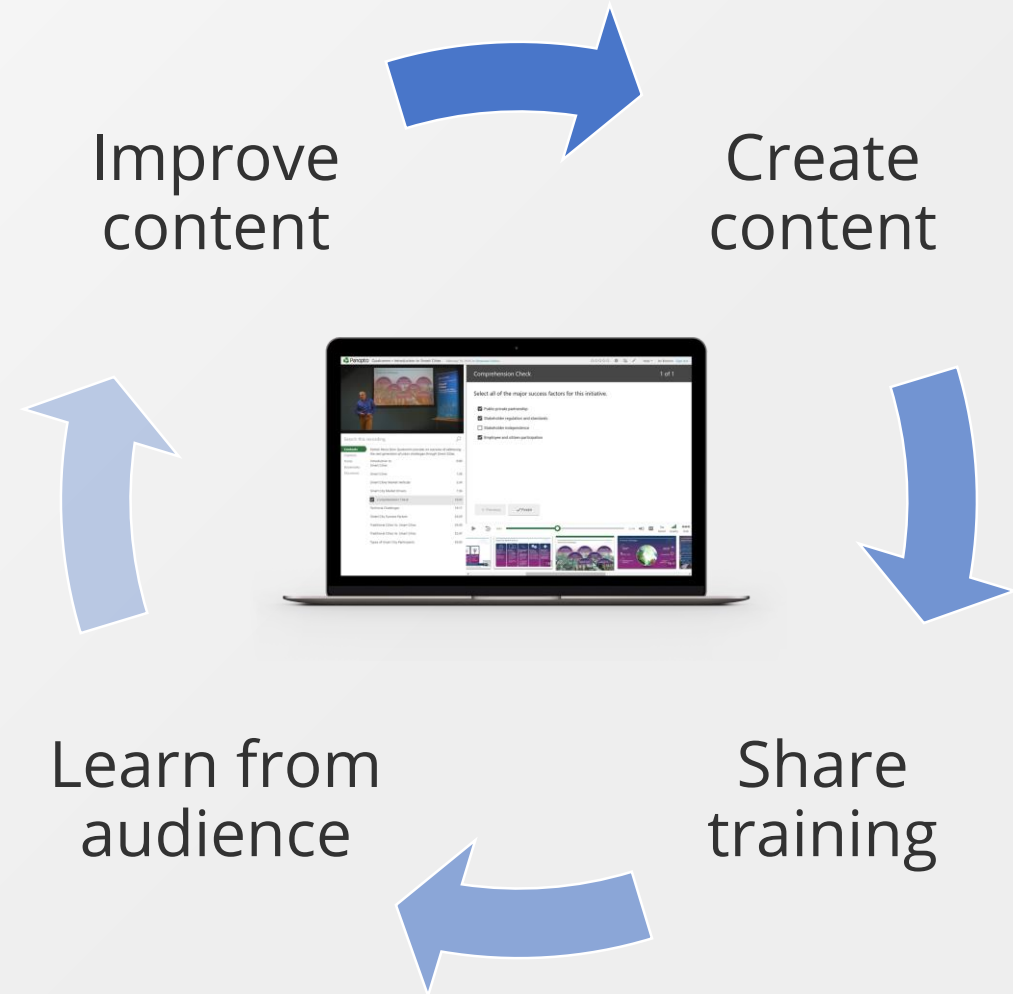
Anything that occurs in video conferencing

What can I learn from my video lessons?

How do I know if the principles are effective?

Panopto

Creating training videos is more than just recording, editing and sharing.

Panopto

Putting these principles into practice is an iterative process.

Improve content

Create content

Learn from audience

Share training

Panopto

Video provides you the trainer

- A convenient way to reach learners when and where they need it

- Flexibility to change or update training content when needed

- The ability to remotely assess skills, knowledge and understanding
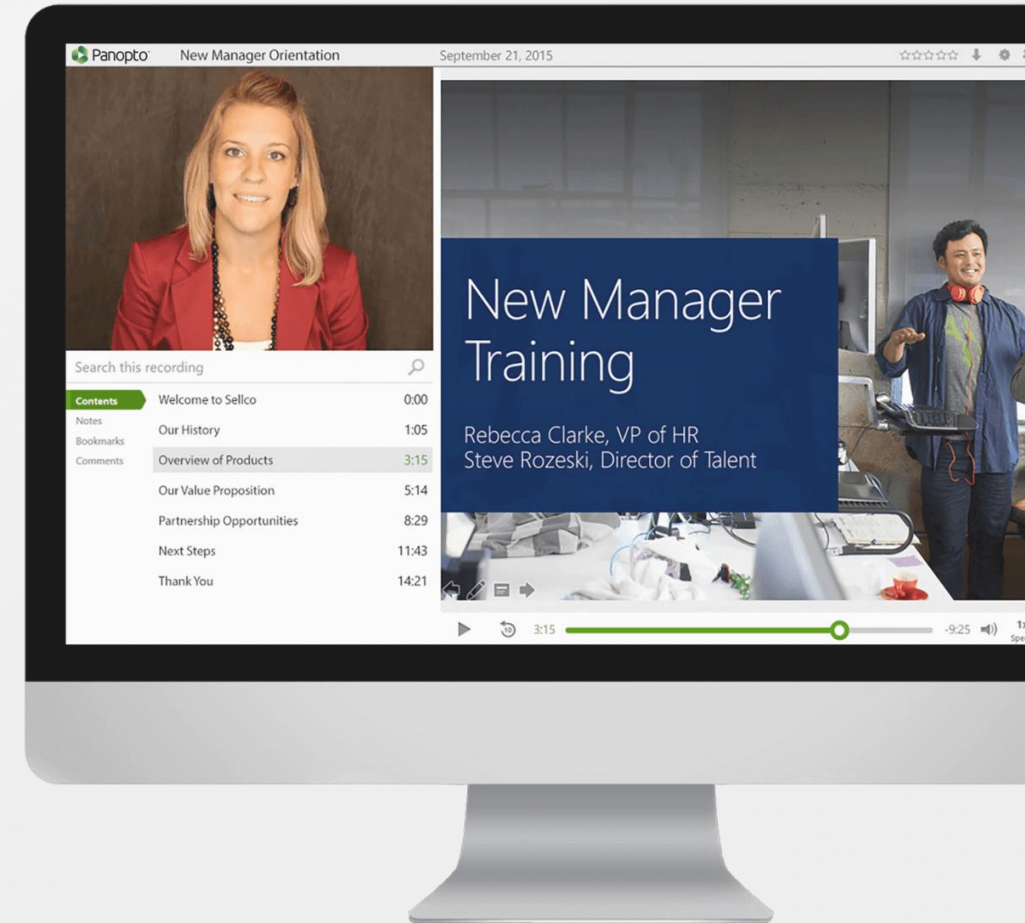
Video also provides...

- A scalable way to learn from your learners

- A way to assess the effectiveness of your lessons

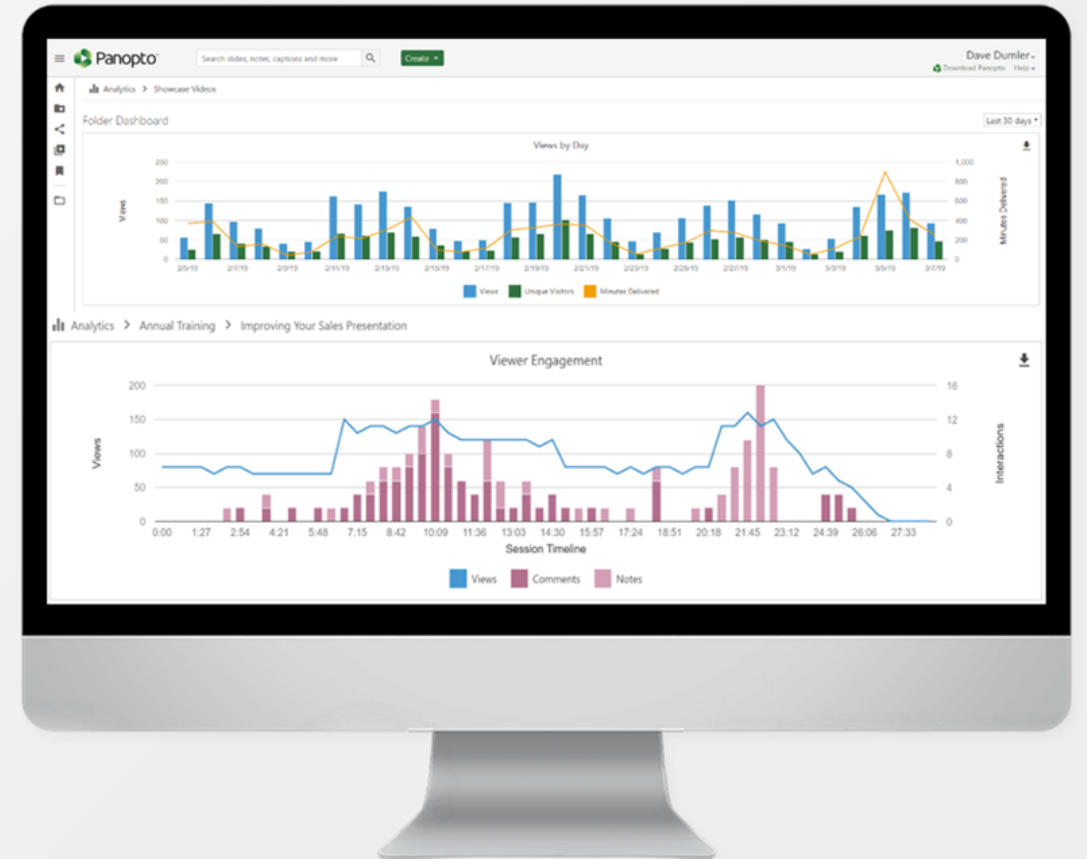- A way to report the impact of your lessons and training
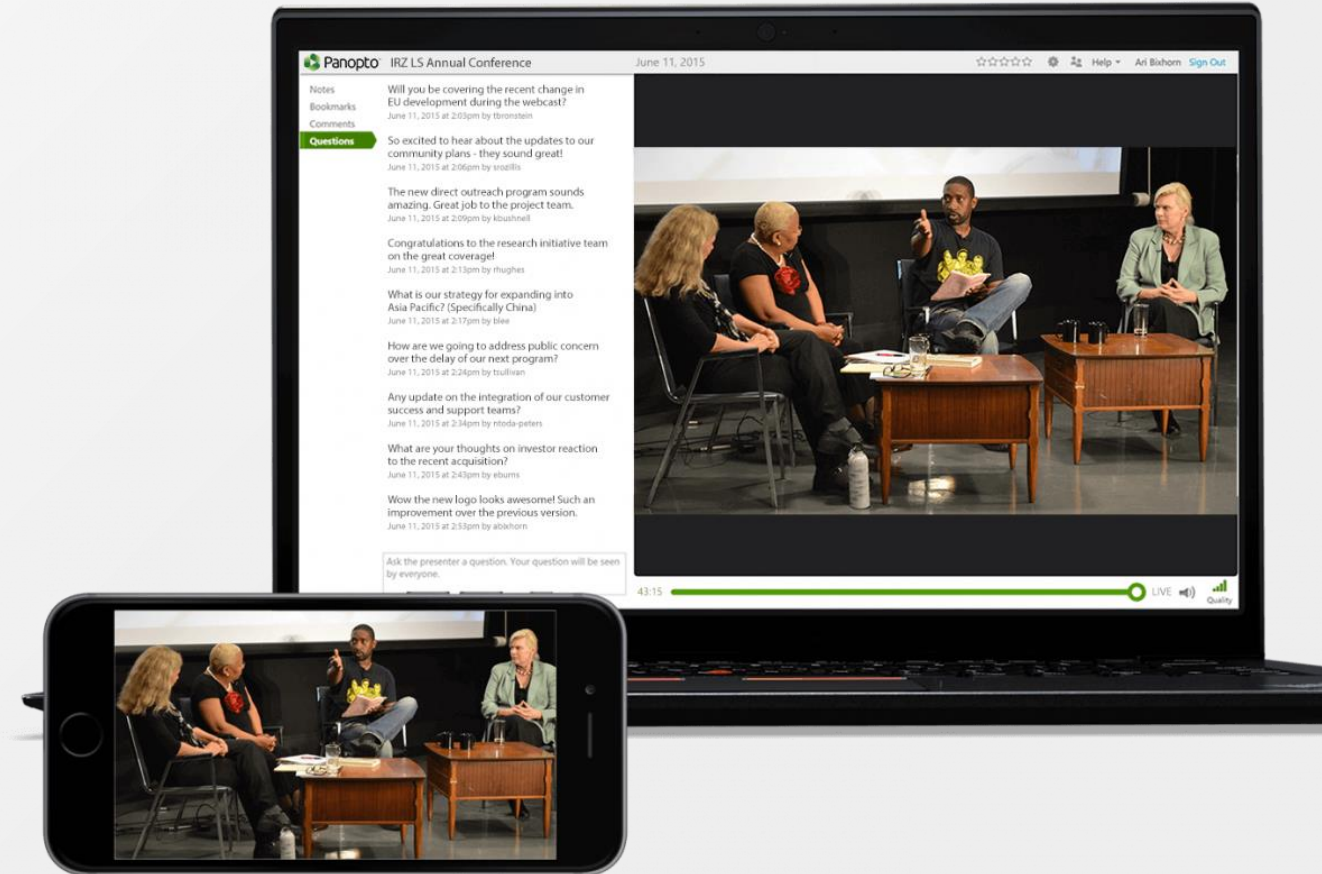
Something to consider

Each time a learner watches a lesson you learn something that can help you improve the effectiveness of your lesson
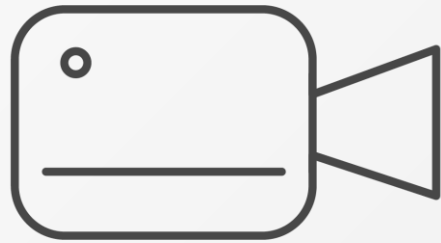
Panopto®

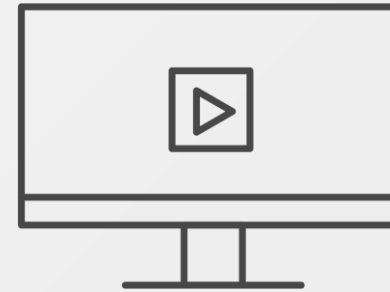Video analytics play an essential role in achieving success with the 5 principles

Panopto

Scaling Training Content

Panopto®

Create more?

Deliver more?

What about budgeting for video production?

Three categories to consider:

1. DIY

2. Hire

3. Buy

Panopto

Key Takeaways

- Define your ideal outcome first then work backwards
- Create a learner "persona" and use it
- Be authentic
- Be relevant and timely
- Be efficient and engaging
- Be fun and entertaining
- Use analytics to learn how to improve your content

Panopto

We make it easy to securely create and share videos

Let's Roll.

Ajay Jain
Senior Learning Advisor
-
ajain@panopto.com
www.panopto.com

Panopto®