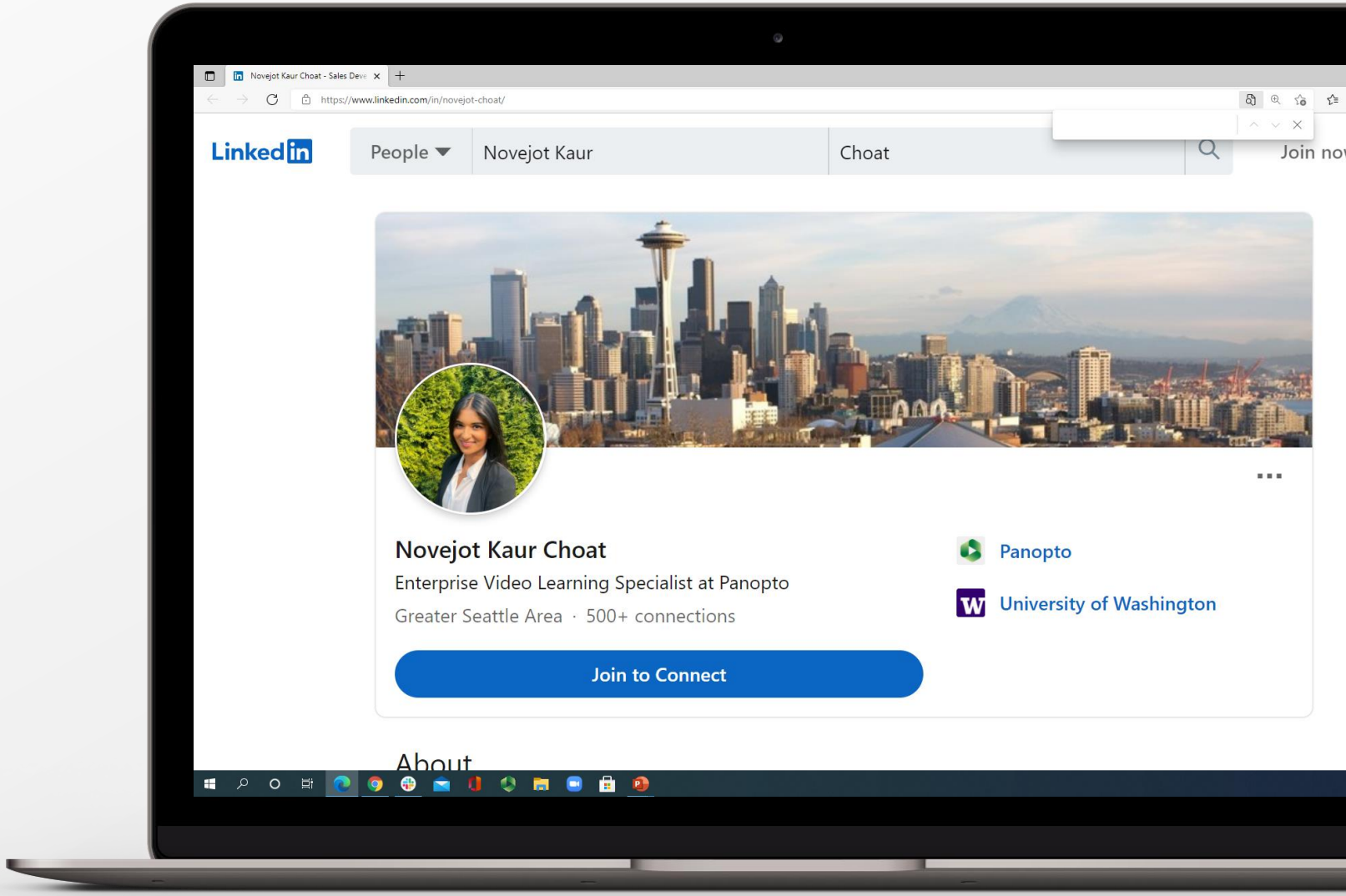
5 Key Practices for Building a Robust Video Learning Library

Novejot Choat

October 2021

Panopto®


Novejot Kaur Choat - Sales Devel
https://www.linkedin.com/in/novejot-choat/
LinkedIn
People
Novejot Kaur
Choat
Join now
Novejot Kaur Choat
Enterprise Video Learning Specialist at Panopto
Greater Seattle Area · 500+ connections
Panopto
University of Washington
Join to Connect
About

Panopto

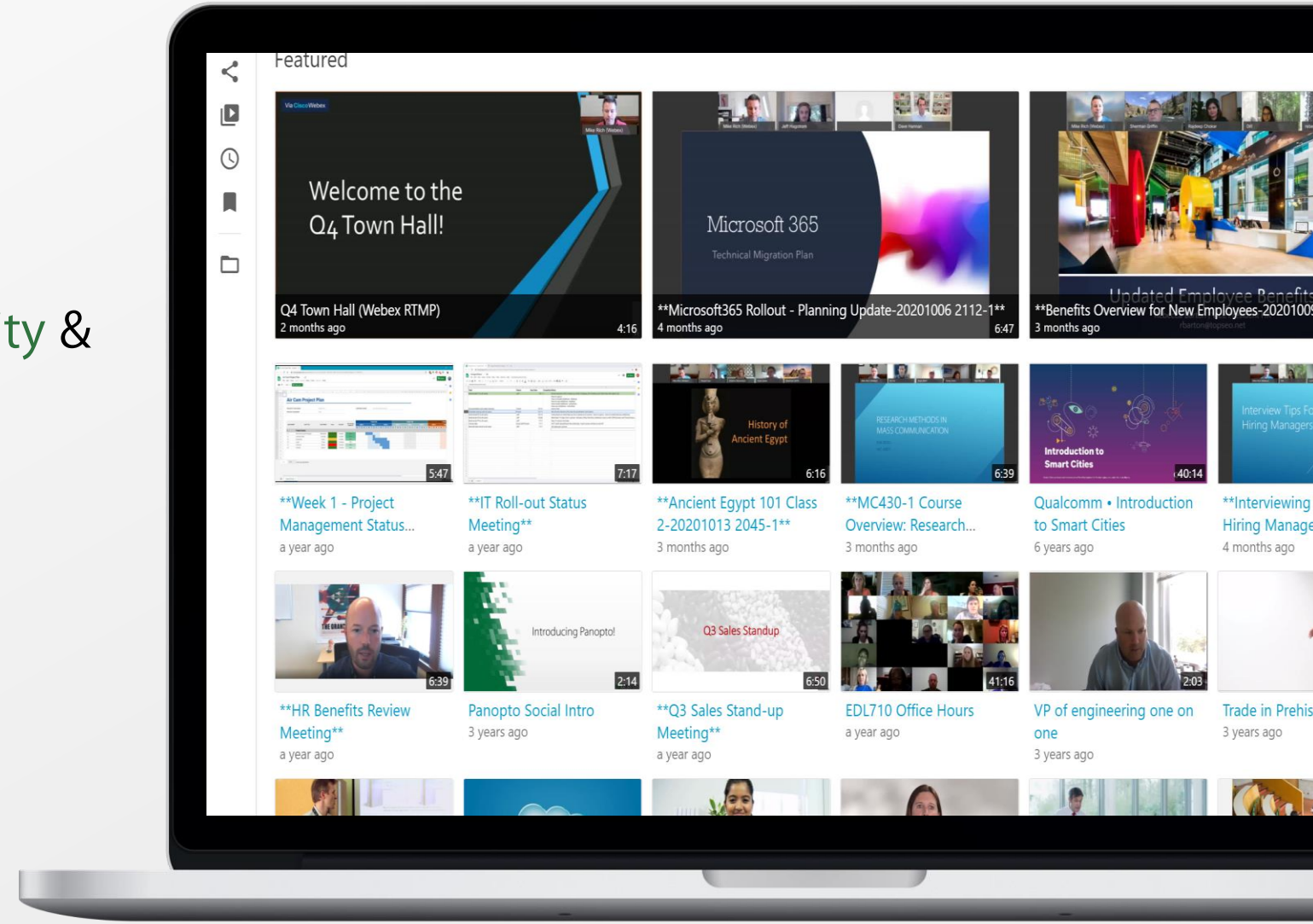
Your employees need a video learning library?

Now what?

Panopto

Agenda

1. What & Why
2. How: 5 Key Practices
3. How does this impact accessibility & engagement?
4. Review
5. Q&A



Panopto

Panopto

“Organic” Search Results?

- Search results are weighted
- Information is not vetted or regulated
- You don’t know what your employees are searching for and finding
- You want your info easily searchable, on-demand, and accurate.

Panopto

POLL:

Where do your employees go to find information at work?

A. LMS
B. CRM
C. ASK A COLLEAGUE/MANAGER
D. COMPANY WEBSITE
E. SEARCHING INBOX
F. SLACK/TEAMS CHANNELS

Panopto

This is the Age of On-Demand

- Google → YouTube
- LMS
- CRM
- Intranet
- Ask a colleague or manager
- Slack or Teams Channels
- Company Website
- Local computers and hard drives
- Servers

Panopto

“What impact does this have on me? My employees? My company?”

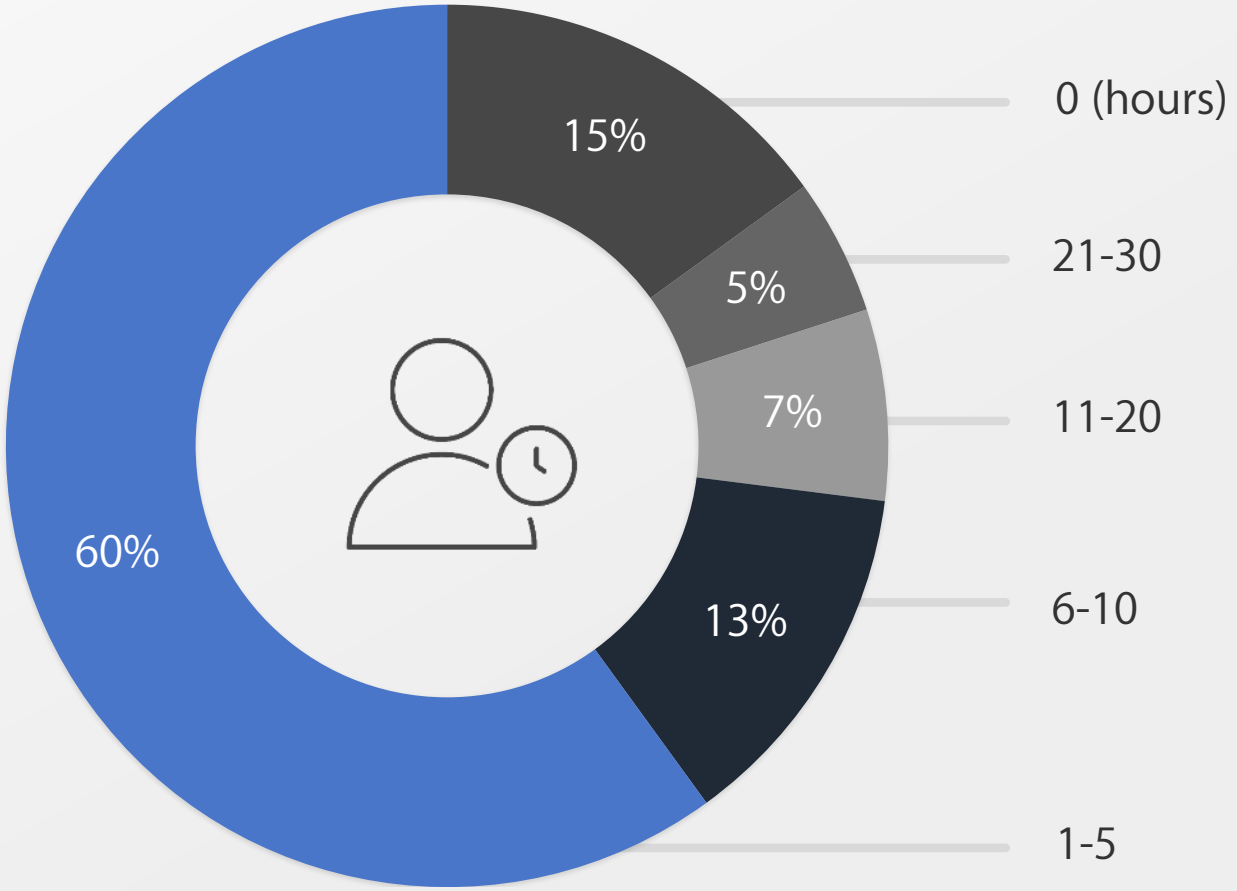
Panopto

Your Employees Are Wasting Time

Employees spend

5.3 hours

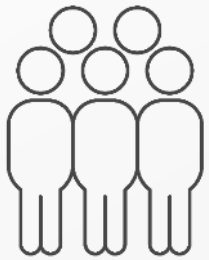
a week waiting for information



Source: Workplace Knowledge & Productivity Report, Panopto & YouGov

Panopto

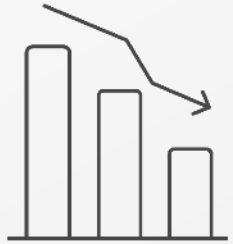
Knowledge Delays are Expensive



Organization Size

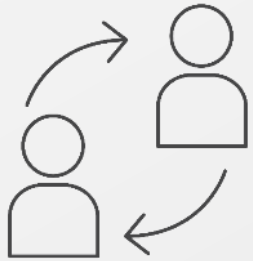
5,000

employees



Average Productivity Loss:

-$15m



Average Staff Turnover

16%

Due to delays in sharing knowledge

Source: Workplace Knowledge & Productivity Report, Panopto & YouGov

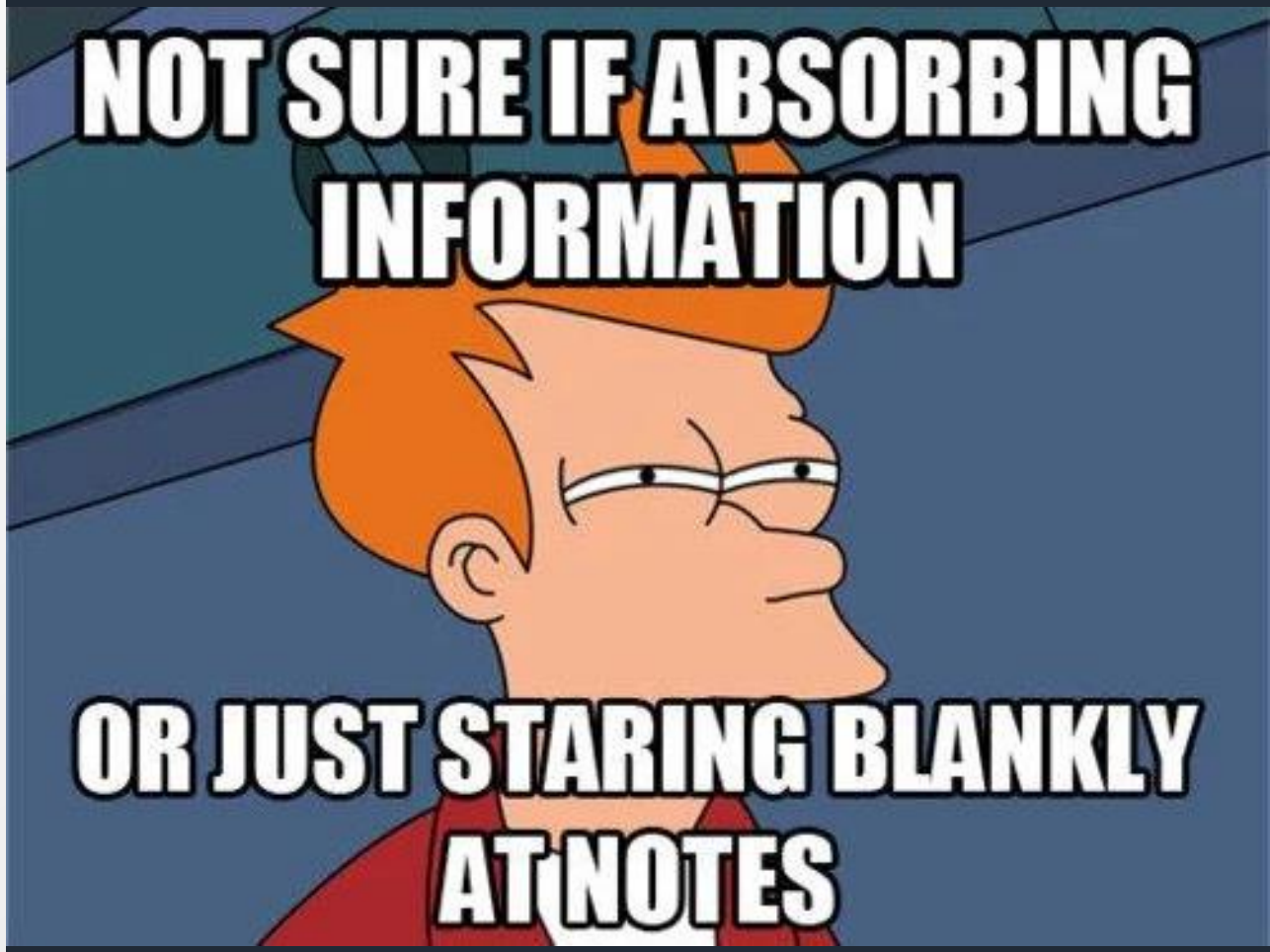
Panopto

Why are your employees searching for information in the first place?

Panopto

Retaining vs Learning

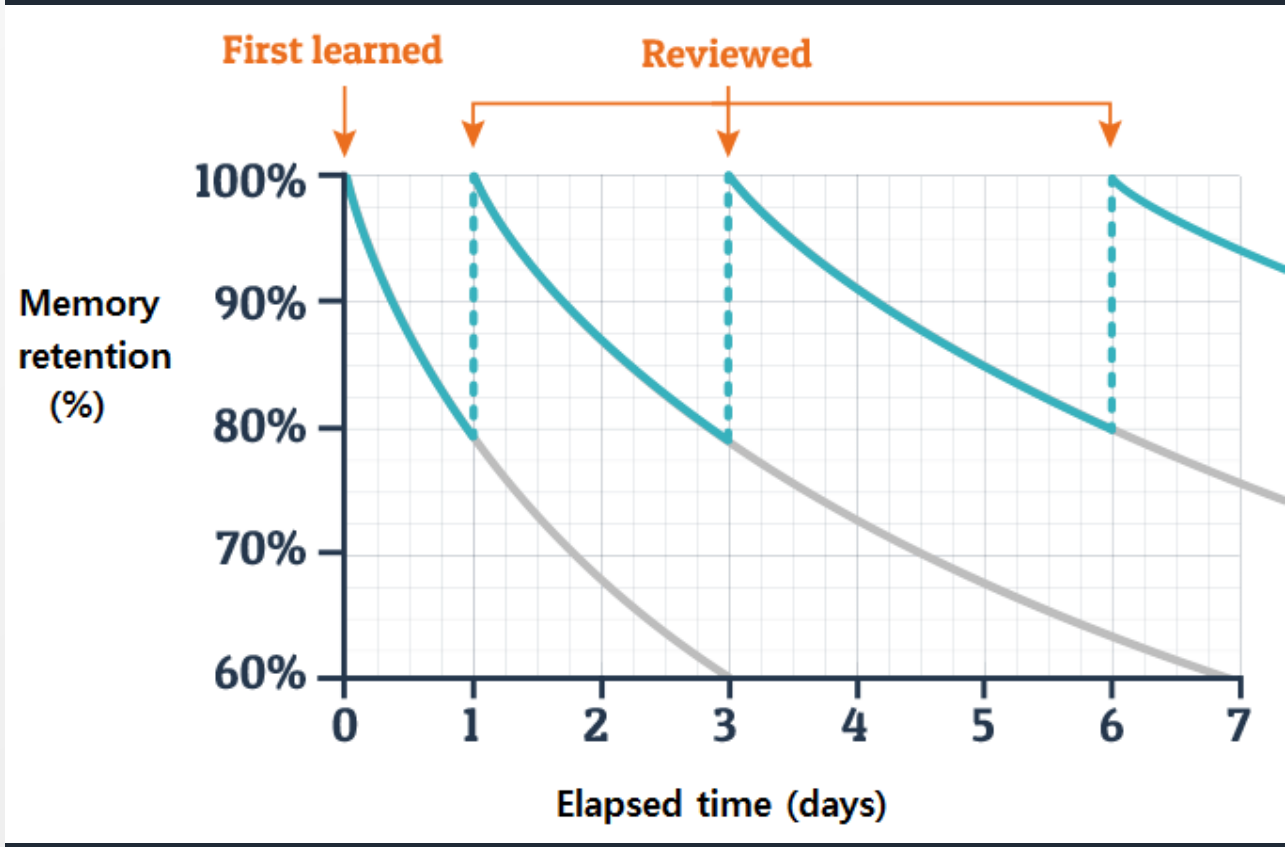
- After one hour, people retain less than 50% of the information presented
- E-learning increases retention rates up to 60%
- Contextual learning often happens outside of the (physical or virtual) classroom and over a period of time
    - Continuous learning



Panopto

The Forgetting Curve

- The biggest drop in retention happens right after learning
- It easier to remember information that has meaning
- More engaging content = more engaged learners
- Offer spaced learning opportunities
- Learning content must be referenceable
- Video in an instant way to provide this.



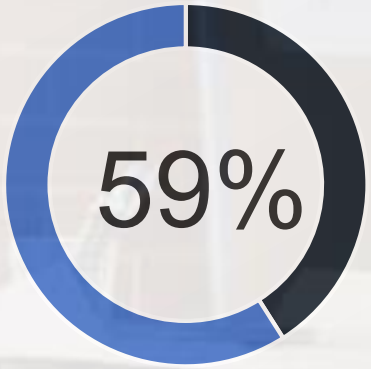
Panopto

Ok, but why video?

“I have information available in all mediums. “

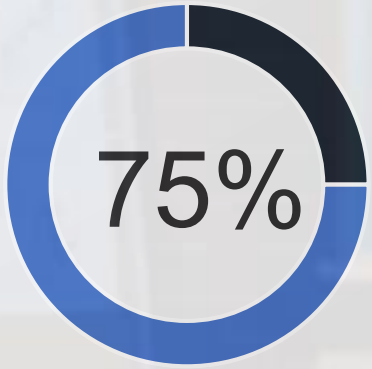
Panopto

Your Employees Prefer Video



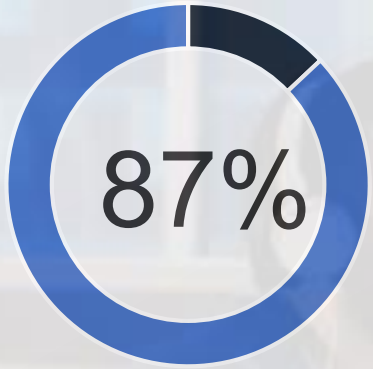
Senior executives prefer information in video rather than text

- Digital Information World



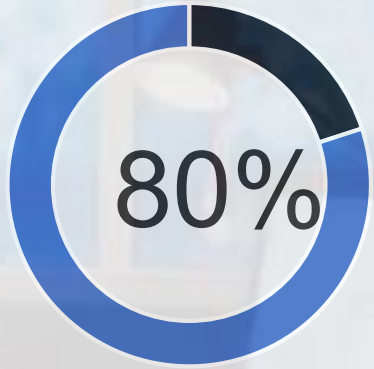
Employees prefer video format over email and web pages

- Forbes



Young executives prefer organizations with modern communication technology

- Cisco



College hires have used video for learning and sharing

- Panopto

Panopto

What are professionals looking for in their video learning library?

Allow employees who are having difficulties juggling their personal & professional lives, have learning available when they have the capacity

Health professionals want videos of brain and spinal surgeries be accessible for doctors in developing countries for those in need

Technology professionals want to share research across departments, so specialists can advance ideas and progress more rapidly

Manufacturers want a library to store technical training, pairing it with QR codes – so field employees have it available on their phones

Consultants, from one of the world's largest professional-services and Fortune 500 firms, are excited to digitally transform their L&D environment

Panopto

5 Key Practices for Building a Robust Video Learning Library

Panopto

1. Don’t waste efforts perfecting videos

- Not everything has to be *professionally* produced; Keep it authentic and relatable.
- Pharmaceutical: a team of 4 creates content globally to support different types of trainings: call centers, customer service, software & technical training and much more!

Lash Group
AmerisourceBergen

Panopto

2. Democratize Video Creation

- Give everyone the ability to capture knowledge and share it anywhere.
- Make it easy to securely create video
- Capture institutional knowledge from all parts of the organization
- Record meetings & events
- Law Firm: “Anybody in any office can find any training materials they wish and can watch it. …helping us unite our offices and take advantage of our shared expertise.”

PERKINSCOIE
COUNSEL TO GREAT COMPANIES

Panopto

3. Make Your Content Interactive

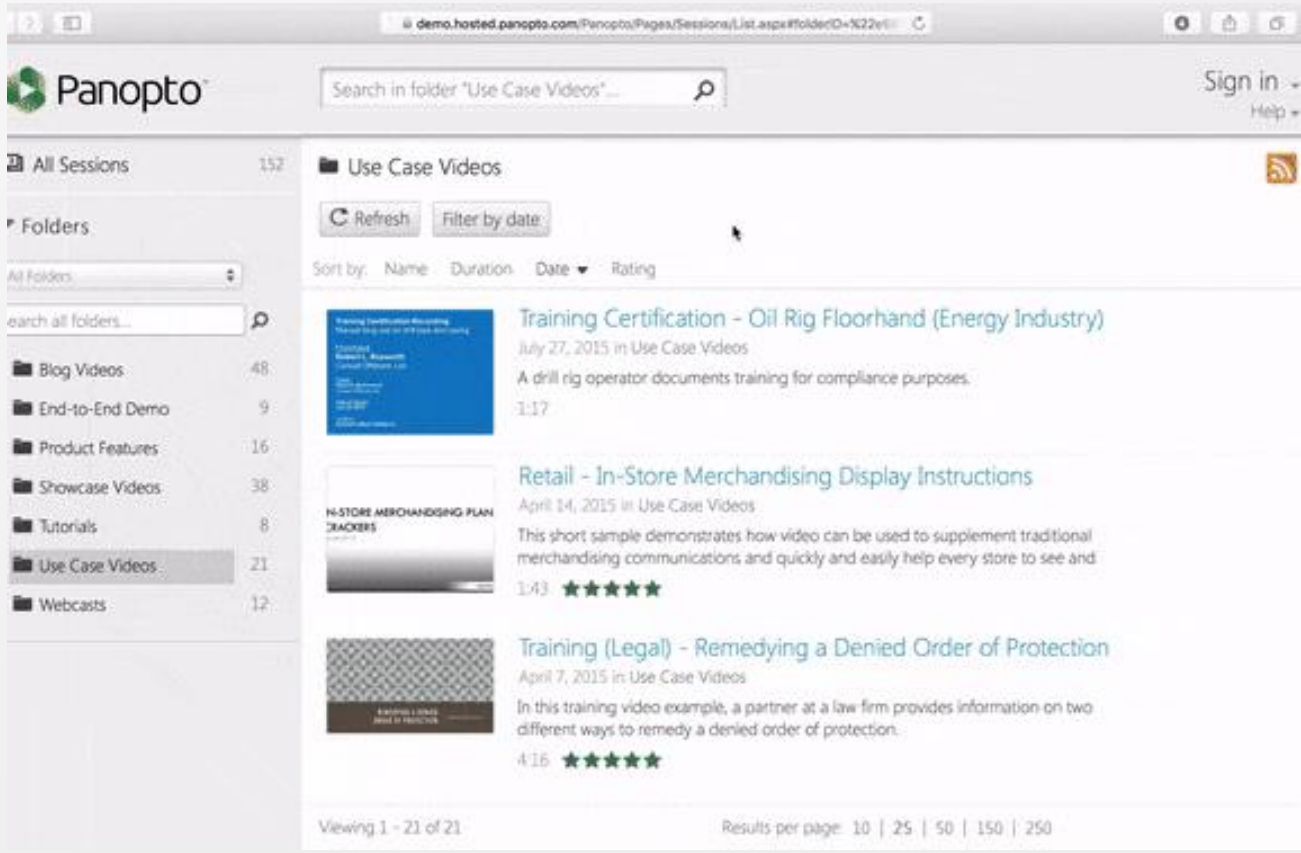
- Aim for engagement
- Utilize auditory and visual modalities
- Add supporting media
- Make it personal
- Facilitate conversations
- Offer digital note-taking
- Sporting Goods: They use [VLL] to record Athletes and get their feedback back on equipment and clothing.

Panopto

4. Make Your Content Easily Discoverable

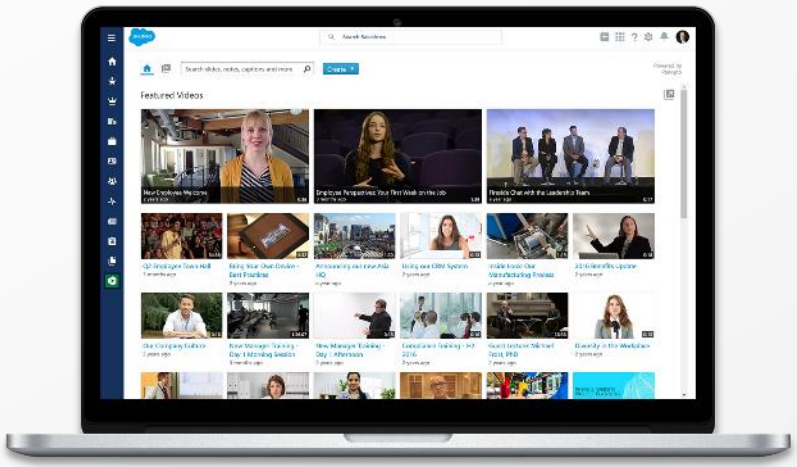
- Google/YouTube search results are weighted
- Federate search across existing platforms
- “For a **technical subject, search is critical**. [VLL] helped us ensure our recordings would be resources our people could go back to, find the information they need, and get back to solving the task at hand.”

Qualcomm

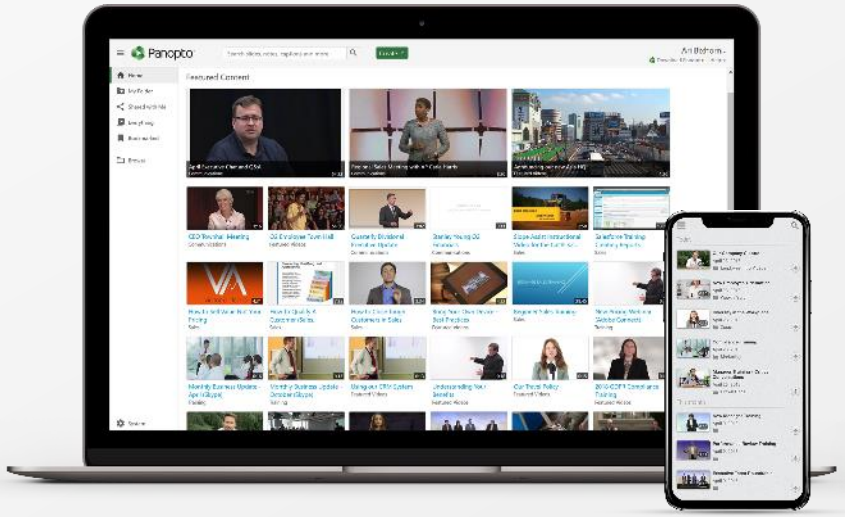


Panopto

5. Create a Seamless Workflow



Use APIs and Built-in Integrations with CRM, LXP, LMS, Communication Tools, all existing platforms



Offer access across devices

Sync with Identity Provider

Panopto

Accessibility & Engagement – How do we address these topics with a video learning library?

Panopto

“Video has done **magic**. It allows us to look at each other, talk to each other, see each others' expressions, and [allows us] to relate to one another…And it has given people the bar and resilience to come together. Find solution. Be customer centric.”

- Raman Sidhu, Global Head of OD and Learning, Shell.

Panopto

EI & DEI

- EI is a predictor for multicultural competence
- Emotionally intelligent leaders and teams play a critical role creating and maintaining a culture of inclusion
- Video storytelling conveys complex emotional situations and increases empathy
- Accessibility… not just about seeing people. What about captioning or reviewing content at a slower speed. Video makes learning more accessible.. think about it.
- DEI = inclusivity and flexibility.
- You are the first interaction this employees has with your company. You play a vital role in ensuring that your content is accessible and easily found no matter the preferred learning style.

Analytics

- What are they watching?
- How did they discover it?
- How did they watch it?
- Are you creating the right type of content?
- What else should you create?
- How do you measure success?

Panopto

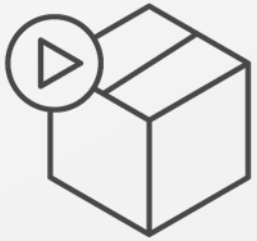
Review: 5 Key Practices

Panopto

5 Key Practices for Building a Robust Video Learning Library

Don't Waste Efforts Perfecting Videos

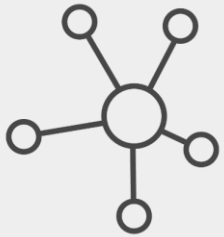
Make Your Content Interactive



Create a Seamless Workflow

Democratize Video Creation

Make Your Content Easily Discoverable



Panopto

My manager doesn’t think a video learning library is important?

- Identify stakeholders
- Define evaluation criteria
- Communicate business case vision
- Develop process and timeline for project
- Run your own survey and see how much productive hours and costs you are losing, not having a video learning library
- Encourage them to have conversations with video specialists

Panopto

Handle any video source:

- Training
- Meetings
- Live Events
- Presentations
- Online Meetings
- Studio Recording
- Screen Captures
- Existing Videos
- Mobile Video

Panopto®

Bridge your organization's knowledge gap with video.

Deliver solutions wherever staff go to find answers:

- Collaboration
- LMS
- Video Portal
- Mobile Devices
- CRM
- API

Questions?

Novejot (Novey) Choat
Enterprise Video Specialist

nchoat@panopto.com
(360) 345-3650
www.panopto.com

© Copyright Panopto 2021. All rights reserved. The information contained in these materials is provided for informational purposes only, and is provided **as is** without warranty of any kind, express or implied. Any statement of direction represents Panopto's current intent, is subject to change or withdrawal, and represent only goals and objectives. Panopto, the Panopto logo, and Panopto.com are trademarks of Panopto, registered in many jurisdictions globally.