



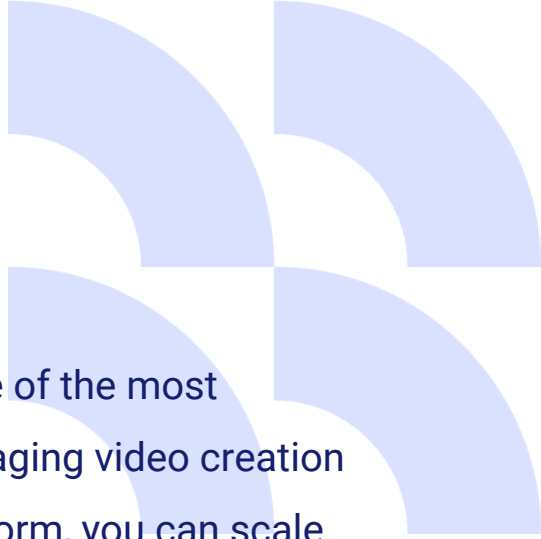
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EBOOK

Best practices for training with video

Introduction



Training with video content has fastly become one of the most effective ways to engage with your team. By leveraging video creation tools like Biteable and with an online training platform, you can scale your training process and business growth.

Looking for a reason to get started training with videos? Here's five:

- Video was one of the most used modalities of eLearning training models in 2020. Brandon Hall Group surveyed 219 organizations from small to large-sized and found that video training tools increased use by 19%.

**Training tools
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- Online training with video saves time and money. People remember video 80-95% more than text or audio. This dramatically increases knowledge retention and removes the need for repetitive training.

59% of executives prefer video content over text for training.

- 59% of executives prefer video content over text for training. That means if you want to expand your leadership team, video is the fastest route to success.
- Employees are 75% more likely to watch a video than read text for training. That means training with video is 75% more likely to increase your employee engagement and productivity.

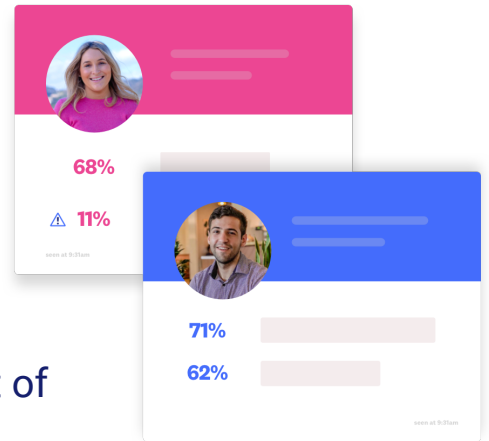
Employees are 75% more likely to watch a video than read for training.

- 1 min of video training = 180 PDF manuals (we get the irony of putting this stat in an eBook, but we're hoping to sway you). You could spend half the time drafting manuals to create training videos and get 100% more results.

We've made this guide to show you the best practices for training with video. Whether you're just starting to explore video training or want to learn hacks to upgrade your processes, we've got a solution for you.

1. Assess before stress—plan a path to success

If you aren't sure of the purpose of your video training, you won't really be able to get much out of them, will you? We're big believers in planning training out before you create. If you know how your training will impact your learners, you'll understand what's needed to ensure that outcome.



The easiest way to plan your video training is to create learner pathways. These are scripts that basically map out the entire training process from creation to results. Below is one example of how you could design your own learning pathways:

Marketer training:

1 Need or pain point arises for marketers



2 Categorize learners and how to solve



3 Create training



4 Plan an expected outcome



5 Deliver training



6 Test for knowledge retention



7 Measure outcomes against expectations



8 Revise and improve

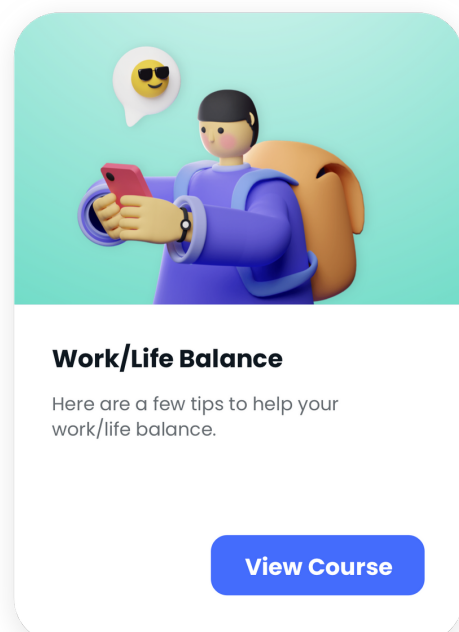
Once you've planned out your learner pathways, you can start the creation process. And any time you run into a snag or are unsure of the next step, refer back to this pathway. This can help you maintain focus on your video training topic and desired result from delivering it to your team.

2. Design for your learners—share knowledge that benefits your team

If you want to create effective training videos, you have to design them around your learners. If your training content is built with the learners in mind, you can ensure they benefit from the knowledge being shared.

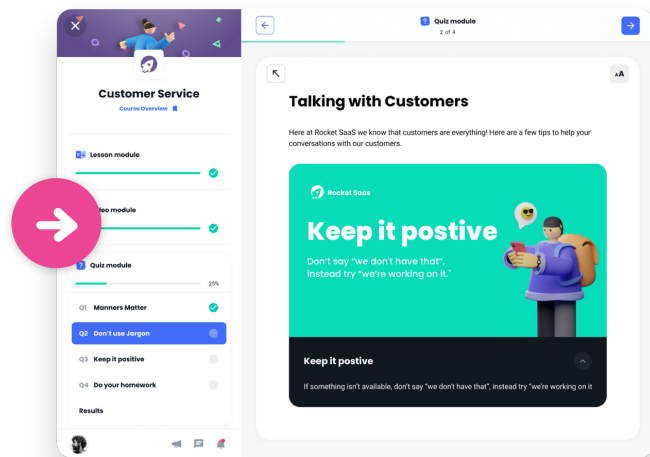
What's the benefit of a learner first training model? Well...

- Learners are more engaged because the content is relevant to their roles.
- The training is designed to benefit learners, improving the training results.
- Reduce the overall cost of training=more time, money, and resources for the organization.



So when creating training video content, try to be concise and keep videos to one topic a specific goal. This could be a policy, a product demonstration, or a guide for a specific process for a role.

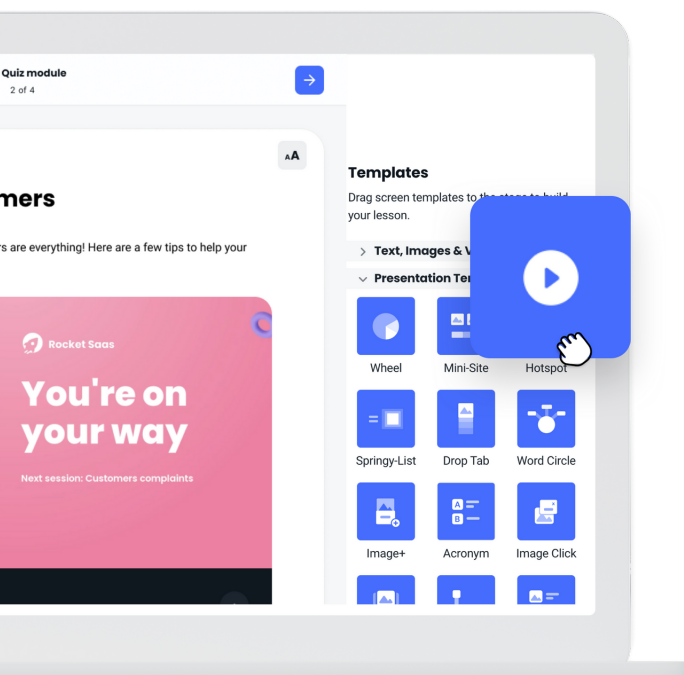
You can mix the content up between people talking, graphic media, and presentation style with or without screen capture. Making sure the video's ratio works for portrait or landscape view also helps with engagement with mobile learning.



Lastly, we encourage you to split-test your video training. If you have a new training video, make two versions of it and deliver both to your team. Ask for feedback and see which one has more engagement. This is a great way to ensure your team will benefit and grow from the training videos you create.

3. Delivering training videos—make training accessible anywhere

When using video in your online training process, it's important to consider how you'll be delivering it. Online training platforms make this process easy by providing a shareable URL to enroll and access the knowledge. If you're going manual, there are a few social media platforms designed for video that can work as well. We'll discuss how you can deliver with either below.

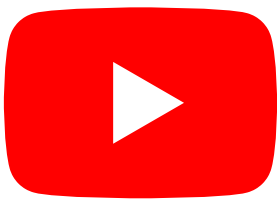


Delivering with social video platforms

The best way to leverage social video platforms for training delivery is to ask your team what they'd prefer most. For many, hosting a private YouTube Channel with different playlists for training works great.



This is because the share links can be dropped anywhere and most videos can be viewed inside platforms your team already uses like Slack or Zoom.



Platforms like YouTube and Vimeo make it easy to store and disseminate video training while also organizing your learners into groups. This can ensure your team is getting access to the right content and can view it from anywhere. You can also track audience views and likes to gauge completion.



Delivering with an online training platform

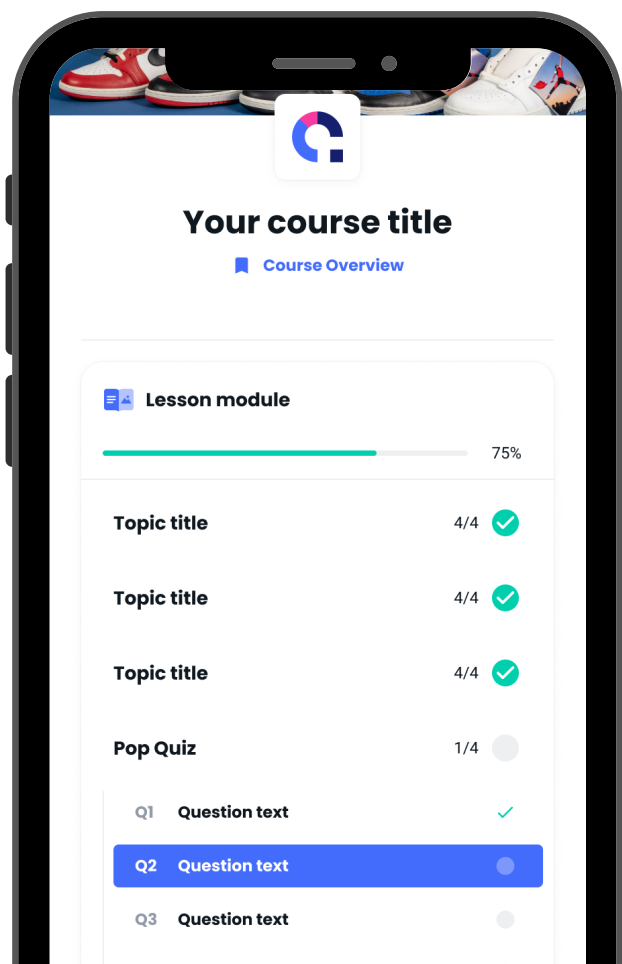
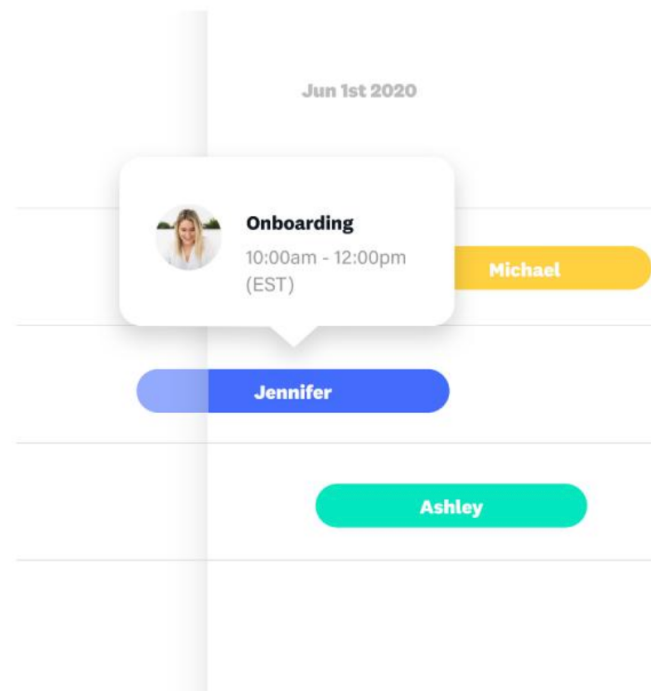
Online training platforms allow you to create, store, deliver, and manage training content from a single workspace. This can help with productivity for creating training and increase accessibility for delivery.

You can share training via enrolling your team into the training on the platform or by sharing an enrollment link. The former can be easy if you create learner groups, enabling you to sort learners by role, department, and training type. The latter can be great if you want to deliver training inside of the platforms your team use during the workday.



4. Mobile-ready—engage your team where they are most

Training videos are incredibly effective for sharing knowledge because they can be easily made mobile-ready. This may come as a shock, but Brandon Hall Group found that only 6% of all learning content is mobile-ready.



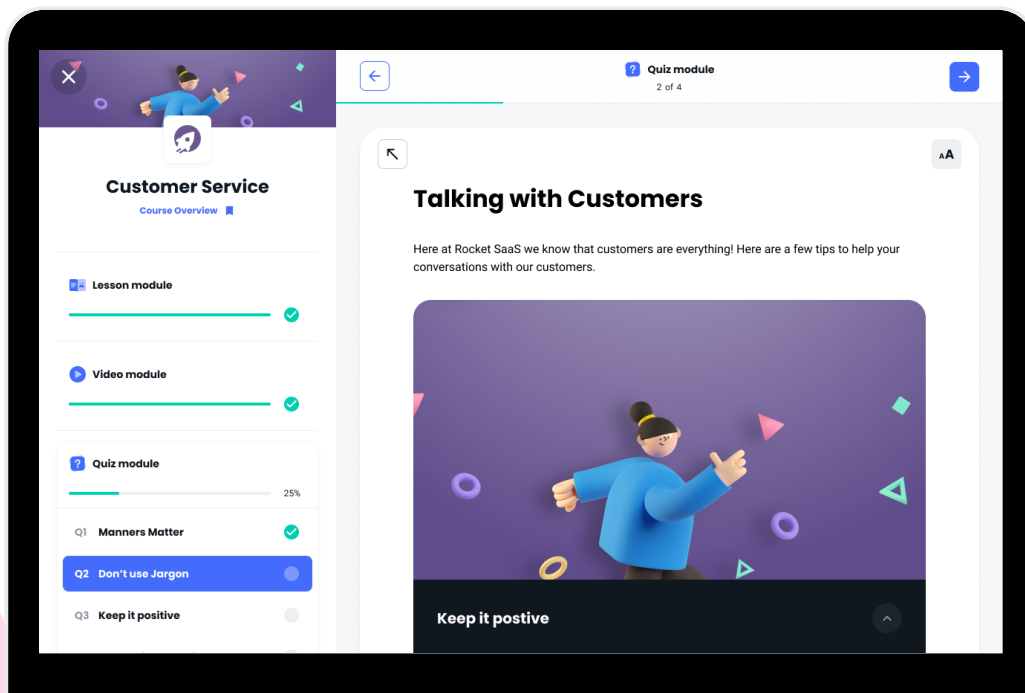
Mobile delivery builds engagement by delivering training videos to your learners in a way that's convenient for them. This increases your learners' view rates by providing accessible training in a way traditional training can't.



Millennial and Gen Z employees are typically at their desk less than 50% of the workday. With the rise of remote employees in 2020, that number is expected to halve. That means you need a way to train staff without requiring a computer. Contextually relevant video training that's mobile-ready makes it convenient for your team to learn wherever they are.

5. Measure your outcomes — testing = improved knowledge retention

Training is only effective if you're nailing or exceeding your desired training outcome. If you want your sales team to increase conversion rates but after training the numbers don't budge, you need to revise and try again. So let's look at how you can measure your training outcomes, knowledge retention, and ROI to guarantee success.



How to find training ROI

For ROI, there's an easy way to calculate it for training videos if you use the following calculation by Dr. Jack Phillips. Check out his formula below:

$$\text{ROI} = \left(\frac{\text{Total Program Benefits} - \text{Total Program Costs}}{\text{Total Program Costs}} \right) \times 100\%$$

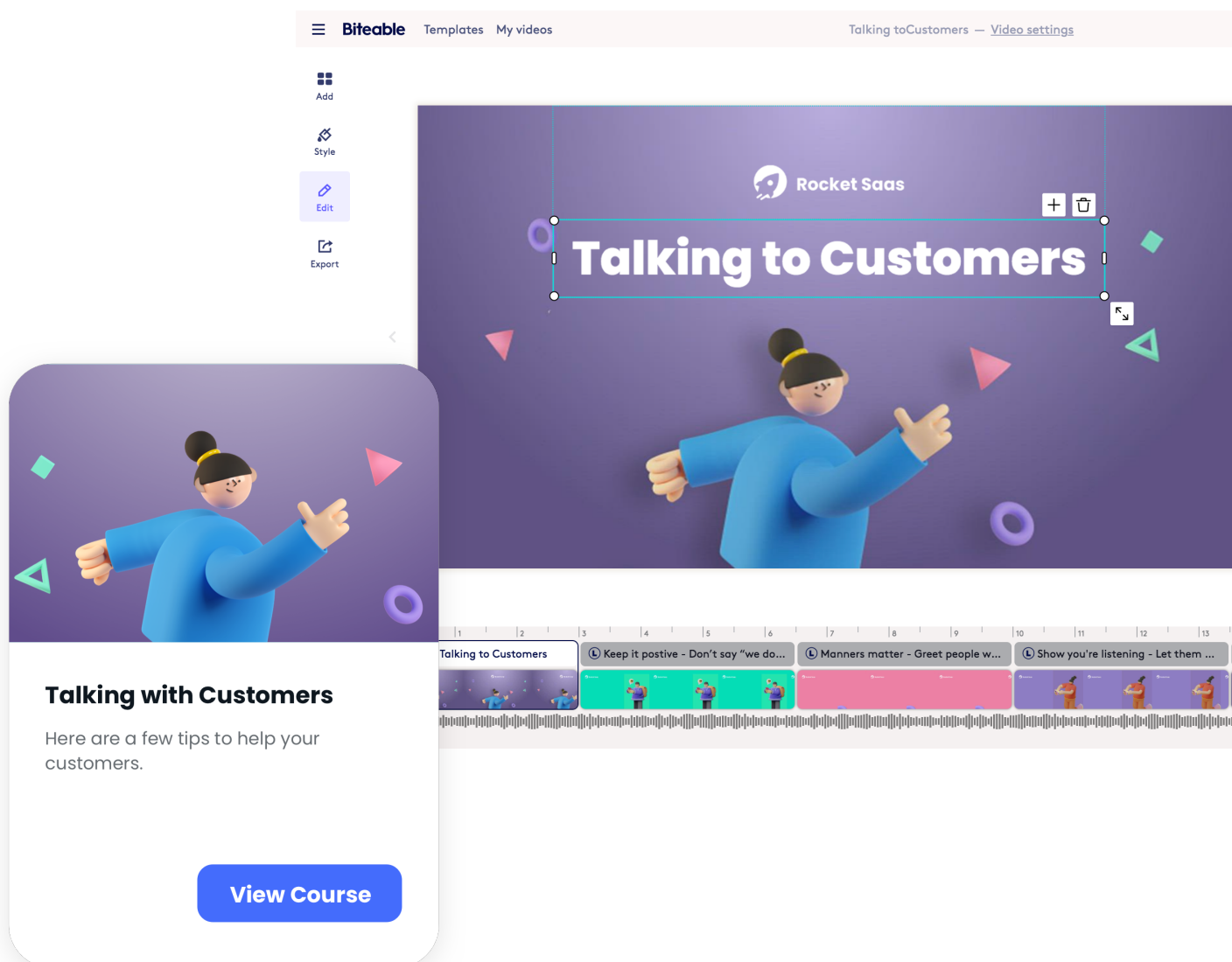
During the design process, it's great to figure out your ROI so you understand how much your training videos cost to create vs. how they benefit your organization. It also gets you into a great habit of measuring your video training's impact on your business.

Measuring training outcomes

When you're designing your training videos, you want to make sure the expected outcomes are clearly stated. This helps your team understand why they're training and also gives you something to measure against. Check out the example below to get an idea of where to start.

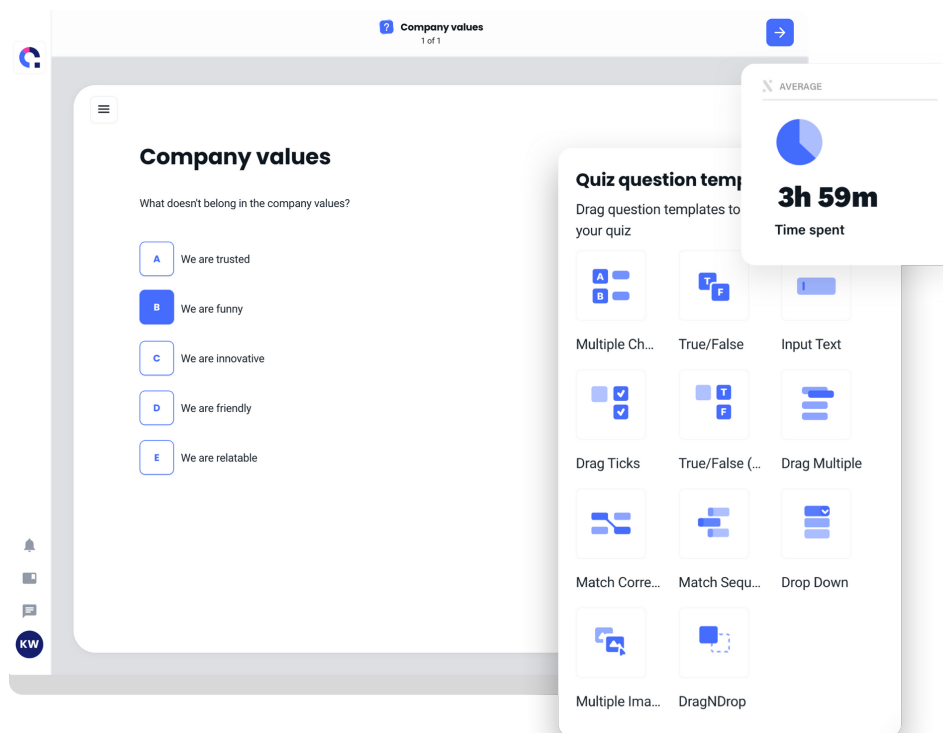
Example:

You have a new process for CS agents to resolve tickets. You expect this process will reduce ticket resolution time from 6 hours to 2. You create training videos on how your agents can adopt this new process. After delivering the training videos, you've found that ticket resolution time only reduced to 5 hours. That means you've got to go back and revise the training videos until your team gets enough out of them to reduce the resolution time to 2 hours.



Improving knowledge retention

Testing used to be something we all dreaded in school. Cramming the night before, forgetting half of the answers even though we knew them, the whole “test” experience. But in reality, if we deliver tests in a meaningful way, they’ve been proven to increase knowledge retention. Leveraging an online training platform or a tool like Typeform allows you to easily deliver quizzes to test your team’s knowledge.



We recommend quizzing during, after, and periodically to dramatically increase knowledge retention. Studies have shown interactive training videos that ask for viewer input increase knowledge retention by over 90%! That means less time delivering the same training and more time increasing productivity.

6. Benefits first—getting viewers attention before they learn

Always include the benefits of your training videos and show them first. Think of this as a “what you’ll learn” section but including the “why” your team wants to learn. If you want really engaged viewers, you have to obtain buy-in first so they have a reason to complete the training.

This model is synonymous with a reward and consequence model. People are driven to act based on benefits more than consequences. So show your team the benefits of training videos upfront to get them excited to train.

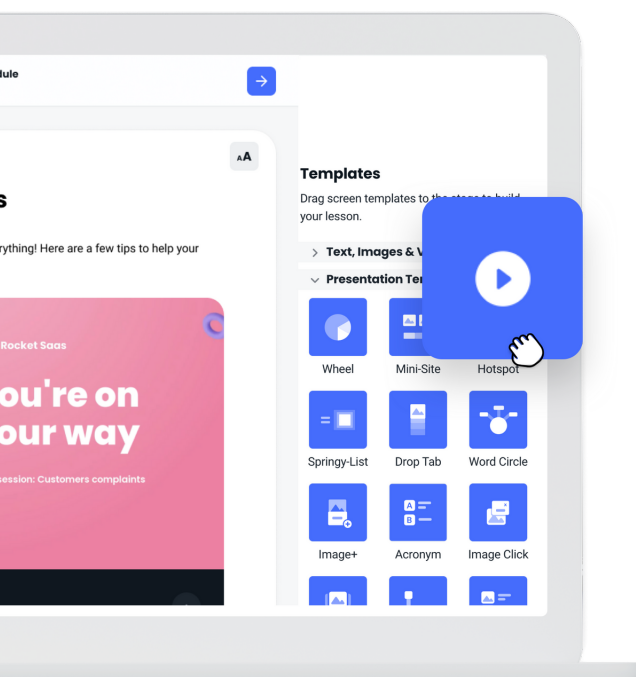
A great example of this is sales training to increase conversion rates. If you want your team to close 15% more leads and you have a series of training videos that can help, tell them that! If they believe the training will benefit them, then you’ve incentivized the training for your team as much as your business.



7. Microlearning—breaking down the long video training stigma

Video content can be one of the easiest time-sucks of all training modalities. This is because many beginning the video training process believe they have to get everything into one video. Not so with microlearning.

The most important element you want to remember is to focus your training videos. Training with videos applies to the “less is more rule” and if you ever have too much, just split the video up. Employees would much rather watch five, super focused 2min videos than watch a single one that ends up being 30min.



We’ve also found that personal, “unproduced” videos connect with your team more than highly edited content. That means making a quick recording or animation using software like Biteable that enables quick animation with 1000’s of pre-made templates. Let’s look at our four go-to rules for making microlearning video training.

1 Keep training videos to 5 minutes max.

Once in a long while, you can slip in something closer to 10 minutes, but 5 and under is the golden rule. You'll hold attention and share knowledge more effectively. If you're creating a series, such as video training for onboarding, try to keep the whole set under 30 minutes. Though your employees might not watch them all in one session, this ensures they don't feel like the training is daunting.

2 If you want to convert videos you already have into video training, start by picking the cuts.

If you have videos with older branding, dated policies, or bad footage/graphics, those need to be cut and replaced. Once that's done, break everything down into topic groups and then into video training series to ensure they're all at the 5-minute mark.

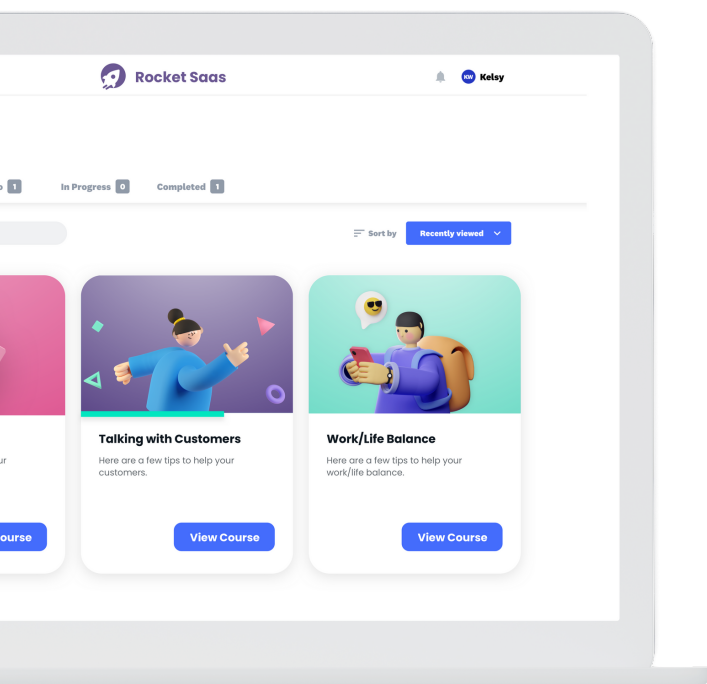
3 Focus on one topic or piece of information for each training video.

This helps you focus on the best way to condense the knowledge you want to share. It also helps if you're organizing video training by department, role, functions, and policies.

4 Mix your video training content up

With a combination of recordings and animation designs. This helps your learners' brains stay agile and not lose concentration while they train. Tools like Biteable make it easy to design, animate, and produce videos that are engaging and look like a pro made them.

If you follow these 4 rules, your microlearning training videos will be well received and used by your team. The other positive of microlearning is that, once you understand the basics of creating video training like this, you'll actually save time and resources for future training!



 **Pro Tip:** If you have a lot of legacy training content (and we know you do) you want to convert into microlearning, we've got you covered! We made a guide specifically for converting any form of content into bite-sized chunks of training that are easy to create, store, and deliver to your team. Grab our guide on converting legacy content [here](#).



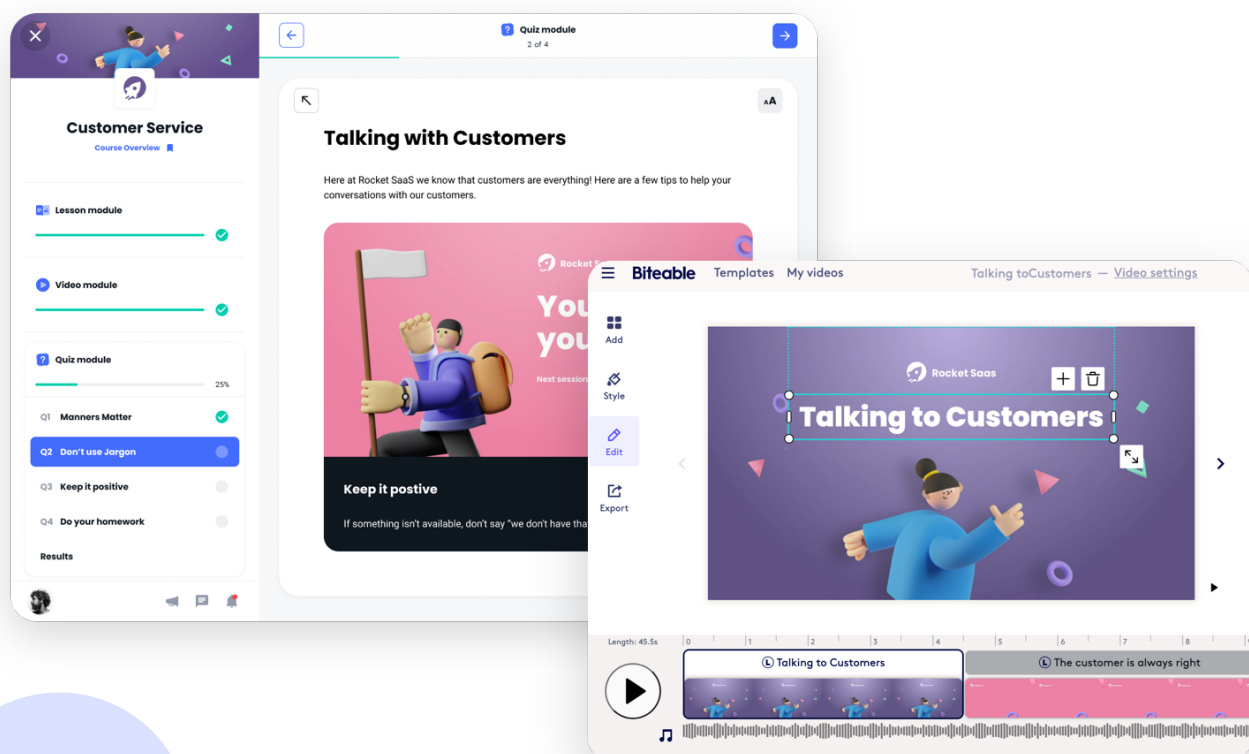
8. Branding is key—ensure continuity for a fluid learning experience

Branding is the representation of a company's values, mission, and image with customers. But it's equally important raising brand awareness with your team.

When delivering training videos, here are three great ways to add branding to maintain continuity and add some fun.

- Add your logo in the corner of videos where applicable. Add it near the title screen's text if tagging it in the video doesn't work.
- Match your video design colors with your brand's. This can be done as a background behind text, with hues in animations, or in the interface.

- If you can, get recordings from leadership staff like your founder, CEO, or department heads. Having these people in your videos builds trust and connects staff with upper-level staff.
- If you're not working with an in-house graphic designer, you can leverage an online training platform that lets you upload images and create branded training. These tools can also streamline styling so your video training feels cohesive and familiar to your team.



Conclusion

With these best practices under your belt, you'll be able to create and deliver an effective and engaging video training experience. Many of the practices above require little to no experience and can be done easily with an online training platform and video creation software.

For even MORE information about how to rapidly train and grow your team at scale, chat with our team! Our experts can create a solution for any organization to empower their teams to excel and succeed.



Avg. rating of 4.5 for eLearning
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Coassemble is a powerful, **award-winning authoring and learning management platform** which allows you to simply share knowledge with your team. Anytime, anyplace. A powerful LMS with a seamless user experience. Coassemble gives you the tools you need to manage your entire training program from a single platform, so you can focus on what really matters - the end learner.



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