



VIDEO ACROSS THE ENTERPRISE

How to Use Video to Increase Productivity Throughout the Enterprise

Corporate enterprises are blazing new trails with video. While it's obvious video is lighting up the expanding array of marketing channels, it may be less obvious how it's being used to advance internal communications.

Video is at the center of a new age of employee productivity and innovation.

Developments in the workplace driving the expanded use of video for internal communications programs include:

- Companies are becoming increasingly global and exploring new ways of working and collaborating remotely
- Companies striving to curb travel costs and deliver content faster
- Employee engagement is a more pressing initiative than ever

Perhaps the strongest force of all is ease. Technology has made video more viable and accessible to all than ever before. Cost barriers have been eliminated and employees have readily embraced the variety of channels used to receive and share video.

Video has become an essential part of the fabric of corporate communications.

This publication, *Video Across the Enterprise*, explores three popular applications of video in the enterprise:

- Employee onboarding and training
- Internal communications
- Employee knowledge sharing

In each case, we'll look at the benefits of the application, cover the many types of videos you might consider creating, and offer tips to help you succeed.

Here's the scoop.

EMPLOYEE ONBOARDING AND TRAINING

Effective onboarding can make a huge difference for retention. In fact, high turnover rates are often attributed to poor onboarding tactics. According to the SHRM Foundation, new employees are 69% more likely to remain with the company for up to three years when they are onboarded effectively.

In recent years, HR departments around the world have become major advocates of using video to train and onboard new employees. An article from Entrepreneur cites research that shows video reduces the cost of the onboarding, while making the process simpler and faster.

Video onboarding offers compelling benefits

The irony is thick: the process of onboarding aims to communicate important information about the company's values and culture. But it often subjects new hires to classroom-style lectures and sends them home with documentation to read. What does that say about the company? It's boring? Unimaginative?

The benefits of using video for employee onboarding and training are many. Video training:

- **Fosters an emotional connection**
A great onboarding experience may inspire new hires to decide your company is the ideal fit for them.
- **Introduces the culture of the company**
New employees are quickly immersed in the values and ways of the company.
- **Builds trust**
The opportunity to hear from the CEO or company executives can help build rapport and trust. A live-stream greeting from the CEO, followed by Q&A, can build a lasting connection for employees in remote locations.
- **Helps your company maintain consistency**
With multiple trainers you run the risk of each delivering different messages.
- **Communicates clearly**
Demonstrating products and presenting workflows visually helps communicate with greater clarity.
- **Enables self-paced learning**
Trainees can watch at their own pace, and from various locations.
- **Creates reusable resources**
Training videos are stored in a video library, so employees can review them long after their initial onboarding sessions.
- **Lowers costs**
Live training can be time-consuming and expensive, especially when travel is required.

Effective video types for training

Using video as a key component of the onboarding process adds personality to the communication and creates a visual conversation.

To improve engagement with new employees, consider creating the following types of video:

- **Company overview**
The CEO presents a summary of the company's mission and business objectives.
- **About us**
Why does the company matter? What is the company culture? Create a video about the company's history, beliefs, culture, activities in the community and overall purpose to inspire employees.
- **Job description**
Detail the core responsibilities of the position.
- **Department overview**
A manager summarizes the roles and goals of a team or department.
- **Employee directory**
Every employee can introduce himself or herself. Insert these videos into org charts or create meta tags, so new employees can easily connect to people with common interests.
- **Policies and procedures**
Record standard training and educational content. Simple how-to videos can show new employees how to book conference rooms, make conference calls, sign emails, etc.
- **Employee testimonials**
"Day in the life" segments featuring employees provide a meaningful way to educate new employees. Creating a montage featuring a series of these types of segments into one video can show how teams operate.



Useful tips for your training videos

- **Start simple**
You can start creating the training videos you'll need to communicate basic information even with a small budget. Consider using your presentation software with voiceover or try platforms like Jing, Camtasia, Screenflow and QuickTime to create screencasts.
- **Create short videos**
Increase the appeal of your videos by making them less than ten minutes. Break-up longer works into multiple videos or chapterize the content to help viewers get to the parts they need.
- **Try different styles**
Experiment with various video styles for different applications such as documentary-style, talking heads, presentations, demonstrations, etc.
- **Have fun**
Though you want to deliver the information people need, don't be afraid to inject some humor and personality to tell stories to help get your message across in interesting ways.
- **Get user feedback**
Enable viewers to make comments, to gather feedback and troubleshoot. When appropriate, make training videos internally shareable.
- **Monitor usage**
Collect analytics to see how new employees are engaging with the videos. Where do they stop watching? Which videos get multiple views? Usage metrics will help you understand how to best update and improve your training programs.
- **Prevent security breaches**
Training videos should be treated as proprietary documents. Integrate the video platform with the company's existing network security system to allow access to employees only.





INTERNAL COMMUNICATIONS

Video is enormously effective for internal company communications. Video delivers an ideal way to distribute timely messages throughout an organization in seconds.

Using video for internal communications makes more sense than ever before because it's now easy to distribute online, so it's not just timely, but secure and cost-effective.

Above all, video as an internal communications tool has proven critical for improving employee engagement. Engaging (and keeping employees engaged) remains a top challenge for employers. Companies able to increase engagement realize:

- Higher productivity
- Higher customer ratings
- Higher profitability
- Lower turnover and absenteeism

The benefits of using video for internal communications

- **Relationship building**
Using video to promote company initiatives can help foster better relationships between company executives and employees. Video enables executives and employees to communicate in a more personal way.
- **Team building**
The intimacy of the medium fosters an emotional connection among employees, making them feel like a valuable part of a team working to achieve common goals.
- **Greater attention**
Video catches people's attention, helps them feel more connected and inspires them to take action.
- **Speed**
Video can communicate in seconds what might take multiple paragraphs to explain in writing.
- **Time savings**
Video helps eliminate costly meetings, as well as the need to deliver handouts, send emails or host seminars.
- **Positivity**
Research indicates the personal nature of video elicits a more positive response.
- **Easy access**
Video is accessible from a variety of devices — from desktop to mobile — and available for repeat plays.

Effective video types for internal communications

Use video to share vital messages, communicate in a more personal way and help get employees on the same page. Consider creating the following types of video for your company communications:

- **Executive messages**
Create a connection between upper management and the workforce with short video interviews featuring the CEO or other executives. Videos from the company's leaders increase morale, encourage greater corporate loyalty, and build a feeling of openness.

Examples of messages include:
 - Current developments, performance updates, and news about upcoming events
 - Announcements of corporate policies
 - Marketplace changes affecting the business
 - Congratulations for great work and accomplishments
- **Company changes**
An interview-based video can be the ideal way to avoid confusion by creating an easy-to-understand breakdown of changes or new initiatives. Videos such as this might inform employees of changes in direction, structure, strategy, etc. and explain the decisions.
- **Events**
Event videos create positive relations with employee and can help boost morale. Consider creating videos covering awards events, employee activity days, and more.



Useful tips for your internal communications videos

- **Values**
Highlight the values people — and teams — in the company share. Look for opportunities that reflect the corporate culture.
- **Storytelling**
Focus on storytelling to demonstrate and evoke positive emotions and build company pride.
- **Visualize**
Simplify complex ideas by mapping them out visually and use on-screen text to help explain them.
- **Event promotion**
Use videos from past events to promote participation in future events.
- **Internal promotion**
Promote your video via internal platforms such as, the company newsletter or intranet. If you have something big in the works, spark interest by creating a teaser trailer.
- **CTA**
Add a clickable call-to-action button at the end of the video to reiterate the point of the video, as well as measure engagement rates.
- **Target**
Consider creating and sharing more targeted video with specific groups of employees.
- **Archive**
Archive important videos for future reference.





EMPLOYEE KNOWLEDGE SHARING

We all have an innate need to share, learn, and connect with others. Video empowers us to do so.

As such, video has become an invaluable way to improve knowledge sharing. Video makes it easy for employees to share what they know with co-workers. Instead of relying on just a few employees to deliver 100% of the training, give all employees a chance to share their knowledge.

Recognize that, in today's high-efficiency, lean-staffed workplaces, every employee is a subject matter expert on something, and you understand the value of knowledge sharing via video.

The benefits of using video for knowledge sharing

- **Improved learning**
Video created and shared by employees, for employees, improves learning. Video not only gives training content a boost as it is happening, but it also improves the audience's ability to retain the information.
- **Boosts creativity and collaboration**
Video learning systems empower and engage employees and foster stronger relationships. It affects the way employees think about their roles and it inspires them to expand and share their knowledge.
- **Reduces costs**
Video is a potent force for reducing the cost of training. Large enterprises can realize immense savings in short order just by shifting a portion of training to video.
- **Consistency**
Leveraging video for knowledge sharing provides consistent learning experiences, ensuring everyone receives that critical information the same way.
- **Flexibility**
Shifting from a "push" model that requires trainers to present before a live audience to a "pull" model enables employees to search for what they need when they need it.

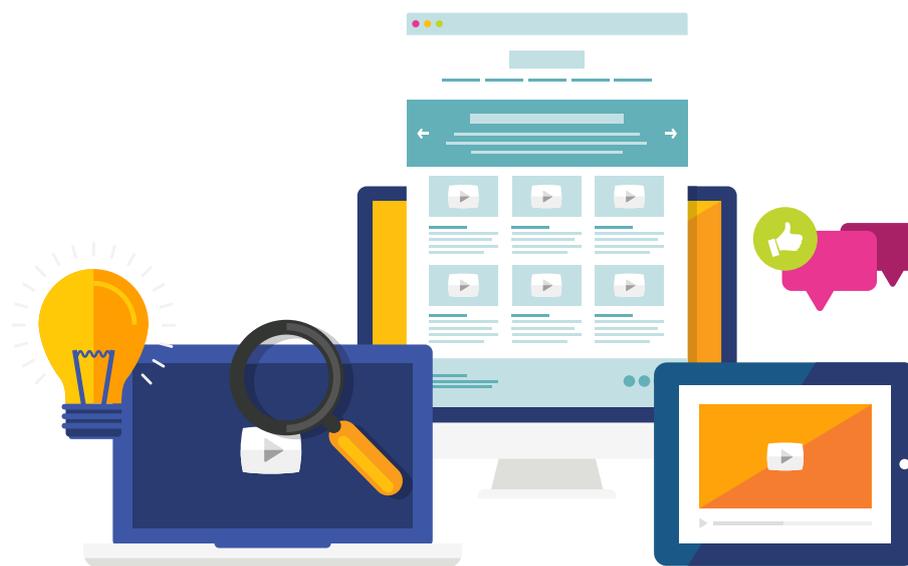
Effective video types for knowledge sharing

- **Product information**
Record product information and demonstration videos to help develop a knowledgeable team. Examples include:
 - Field video showing a product in action
 - Screen demos from the IT team
 - End-to-end walkthroughs of the production floor demonstrating how machines are used
 - Positioning videos that illustrate product benefits and differentiators
- **Department roles**
Explain the fundamentals of what specific teams do. Local management can share these videos for interdepartmental projects.
- **Coaching**
Ensure new managers get the opportunity to fully experience an organization's management training via video on demand.
- **Sales**
Communicate corporate sales strategy, including tips for opening and closing sales discussions, showing the product to customers, and so forth.
- **Sales enablement**
Arm sales reps with best practices and up-to-date information by creating video of sales strategy discussions, sales training presentations, feature updates, and more.
- **Compliance**
Foster safety and an understanding of important regulations. Compliance officers can document critical compliance issues to share amongst employees and contractors.
- **Conferences**
Record presentations, meetings, and other activities from conferences that will accelerate knowledge sharing.



Useful tips for your knowledge sharing videos

- **Encourage sharing**
Build a sharing culture in your company — with a framework for sharing — and promote it as a priority.
- **Rewards**
Create incentives or rewards for people to contribute to video knowledge sharing initiatives. Consider creating internal contests.
- **Make it social**
Make knowledge sharing a social experience. Employees love to create and share within a social context, and may find it more motivating than positive performance reviews or financial incentives.
- **Gamify**
Introduce game mechanics into learning videos. For example, a compliance video might be made to “spot the problems.” Include interactivity via quizzes or scoring systems.
- **Search**
Create the ability to have employees search inside video footage to find the information they want fast access to.
- **Rating systems**
Give employees the ability to review and/or rate the content.
- **Create a library**
Store institutional knowledge in a central video library portal and offer access as appropriate. Internal video sites should facilitate the upload of video, along with tagging and searchable text that describes the video.
- **Capture retiring employees**
A golden opportunity for knowledge sharing comes from capturing information from those soon to retire. Have soon-to-be retirees discuss their best work and major events in their careers.
- **Expand your vision**
Knowledge sharing efforts need not be limited to “the now,” or to current practices. Think about creating videos around the future of your organization, a function, a practice, or a technology.





PRESS PLAY AND WATCH PRODUCTIVITY IMPROVE

Video can be easy to produce and share. And companies applying video for internal corporate communications are making it easy to see how video-based initiatives drive increased productivity.

Using video internally may be a work in progress for your company, but clearly worth pursuing. In this publication, you've learned how video is on the rise in a trio of corporate communications areas including: employee onboarding and training, internal communications, and employee knowledge sharing.

Are you ready to roll?

The leader in enterprise video, Brightcove will help you understand the benefits of communicating internally with video. Our experts are ready to help you implement video to align teams, inspire action and realize results across your company.

Connect with a Brightcove consultant at no charge.

[GET A FREE CONSULTATION](#)