Transforming **enterprise training** with live video in high-performing organizations

watchity

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1. Who is this guide for?

This guide is aimed at **people who train employees, partners or customers** and wants to contribute to the results of its high-performing organization.

High-performing organizations achieve far **superior performance** over time compared to their peers in the sector by focusing on strong performance, the ability to adapt to change, customer and employee satisfaction, and continuous improvement.

When you walk into a high-performance organization, you can feel the difference. Instead of just going through the motions, the people are energized. They are **confident about their organization's strategy** and the changes that are occurring, rather than confused or resigned. They know what they are supposed to be doing and how that relates to the tasks of their neighbors.

Enterprise training is the key resource that can help to transform traditional organizations into high-performing ones. By encouraging a culture of continuous learning at all levels of the organization and **empowering employees with the tools needed**, you can contribute to the establishment of effective systems and methods for communicating. Information will be shared in a relevant and timely manner with the appropriate people so that they can make informed decisions. **Communication will flow** from top to bottom, bottom to top, and across peer groups.

In this guide, we talk about the **new way training teams can improve their enterprise training programs** using live video. We explain how with the right set of tools your trainers can save costs and travel time, increase the frequency of sessions, and achieve better results for their learning programs, strongly contributing to the process of becoming a high-performing organization.

2. Key points

The teams in charge of enterprise training programs have started to realize the value of live video as a **transformative tool**.

With live video, they can contribute to **transitioning their organization** from traditional to high-performing and boost employee energy and commitment.

Trainers will save costs and travel time, increase the frequency of sessions, achieve **better results** and consolidate continuous learning.

Employees, customers and partners **will benefit from a more convenient way of learning** and will be trained in each aspect they need promptly.

3. The rise of a new kind of organization

According to **LinkedIn's 2019 Workplace Learning Report**, "2019 is the breakout year for talent development. As the modern workplace evolves, we see an imminent shift in the power, focus, and influence of professionals with learning and development (L&D) responsibilities.

As a result, talent developers are now able to shift focus to have an even bigger impact on the business. Executives are increasingly looking to talent developers to support the business in strategic workforce planning, including attracting and retaining talent, and ensuring their people have the right skills for today and tomorrow…"

The need for adaptation

In recent times, we've seen **the rise of a new kind of organization**.
Despite we call it the "agile organization", the "open organization", the ··modern organization'' or the high-performing organization (HPO, which is the name that we prefer to use), it shows 10%of steady revenue growth on average and profitability increased by 25% compared to non-HPO peers.

Other areas that show strong improvement in HPOs include customer satisfaction, customer loyalty, employee loyalty, and quality of products and services. **This holds in every industry, sector and country around the globe**.

These are the **challenges** that a high-performing organization faces when transitioning from a more traditional paradigm:

1 Integrate a culture of **continuous learning** at all levels of the organization empowering trainers with tools that make them highly productive.

2 Consider everyday activities such as attendance at community meetings, supervision meetings and performance evaluations as **learning opportunities** instead of viewing them as burdensome tasks.

3 **Adapt training programs** to people and teams working remotely in other cities and countries.

4 Encourage employees to share their knowledge with peers and key external partners and **build collaboration communities**.

5 **Communicate values and strategies** throughout the organization, so everyone knows them and embraces them.

6 Develop **new ideas** aimed at increasing employees' performance and ensuring the organization is performance-driven.

4. How video boosts the transformation into a high-performing organization

The opportunity

Video is, undoubtedly, the best way to convey a message. Our brain loves video because it is programmed to retain visual content better than a page loaded with words. According to studies, the average viewer remembers 95% of a message when it is watched, whereas only 10% when read.

Videos are a great way to tell a story. Storytelling makes information more digestible and easier to understand and, more important, makes learning repeatable. When we are being told a story, not only are the language processing parts of the brain being used, but **every other area in the brain fires up** to interpret the story. For example, the motion of video causes our motor cortex to become active in addition to the language processing area. Stories are told in terms of cause and effect-which is how we think and operate as human beings.

By empowering employees with video production capability and turning into a video-rich organization, an enterprise becomes agile, open and collaborative, with a **strong impact in the following areas**:

Shared knowledge
A constant flow of information inside and outside the organization.

Continuous learning
Employees, customers and partners are constantly trained and updated.

Sales and marketing drive
Se mejora el rendimiento de las estrategias de marketing y los procesos de ventas.

Engaged audiences
Internal and external communication improved with high-quality video.

5. How to use live video for enterprise training

The opportunity

Using live video for training is one of the most effective ways to develop your employees, customers and partners, both in terms of cost and engagement. Live streaming is a very useful technology for e-learning, allowing for real-time interaction and a ''classroom-like'' feel, both invaluable for educational contexts.

One of the biggest barriers to learning is time. We know that today's workforce cares deeply about learning and development opportunities from their employers, yet the biggest problem for talent developers is that employees don't make the time. On the other hand, external actors, like customers and partners, are even more reluctant to dedicate their time to receiving training from your organization when it implies travelling costs and time spent.

Remotely held training sessions can help to reduce this ''time spent'' feeling and increase the number of situations where you plan and execute training sessions:

Employee training

- Onboarding of new employees
- Basic skills training
- Job-specific skills training
- Soft skills workshop
- Compliance and governance training
- Complex organizational processes

Sales & partners training

- Best practices
- Products, services and pricing
- Customer's success stories
- Product launches
- Product demos and explainers
- Live FAQs and Q&As
- Sales coaching

Enterprise communication

- City hall and executive messaging
- Company announcements
- Change management messages
- Policy announcements
- Corporate culture
- Quarterly results

Customer training

- Onboarding of new customers
- Preview of new features
- Periodic training
- Customer success training
- Better practices
- Certified programs
- Micro-training lessons

6. Benefits of live video for enterprise training

The business impact

Millennials now dominate today's workforce and **Gen Z** just walked in the front door. These professionals want more collaborative work environments and self-directed career paths. Today, it's imperative that you tap into the potential- and preferences-of all learners.

Workers of every age are getting more mobile and social and the trick is to figure out what **levers to pull to inspire learning**. Get this right and you'll encourage cross-generational collaboration and participation while nurturing the next generation of rising professionals to be learning leaders.

Watchity has worked with multiple clients and helped them transform their training programs with live video. Our customers experiment with a **10x increase in the number of viewers and a 20% cost reduction**.

Benefits of live video dor enterprise training

- Boosts a culture of continuous learning
- Reduces costs in travel for both the trainer and the trainees
- Allows real-time interaction with the trainer
- Brings more attendees to each session
- Eliminates the need to repeat the same session in different locations
- Increases the frequency of sessions
- Usar watch training from the comfort of their own desks
- Users can watch again a training session to reinforce the lesson
- You can track and measure the effectiveness of training

7. How to begin the transformation

The change

Like any other enterprise project, the task of changing the way of doing a key business process inside your organization will have **strategic and organizational implications**.

First, you'll have to realize the **opportunities of live video for your type of organization.** Do you have different physical locations and can group teams to reduce the number of repetitions for the same session? How many training courses do you have to create and which of them could be converted into live video? Do you use a "master-class" style with formal trainers, or do you want to let your key employees share their knowledge with their peers?

Then, taking all these insights into account, you'll **create your enterprise training program**, deciding how and when to use live video:

1 **Assess the training needs of your employees**
Uncover the competencies, knowledge and skills that are needed by the company to bridge any gaps. Gather information about particular job functions or occupational groups to identify the key tasks, competencies and skills required to perform the job at the most efficient level.

2 **Set enterprise training goals**
The identified gaps should be analyzed, prioritized and turned into the organization's training objectives. The ultimate goal is to bridge the gap between current and desired performance through the development of a training program.

3 **Create the digital training plan**
Include learning theories, instructional design, content, materials and any other training elements. Resources and training delivery methods should also be detailed. Now it's time to see which sessions are appropriate for live video, which for a pre-recorded video, etc.

4 **Implement training initiatives**

Program implementation includes scheduling training activities and organizing any related resources. You will have to create the necessary content considering the audiovisual content that will be used for the live sessions and in the pre-recorded videos.

5 **Evaluate and review training**

The entire program must be evaluated to determine if it has been successful and if it has met the training objectives. Feedback should be obtained from stakeholders to determine the effectiveness of the program and the instructor and also for the acquisition of skills or knowledge.

8. What do I need to start using live video for training?

The technical approach

Once you have created your training program, it's time to **decide which video platform you will use**. Whether you're creating your training in-house or via third parties, your choice will make a huge difference to the end product. The three main elements of any new online learning initiative you must carefully consider are:

The content creation tool

This is the piece of software that allows you to create the live video courses your employees can engage with. You should consider how easy it is to use and how versatile it is regarding which cameras you can use (smartphones, web cams, professional cameras), which content can you add (screen capture, videos, documents) and which video compositions can you create.

The deployment method

Where will you publish your live video sessions? You may want to publish it directly, with its own URL. Or, you may prefer to host it somewhere else. If you have a company intranet, you could create a learning portal and let staff access it from there. Alternatively, you could look to a Learning Management System (LMS). Anyway, you'll need an environment that allows your trainees to ask questions to the trainer.

The evaluation system

Finally, you'll want to evaluate the results of the live sessions: have key concepts been correctly understood? Are users satisfied with the quality of the content and lessons? How many users have attended? How long for? With what device? Where from? Which questions have been asked during the session? How can we improve for the next sessions to come?

9. Watchity, the video platform for high-performing organizations

Professional video made simple

Watchity is the easiest and quickest way to create, manage and distribute professional video across your organization. It includes a **powerful and easy-to-use live content authoring tool, a versatile deployment system and specific features to evaluate the results** of each live training session, all of them accessible with just a web browser.

With Watchity your training teams will become fully independent of IT, internal audiovisual departments and external video production companies to create compelling live video sessions using smartphones, webcams, PTZ cameras, ENG cameras, or whatever device with recording and streaming capability, connect professional microphones for perfect audio, and add extra content in the form of graphics, pre-recorded videos, presentations or screen captures.

You can even combine image sources coming from different locations to allow co-created sessions.

For the deployment -or publication- of the live sessions, Watchity allows you to create a **standalone player** accessible via a public URL, embed the player into your public websites and apps, and integrate it with your Intranet or LMS for secure and confidential access, or even stream it on social networks like Twitter, Linkedin, Youtube or Facebook with just one click. The player is compatible with any connected device and includes interactive features like a chat to allow the trainees to ask questions to the trainer during any moment of the session. The live video is automatically recorded so viewers can watch it again at their convenience.

With our **event management features**, you will be able to send invitations to your target audience and manage sign-ups. Then, when the session starts, you'll know at any moment who has connected. Finally, when the session ends, you can get a report that includes information about who connected and for how long.

Are you ready to try Watchity?

Online brand events are just the beginning.

Book a demo with a product expert and let us show you exactly what our platform can do for your brand's digital communication and events.

Book a demo

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