

# Video: The Next Hot Learning App?



BY TIM HUGHAN

**T**raining organizations are always searching for new ways to leverage existing programs and extend the reach of their training programs beyond the classroom. Coupled with the need to deliver knowledge faster to respond to new product and market events, video is increasingly being looked at to meet training objectives. The speed of knowledge transfer can be the determining factor of strong or weak customer service, a thriving or struggling sales force, a well or poorly informed global workforce, a devoted or erratic customer platform, and most importantly, outstanding or lagging company profitability.

Most senior corporate leaders would readily agree that the wealth of their organization lies with the knowledge locked in the minds of its employees. The ability to capture and share that knowledge in order to maintain success and growth in ever-changing business environments depends on the people. However, in today's fast paced, globally competitive markets,

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companies can no longer cling to traditional approaches for getting knowledge in the hands of its people (i.e., centralized creation, publication, dissemination). Companies must take proactive steps to capture and share both the official knowledge of the company as well as the knowledge of their employees. Training organizations are in an ideal position to organize and facilitate video-based knowledge capture programs that leverage

subject matter experts that meet training and performance support needs.

A growing number of forward-looking organizations are turning to decentralized approaches of collecting and disseminating corporate knowledge. By enabling users across the entire organization, from established training departments to individual contributors in the field, to add to the corporate knowledge base, companies put themselves in a better position to increase productivity and drive revenue.

Effective knowledge capture and sharing takes advantage of new tools that transform knowledge into searchable, accessible information that can be handed to front-line users in specific bite-sized portions to meet immediate action-oriented objectives. ELearning applications have long been in the market for training professionals to create and deploy courses with video emerging as a new tool to rapidly develop and deploy training. Cheaper video hardware and software are making it easier to capture and share corporate knowledge from anywhere in an organization without users having to learn new tools and techniques. Simply put, systematic knowledge capture and sharing with video is the easiest way to collect the vast amount of knowledge that is verbally conveyed during meetings, video or web conferences. Video allows for accurate, up-to-date knowledge capture and delivery when and where it is needed. To incorporate video into their knowledge management strategies, innovative enterprises are turning to media management systems to make video assets searchable and accessible by all employees.

Video as an information source is quickly gaining traction in the corporate world; with over 300 million worldwide web visitors downloading 5 billion video streams monthly and 15 hours of new video content uploaded every second according to website-monitoring.com, this consumer adoption of media is driving corporations to create video datasheets and product demos to educate their employees, customers and partners. Video transfer of corporate knowledge has more than monetary and convenience ben-

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efits; it captures something document-based systems never will—the energy and enthusiasm of an executive or field star delivering a corporate presentation. This preserves the tone and essence of the information where simple words on “corporate white paper” transform the ideas into dreary ink stains.

Not only does this rich-media solution benefit the company in an overall sense, it also individually better its employees one at a time. The business world has come to an understanding that training is something that is needed and not just “nice to have” anymore, and “on the job observing” is no longer as beneficial as it used to be. Video makes it easy to capture and share the vast amount of information that is verbally conveyed during meetings, conferences and training sessions. More than that, media transferred information empowers the receiver with the ability to play, pause and stop the video at his or her own convenience. Employees are often busy and not able to make the proposed time for training sessions; with the use of video-based teaching methods, timetables will be a thing of the past and employees will no longer have to worry about physically attending these sessions

and more importantly, are able to remain focused on their work at hand. The ability to reuse the video content enables employees to make better use of the information provided, allowing for better absorption of the information at the employee’s leisure.

It’s easy to see how the video-enabled enterprise can raise the level of productivity, increase revenue and enhance the bottom line for any organization. Employees and consumers are both looking to be surrounded by an innovative, tech-savvy, growing company. New ideas and ground-breaking alternative ways to better accomplish company tasks are the key factors that will ensure a company’s survival in these ruthless times. Being on top of information and knowledge distribution is what will connect and shape a company into ensuring that all of its employees are on the same enterprise page, and that the company works as a whole to reach desired goals.

### **Five Easy Steps to a More Productive, Informed Organization**

#### **1. Make the Commitment**

Make verbal knowledge capture part of the corporate process instead of a throwaway effort. Digitally record your next sales meeting, training session or corporate communication so that all the knowledge from your organization is captured, not just the knowledge that someone writes down.

#### **2. Capture the Knowledge**

Video capture can be as elaborate as a full production studio or as simple as a consumer-grade

video camera or even web conferencing applications like WebEx or GoToMeeting. Organizations need only make the commitment to digitally record meetings by using commonly available tools that can capture vast amounts of institutional knowledge from employees. By using video or audio recording, subject matter experts do not need to learn new software or create additional documents. They simply present their knowledge in a traditional manner – via meetings or web conferences.

### 3. Share the Knowledge with the Organization

Once media content is captured, it needs to be shared with the organization in an accessible library. Effective media repositories deliver streaming content to anyone in the world through global content delivery networks to ensure smooth playback for all users, regardless of how far they may be from the corporate office.

### 4. Make Video as Accessible as Documents

It is not enough to record and post videos to an online library. To be truly useful to an organization, the content in the video must

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be easily accessible and searchable. Once knowledge is captured, the audio/video can be transformed into searchable data by transcribing it, timing the transcript with the audio, and putting the indexed text and timings in a database with a full-text search engine such as Altus vSearch.

People speak on average at 160-170 words per minute when presenting, which means that a one-hour presentation has roughly 10,000 transcribed words. By using specialized transformation techniques, the audio data, plus the 1,000 words from a one-hour PowerPoint presentation, can be converted to digital data that retains all of the interrelated coherence of the original session — with the added

advantage that it is now inherently searchable.

### 5. Go Mobile

To be an efficient knowledge transfer mechanism, video needs to be as reusable as any other document. By fully transcribing the spoken word, video is transformed into data. This content can be streamed or deployed to mobile devices as downloadable MP3 audio or MP4 video or even embedded as links in web sites or blogs. Investing in the development of a video capture and delivery system can deliver immediate payoff in terms of productivity and profitability. It also offers long-term dividends for both the enterprise and its employees in terms of a higher level of knowledge, greater job satisfaction and the ability to achieve new heights of success. Video can help your organization be more productive and knowledgeable by taking advantage of all of its human resources and making its knowledge accessible to all.

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## Takeaways

#### • Make the Commitment

Make verbal knowledge capture part of the corporate process instead of a throwaway effort.

#### • Capture the Knowledge

Digitally record meetings by using commonly available tools.

#### • Share the Knowledge with the Organization

Share the videos online via a central repository.

#### • Make Video as Accessible as Documents

Make the video searchable or edit into manageable chunks.

#### • Go Mobile

Make your content accessible on desktop, smart phone and tablet device.

