



Getting Everyone on the Same Page

Break Down the Silos to Improve
Communications and Training

January 2018

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The Digital Transition is well underway and technology is changing the landscape for enterprise communications and learning. This places great value on the need for affordable, effective video, which is used by virtually everyone and every department throughout organizations.

A study by Forrester Research finds that overall, employees are 75 percent more likely to watch a video than to read documents, emails or web articles. In addition a Gartner Research report projects that by 2018, 75% of workers at large organizations will interact with various kinds of video more than three times daily.

Unfortunately, for many organizations, it is much like the wild west, where departments and individuals are operating independently and are using a variety of systems, approaches and techniques to create, manage and share video content. They are working in silos, creating inefficient, and possibly, ineffective results. But, it is not just employees, Cisco finds that 82% of executives record their own business videos, and 64% of these executives upload recorded videos to their company's video-sharing portal.

This compounds the need to get everyone and every department on the same page, using the same, if not similar, equipment. What to do?

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Forrester Research

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Cisco

The Conundrum – Breaking Down the Silos

Companies that embrace video and consider it a valuable tool for employee communications and training integrate their video tools and practices into the enterprise-wide ecosystem.

This comes at a time when company CIOs and IT departments are navigating through the digital transformation of their own. Leading companies are developing digital business strategies that encompass an enterprise-wide, cross-functional endeavor inclusive of video communications. According to a 2017 survey conducted by 451 Alliance, 38% of the participating organizations confirmed having a formal digital transition strategy, while 15% said they have no strategy.

451 Alliance 2017 Survey

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It is critical that media professionals have input to the strategy development to ensure the right systems are included for all employees to have the ability to contribute and access content as readily and easily as possible. This is no small task, but doable. It is all about communications and working together. If done well, the company-wide embrace of video can have a significant impact on business results. Also, it can be quite rewarding, as the experience and guidance of media managers and their teams are now needed and should be valued throughout the organization.

Benefits of Getting Everyone/Department on the Same Page

What are the key benefits to getting every department and all individuals on the same page regarding the use of video?

It will save the company time, resources and money.

It should help the company drive business results – improve the bottom line.

The process of breaking down the silos provides an additional benefit - It gets everyone talking. Not only for current needs, but it helps to identify new approaches and technologies, where the cross-functional team can strategize and plan future upgrades and implementations.

Key Benefits to Being on the Same Page

Save the Company
Time, Resources and
Money.

Help drive Business
Results – Improve the
Bottom Line.

The outcome of the strategy discussions should include:

A thorough understanding of the target audiences: Who they are; where they are; their viewing environments; and viewing devices.
Knowing the audiences (internal and external) will help complete...

A technology gap analysis, describing the strengths and gaps of the existing infrastructure and video delivery channels.

The benchmarking of industry vendors and solutions, as well as best practice companies, to identify viable solutions and workflow processes.
This should lead to...

The removal of inefficient, legacy and/or replicated systems.

The acquisition and implementation of the systems and solutions to meet immediate needs.

Development of a life-cycle roadmap for future system enhancements, upgrades and replacements.

Improved and more efficient system for video communications throughout the organization.

Improved process and guidelines to:

- Provide relevant, timely video content.

- Create company-approved video content, including high quality video and audio, which respect production values (e.g.: lighting, composition, etc.).

- Hire skilled media professionals (digital talent) for critical positions in the communications, media, public relations, marketing and IT organizations.

The result of everyone working together and being on the same page would be a video ecosystem to serve and support the visual communication needs of all executives, departments and business units. This should help the company save money by eliminating duplicate systems and implementing efficient and robust solutions that feature automated video workflow; improve the amount and quality of video produced throughout the company; and expand the reach of the company by making content readily available and easily accessible.

Additional benefits may include:

- Extended reach and inclusivity – allowing many, if not all, employees the ability to contribute content as well as access it. *This can increase the company's video content library, enable company-wide sharing of content, and may eliminate...*

- The need to reshoot content when comparable scenes are already available. This may represent a significant cost savings.

- Lower costs for staffing to manage:

 - The video communication system and content library.

 - Content management systems and communication channels.

- Improved communications for video users across the company.

- Improved branding as corporate information is shared across multiple Cloud and social media sites.

- Earning the respect and ear of executives.

- Awareness of what other departments are doing or need.

Future-Proofing, Developing a Long-term Strategy

Technology innovation promises to provide a significant impact on the enterprise space, with continuous improvements in content management, delivery, display, etc. More important, vendors are aggressively developing solutions for the Internet of Things (IoT) to control systems and devices and introducing new approaches for data analytics to drive business value.

Where media managers track industry trends related to video capabilities and innovative solutions, it is beneficial to be aware of the needs, research and implementations of other departments. Through continuous, pro-active engagement with the IT department, media managers can be current on the status of existing systems (as they become legacy or inefficient or as the capabilities and value of new solutions justify a system replacement) and where the company is headed with future system enhancements and upgrades. This may ensure that the media group has a voice when funding requests are budgeted and solutions purchased.

Keep in mind that a successful video communication solution is not all about technology. Equally critical is the need to implement guidelines and policies to ensure that personnel throughout company are on the same page when creating or using video content. Following are actions that leading companies are taking to ensure that video provides business value.

- They are educating and informing executives and department heads of the value of video for communications and workplace learning.

- They are educating employees on:

 - The differences between employee-generated vs. institutional (media department) content, including the types and occasions where each is recommended or required.

 - Video production values, including video quality, lighting, composition, audio, etc.

 - How to use the equipment in the company's video ecosystem, including processes and procedures.

 - The recommended/required equipment to produce, curate and share employee-generated content. Note: Some media departments maintain an equipment inventory for employees to checkout.

 - The use of, and issues about, music rights and talent release forms.

- They are marketing media services capabilities and value throughout the organization.

- They are partnering with key vendors to track technology innovation throughout the industry.


The outcome should result in:

- The media manager having a seat at the table – a say in all things video:

 - Infrastructure – ecosystem

 - Communications (story telling) and training.

 - Staffing of media professionals (digital talent).



Advancing the use and value of video as technology and the environment evolve/change.

Future proofing the value of the media manager and the media organization.

Summary

Technology and the way people communicate and learn are changing. With this trend is the increased use of video and the challenge it presents - The need to manage: equipment and systems implemented in various departments and silos throughout the company; processes and video workflow; staff resources; content quality and accuracy of information; etc.

There is no better time than now to work together to break down the silos and get everyone on the same page. Through communication and collaboration, media managers can enhance the value of video and the media organization, providing structure and stability that will ensure the right systems and guidelines are in place and that video content is readily available and easily accessible.



Enliten tracks industry sources to find trends and innovations relevant to the use of video and dynamic media in the enterprise space. Our experience is gained through analysis, establishing desired future states, developing cost models and business justifications and assisting with the selection of solutions and vendors to meet each customer's specific needs.

Enliten's role and value is to provide information and insight about the *what* (technology and solutions) and perspective and guidance about *how* and *why* which technology will best fit with your business objectives and content strategy.



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Learn more about [Randy](#).

