



# **Video Enhances Performance Improvement**

**Get Information to employees and provide support at the time of need!**

Randy Palubiak

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## Get Information to employees and provide support at the time of need!

Technology is changing. How we use technology is changing – as consumers and in the workplace. Changes due to the ongoing digital transition are impacting how organizations provide training and how they track and measure it as the technology becomes more sophisticated and robust.

More than ever, training groups are required to show business value – business results! And, more than ever, video plays a major role in how organizations provide training – Getting video information to employees live and on-demand, but more important: At the time of need!

As stated by a leading training guru:

*“...frontline managers and executives are increasingly looking for ways to get much better results from their people without taking them away so much from the work.”<sup>1</sup>*

Marc Rosenberg

## What’s Changing? Or Not!

According to the Greek philosopher Heraclitus, *“The only thing that is constant is change.”* This is so true regarding today’s age of technology. As stated by another great mind:

*“We are changing the world with technology.”*

Bill Gates

*“The only thing that is constant is change.”*

Heraclitus

Although change is constant, not everything is subject to change. This is true in our world of visual-based communications and workplace learning.

**What’s changing** – The technology, software, processes and approaches to communicate and train.

**What’s not changing** - The types of video-based communications, messaging and training. The C-Level still provides executive communications, media releases, business notifications, and conducts town hall meetings. Executives still conduct meetings, and provide information and leadership. Marketers still advertise, market and promote.

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<sup>1</sup> Marc My Words: *Five Reasons to Use Performance Support*, Marc Rosenberg, [www.learningsolutionsmag.com](http://www.learningsolutionsmag.com)

Trainers still educate and train on products, services, methodologies, processes, system operations, safety, sales techniques, etc.

**What's changing** – Where and how people are accessing and viewing content... on the device(s) of their choice.

**What's not changing** – The need for companies to provide communications, information and training live and on-demand, when, where and how it's most appropriate for the message and the targeted viewers.

**What's changing** – Companies are realizing the value of human *performance improvement* to increase organizational effectiveness and efficiencies. The training groups are providing business value as an outcome of the workplace learning they provide. And, they are embracing the use of video more than ever.

**What's not changing** – The need to drive business results and positively impact the bottom line.

## Performance Improvement

According to the International Society of Performance Improvement (ISPI), *performance improvement* (PI) touches many aspects of an organization - aligning strategy, defining leadership, building talent, creating culture, and influencing markets.

Possibly, one of the most important changes is the demand and expectation by individuals to have content and information readily available and easily accessible, when and where they want or need to view it - at the time of need. A critical component of PI is for organizations and training groups to provide *performance support*.

*Performance support is any learning modality, resource or asset that is accessible and applicable at the moment of need. It is embedded in the work process such that the learning is accessed in the context of the workflow and helps solve a very specific business problem.<sup>2</sup>*

Elliott Masie

### Other Significant Changes

- The quality of the video and audio has improved - significantly.
- The cost for technology, software and apps to create, deliver, view, store and manage content continues to go down, making video solutions more affordable.
- Everyone can produce content – and share it.
- Mobile technology enables the delivery of content to the point of need.
- Tools to track and measure data are flexible and robust.

Organizations and training groups need to provide information and assistance on issues and items that the individuals were previously trained on but need an immediate, on-premise refresh to support the service or sales opportunity.

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<sup>2</sup> *What is Performance Support?* Elliot Masie, [www.masie.com](http://www.masie.com)

Does this mean the demise or reduction in traditional training? No. Nor does it impact whether training is conducted live or on-demand, in a classroom or via interactive distance learning. In fact, performance support should be embraced as a complement and/or supplement to formal instruction.

Dr. Conrad Gottfredson and Bob Mosher describe when people need and seek learning in *Five Distinct Moments of Need*:

1. When they are learning a new concept or skill for the first time (New).
2. When they want to deep-dive and learn more (More).
3. When they want to apply or remember something (Apply).
4. When they need to solve a problem or fix something that has gone wrong (Solve).
5. When something changes (Change).

The last three learning needs are relevant to the use of performance support tools.

As mentioned in the Masie quote, performance support tools can be anything from print materials to electronic media including interactive pdfs or slide decks, eBooks, animation and, of course, video.

## Value and Role of Video to Enhance Performance Improvement

Video is playing a significant role in the enterprise space for communications and workplace learning. It may be helpful to clarify that video is much more than a message, presentation or training session distributed live over the company's network or recorded on a DVD. Video is anything involving visual (and audio) content, including the transmission of the content over a proprietary corporate network (terrestrial or satellite) or content delivery network (CDN) via the public Internet. It may feature a live program, event, training session, executive meeting or other communication. Also, it may be an animation, converted film or series of pictures, PowerPoint or computer generated message.

According to Wainhouse Research's *2015 Enterprise Streaming Solution's Market Sizing & 5-Year Forecast*, the enterprise streaming solutions market is projected to grow 19 percent in 2016. In its *2015 State of Video in the Enterprise*, Kaltura found that 91% of respondents said that video makes executive communications more personal and relatable, while 96% said video helps train employees better and faster.

**Change** even applies to the quote attributed to Heraclitus. As originally stated: *"The only thing that is constant is change."*

**As stated by distinguished individuals since then:**

*"Change is inevitable. Change is constant."*

Benjamin Disraeli

*"When you're finished changing, you're finished."*

Benjamin Franklin

*"Change before you have to."*

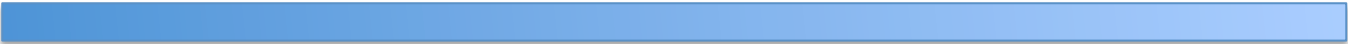
Jack Welch

*"Change is the only constant."*

Herodotus

*"Nothing is permanent but change."*

Heraclitus



As stated by David Lamb in Enliten's 2015 Trends and Perspectives, a new content paradigm is underway. *"There is real interest in video-based simulations, sophisticated virtual world gaming simulations, visual mobile performance support, video-based user-generated peer-to-peer programs."*

When combined with mobile technology, video can be a valuable tool for performance support and can contribute to an increase in performance improvement for most organizations. According to Research by Visible Measures, *"While desktop viewers tend to stick with videos for 2 minutes or less, mobile users seem to have a longer attention span. iPhone users tend to watch for about 2.4 minutes. Android users give a video three minutes to engage them and Symbian users stick around for just over 4 minutes. iPad users have the longest attention spans of all, sticking with a web video for an average of 5 minutes."*

So, what are some examples of how video can be used to assist training and support groups in providing performance support to enhance the organization's performance improvement and increase business results?

Airline pilots can watch video clips or simulations prior to take off to review new and/or difficult airports to approach for landings. Additional support information may include documents and graphics with associated descriptions and guidance.

Field service technicians for pest control and yard treatment companies can view video content onsite to identify how best to treat unique or difficult situations. This may include the selection of chemicals or the correct mixture. Also, it is an excellent tool to show customers a visual representation of the problem and provide an on-the-spot quote to resolve it.

Utility company field service representatives can view solutions and methods to fix service points of failure due to outages as a result of inclement weather, natural disasters or manmade disruptions.

Retail sales representatives can view video clips at the counter as a refresher or update on products and services to assist customers.

Claims adjusters for insurance companies can view video content to assist with on-site evaluations of accidents or damage done due to natural disasters.

Bottom line, video-based performance support can be provided virtually anywhere for any application. As a result, video can play a significant role for any organization to enhance performance improvement and drive business results.



## **In Summary**

In today's world of change, the Cloud, mobile devices and social media individuals are consuming video content anytime and everywhere – when, where and how they want.

Organizations should leverage video and mobile technology to conduct training at all points of need, including the use of live, interactive and on-demand tools and methods.

Learn from best practice organizations that are using video to drive performance improvement and increase business results. Then develop and deliver video content that can be readily available and easily accessible for employees and field service representatives where they are and at the time of need. Provide content that can enhance performance support and drive performance improvement.



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.



### **Randy Palubiak**

Randy is a Digital Media/Business Communications expert and strategist. He is a keynote speaker and author of industry publications and white papers.

**Learn more about [Randy](#).**