



Getting Leadership on the Same Page About the Value and Role of Video for Communications and Employee Training

**Executives, Department Heads, Business Leaders,
Users and Support Groups**

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About the Value and Role of Video for Communications and Employee Training

During this Age of Digital Transformation, it is critical that companies get everyone on the same page to ensure improved business results. This applies to media managers, and every stakeholder in the organization that uses or touches media (with the emphasis on video) for communications and training. To be successful, it requires everyone be in sync about business objectives, customer satisfaction, employee engagement, technology and infrastructure, and video workflow.

Seat at the Table – The Role and Value of Video

A primary assumption is that the media manager(s) has a seat at the table, where executives and leadership address business needs, technology, solutions, policies, and everything that can impact results on tactical and strategic levels. This is based on industry statistics that show video has earned its place in the discussions:

According to Cisco, IP video traffic will be 82% of all IP traffic globally (including business and consumer) by 2022, up from 75% in 2017.

Wyzowl's 2017 State of Video Marketing survey shows that 94% of businesses see video as an effective tool.

Wordstream reports 59% of executives say they would rather watch a video than read text.

Following issues will cover:

- Key stakeholders getting on the same page regarding the technology (the video ecosystem) to create, deliver, track, measure and manage the use of video throughout the organization;
- Getting executives, department heads and business leaders on the same page with employees;
- The collaborative need for agreements and processes across the enterprise to ensure that everyone understands user requirements and provide the ability for support groups to help achieve their objectives.

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Cisco

94% of Businesses see Video as an Effective Tool!

Wyzowl's

59% of Executives prefer Video over Text!

Wordstream

According to Google, almost 50% of web users look for a video before visiting a store, showing video plays a key role in the shopping experience.

Almost **50%** of Web Users look for Video before going to a store.

Google

It is the responsibility of the media manager to ensure that everyone is aware of the role and benefits of video for communications and training, as well as how best to create relevant, timely content and implement the tools and processes to make it available to customers and employees.

The Importance of Getting Everyone on the Same Page

The rapid pace of change and innovation in video and visual based technology creates a challenge for businesses to keep up and be competitive. This includes the use of social media, mobile devices, digital signage, and a wide range of media channels to create, distribute and manage content. It includes people and departments across the enterprise who provide or share content, as well as those who provide functional services to create and manage the content and ensure that it is delivered to all targeted audiences.

To be successful, it is imperative that executives and business leaders establish a unified vision and business objectives for the entire company. It is equally important that they share the corporate vision and business objectives with employees throughout the organization. To do this, they need an enterprise-wide video communications system to reach employees when, where and how they need it. Collectively, they should:

- Establish the company's business vision and articulate it clearly and effectively,
- Create an organizational culture that embraces change,
- Share the business goals and vision with the entire workforce,
- Clearly communicate the need and benefits to change.

Bend and Manage Silos – No Need to Break Them Down

It has become a common theme; at times it seems like a war cry, that companies must break down silos to be successful. I know. I have embraced this position for decades as I have helped companies improve and expand their video capabilities and operations. In many cases, multiple departments have added video systems to record and edit content or originate live programs or training classes, rather than use the company's centralized video production and interactive distance learning (IDL) systems and services. This is a result of a few key developments: video equipment and software costs have come down, to where they are affordable; social media and consumer devices are readily available and capable of creating and sharing video content; and virtually everyone is media savvy (to a degree). Also, video capabilities are now an institutional requirement; a centralized service similar to phones, computers, mobile devices, desktops, and coffee.

In addition, IT groups are primarily responsible for the implementation and management of video conferencing systems and many video systems, as well as data infrastructure. This can be attributed to the digital transformation, where all things video are now computer-centric versus analog technologies. Bottom line, IT owns the multiple and various media channels that distribute content throughout the enterprise and to the public Cloud for consumer consumption. Also, every department must work through IT to share its content and messaging and each of them are best served to work with and through the media group to ensure all video content is properly produced, distributed and tracked.

According to Forrester Research's 2019 report, The Future of IT, "Business leaders will move into an immersive, team-driven partnership with IT as the underlying technology becomes inseparable from the offering, experience, and financial performance."

Departments exist to deal with specific functions that require employees to have unique skills, tools and knowledge - Essentially they are silos. The specific goals of each department should reflect the overall goals of the company, but be respective of, and sensitive to, the needs and requirements of other departments, including those using video for communications and training.

However, there needs to be a structure, with centralized standards and guidelines, where the leadership team of key stakeholders mutually agree upon systems, approaches and areas of responsibility and accountability. It should encourage employees to create video content relevant to their respective departments and their specific roles and responsibilities – They are the subject matter experts. Then, when and where appropriate, or necessary, they should use the centralized video capabilities and services from the media department.

In the PwC 2015 Global Operations Survey, of over 1,200 business leaders, 61 percent said that greater collaboration across functions was the key to reaching their strategic goals. It is best for companies to practice cooperation, communication and collaboration across silos and create a culture of information sharing. By leveraging the expertise and insight from different departments, requirements can be identified, common solutions can be implemented and obstacles can be overcome. Ideally, the results will show:

- A reduction of redundant, inefficient and legacy systems,
- Improved workflow,
- Improved work environment and corporate culture,
- Improved customer experience,
- Improved business results.



**61% of
Business Leaders
find that Greater
Collaboration across
Functions is the Key
to reaching
Strategic Goals!**

PwC

How to Make it Work – Get Results

As a team, the stakeholders need to develop a corporate strategy that covers a number of key areas, including: Business goals and objectives; target audience(s); content and messaging; technology, processes and procedures.

It is critical that the company has a clear understanding of its respective internal and external audiences – Who they are, where they are, how to reach them, etc. The content needs to properly address each audience with timely, relevant information. The quality of the video, whether recorded or live, needs to meet the corporate standards. In this digital world, video is high definition (HD - 4K, moving to 8K and higher). Along with the content, the production values, including good audio, lighting and composition need to be representative of the corporate brand.

Successful organizations establish standardized equipment and processes across the enterprise. Video equipment is integrated into the ecosystem according to a technology roadmap that embraces the immediate upgrade or replacement of legacy systems and outlines additional/future implementations based on timely planning, anticipated failures and expectations for future innovations and changing user requirements. The media group should establish processes, and procedures on the operation of the equipment and guidelines for the creation of quality video content.

It is important that the stakeholders consider the ability of the enterprise infrastructure and support groups to reasonably meet the communication needs and requirements of all departments. All questions, issues and challenges should be addressed and mutually agreed upon solutions and processes implemented.

In Summary, it is Critical for Leadership to be on the Same Page

Do It Right, Affordably, Consistently, Efficiently and Effectively!

Whether we like it or not, companies are in the Age of Digital Transformation, where new technology and applications are changing rapidly and customers and employees are demanding organizations keep pace with the implementation of new and innovative capabilities to support their use of media devices for communications, information and training - including, if not especially, as it relates to video.

This presents an overwhelming challenge to executives and business leaders to acquire the rights solutions, implement them efficiently across the video ecosystem, manage them effectively and ensure communications are distributed consistently throughout the enterprise to customers and employees. To be successful, they must cooperate, communicate and collaborate across the multiple departments and silos to ensure that all voices are heard, the requirements are identified, the right solutions are selected, and guidelines and procedures are established. When done correctly, it will drive business results - As stated by Forrester Research, "*...as the underlying technology becomes inseparable from the offering, experience, and financial performance.*"



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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