



3 New Ways to Use Video to Develop and Align Your Employees

MANAGEMENT *Brief*



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Today's employees are clamoring for more and better ways to grow and contribute to your organization. In fact, research shows that development and purpose are more potent than money when it comes to engagement. And, one of the best 21st century tools for scaling growth opportunity and internal alignment these days is video, especially when it connects into performance processes.

Aberdeen Group research shows that video content improves business results. Businesses using video content in learning and development are more likely to achieve organizational goals, have highly engaged employees, and see key positions filled by internal candidates. Pretty much exactly the sort of results you want to see from any talent development initiatives. You might even be using video in structured learning contexts, like **onboarding**, **instructor-lead training** or **required learning** programs. But, consider making video part of informal, collaborative performance and development initiatives as well.

Here are three ways video can have a big impact in less expected roles.

Companies using video content have a nearly 1.2x higher chance of filling key positions internally.



1. Peer-to-Peer Knowledge Sharing

According to the previously cited Aberdeen Group report, Best-in-Class companies are almost twice as likely as all others to utilize user generated video content. If you have video capabilities in your talent development platform, giving access to your users means much more straightforward (and long-lived) knowledge transfer.

With massive demographic shifts underway at many organizations, now is the perfect time to give internal subject matter experts the means to capture and share valuable insight with peers. Be sure your talent development solution includes collaboration tools to properly catalog these videos so they can live on and offer insight in a repeatable way.

Example: A video tutorial from a core user can make understanding quirky legacy systems or complex internal processes much easier and more scalable.

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2. Manager Training

We all know how much managers matter to employee engagement and success. Yet, a Harris Interactive poll found that an alarmingly high percentage (58%) of new managers never receive any management training.

Perhaps this sounds like your organization. The fact is, not every manager can (or should) be an MBA, and one-on-one management coaching is expensive. Incorporating video capability in your performance management toolkit can be a helpful antidote for subpar managerial instruction. By including video in performance workflows, you'll make important training engaging and accessible for busy managers at key moments.

Example: A quick example video can be a powerful way to show managers how to give more effective feedback. Another suggestion along these lines is video feedback with actionable suggestions from managers, which may be valuable for employees to keep handy.

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3. Goal Alignment

Is everyone in your organization aware of corporate goals and how they relate to personal and business development? It turns out that alignment is extremely important to engagement, especially to mission-driven Millennials.

Show your people what they're working toward. Video – especially used in tandem with performance and cascading goals – can be a meaningful, easily retrieved way to connect goals to a department or even the entire organization. Don't forget to circle back after goals are achieved, either. Video accomplishment updates help employees see the growth trajectory for themselves *and* the organization.

Example: A short video that breaks down a major growth goal by business unit or department can help give context, clarity, and a sense of purpose. You may also want to consider video blogs around your ongoing achievements, to keep the momentum going year round.

Millennials are especially motivated by your company's mission.



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Video is here to stay, with barriers to utilization coming down every day. “Video documents are quickly becoming the new way to communicate and learn. Given the ease of creating them, video documents will account for much of the explosive growth of digital content,” writes David Mario Smith at Aragon Research in his report, [Video is the New Document](#).

These suggestions are just the beginning; let your culture and talent needs guide you forward on the video creation frontier.

“Video documents are quickly becoming the new way to communicate and learn.”

Bailey, Sebastian. “The Pay-for-Performance Fallacy,” May 13, 2014. <http://www.talentmgt.com/articles/the-pay-for-performance-fallacy>

Zoom in on Video Learning http://v1.aberdeen.com/launch/report/research_briefs/8352-RB-enterprise-video-learning.asp

New Managers Feeling Lost at Sea <https://www.td.org/Publications/Magazines/TD/TD-Archive/2011/06/New-Managers-Feeling-Lost-at-Sea>



Video is the cutting edge of talent management. Learn more from this complementary Ventana Research report, [Video is the New Document](#).

Visit our [website](#) to learn more about using video in your development and performance processes, or give us a call at (877) 879-8807.

We'd love to hear from you.

About PeopleFluent

PeopleFluent, the leading total workforce HCM technology company, redefines Talent Management with an innovative Talent Engagement Cloud that is built around people and not HR processes. By deeply integrating pervasive video, strategic analytics and collaborative social technologies into its complete suite of Talent Management applications, PeopleFluent redefines employee engagement to address productivity loss and diminished financial results due to an increasingly disengaged workforce. With PeopleFluent, companies can change at the speed of business without costly IT interventions through intuitive, highly configurable software that is built upon the right data. Spanning across an organization's entire global workforce with one talent cloud, PeopleFluent equips leaders with the meaningful talent data and strategic analytics necessary to make better business decisions.

PeopleFluent has worked with over 5,100 organizations in 214 countries and territories to engage employees to drive better business results. Today, 80% of the Fortune 100 relies on PeopleFluent as part of their talent management delivery strategy, helping them successfully achieve their talent aspirations.

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