

# Unlocking the Potential of Video Collaboration in Corporate Training

While corporate training and education programs may seem to some like standard internal HR functions, their impact is vast. These programs not only support employee growth and career development, which improves satisfaction and retention; they also provide new product knowledge, upgrade skills and ultimately improve corporate productivity.

## FIVE BENEFITS OF VIDEO COLLABORATION IN CORPORATE TRAINING

1. Reducing costs and working with limited resources
2. Driving business results
3. Training a variety of learners
4. Maintaining interest
5. Reducing travel



With that said, like any other cost center, corporate training departments are facing increasing pressure from above to provide higher, more measurable returns on investment and “do more with less” in the form of shrinking training and travel budgets. They are also being asked to minimize the time employees spend undergoing training, to increase productivity. To achieve this, trainers are embracing new forms of learning to deliver training and development.

For years, e-learning has cut in-person training costs dramatically, but it is no silver bullet. Newer, younger employees are entering the workforce with demands for greater interaction and higher levels of engagement during learning and they are justified—interaction helps learning stick. New training methods that leverage real-time video instruction recorded and streamed video lessons and interactive webcasts are growing in popularity. Even more innovative learning opportunities, such as video instruction from the “production floor” offer the ability to tie learning to the day-to-day challenges these workers face every day.

Video collaboration technology has greatly improved over the years. Higher quality is available at lower cost, offering much greater accessibility for use by organizations of all sizes and scopes. In fact, personal use and accessibility have been driving many organizations to use live video in the first place. Businesses are now able to connect dispersed personnel using a variety of “live video” methods and options. And this live video can either be used on its own or in conjunction with other virtual technologies, such as online classrooms, to deliver interactive education.

Video collaboration isn’t just increasing accessibility to training—it is offering a deeper, richer experience for both instructors and participants. With technology advancing so rapidly, live video provides the richness of face-to-face communication without the time and cost of travel. Learners can “call in” from training rooms, desktops or even mobile devices and experience the fully immersed experience that includes non-verbal cues, real-time response, and more.

## Five benefits of video collaboration in corporate training

### 1. Reducing costs and working with limited resources

Traditional training is expensive, time-consuming and resource intensive. Video collaboration can dramatically reduce the extensive planning and coordination required for in-person courses. It can also eliminate the need and cost of a physical training facility. And, with opportunities for streaming real-time, recording and offering anytime playback, trainers don’t have to scramble to adjust if schedules change. They don’t even have to repeat a course, which can lead to trainer fatigue. Instead, they can use recorded video to deliver information but continue to offer Q&A sessions for personalization, interaction and clarification. Recording also enables the training to be modularized into short segments to provide greater flexibility in design and length.

### 2. Driving business results

These days, trainers are not only asked to ensure that learning and development aligns with corporate strategy; in some cases they are expected to show that it helps drive business results. Training that eliminates the need for travel reduces time out of office and minimizes day-to-day job disruptions. This in turn not only saves time, but increases the effectiveness of each individual contributor. At UniFirst, a Polycom customer, Kelley O’Leary, Manager of Performance and Training Support experienced this first-hand. O’Leary said, “Our training is much more personal over video because you’re able to get the one-on-one interaction that simply wasn’t possible before with our virtual classes.”

### 3. Training a variety of learners

All employees are not the same, and they certainly do not share the same learning styles. The new breed of technically savvy, socially networked employees are very different than the traditional learners for which many training programs were originally designed. For those who appreciate the flexibility of technology, video collaboration can be used for onboarding, continuing education, flexible work environments, telework, BYOD offices and mobility initiatives that support any type of worker. Students can participate from the office, home or another remote location, accessing training sessions and course content from anywhere.

### 4. Maintaining interest

When employees are engaged, the learning sticks. There is a reason that video collaboration is becoming the “classroom of the future.” The level of interaction that is possible encourages engagement in a way that a lecture simply cannot. Through video collaboration, key information such as product details, support knowledge, and selling strategies can be disseminated to a widespread audience in a way that makes each student feel like they are being personally mentored. Video on Demand, or Knowledge Centers, add to the “stickiness” by providing just in time learning.

### 5. Reducing travel

Video collaboration is the clear answer for companies that must minimize travel. Real-time video training eliminates the need to get on a plane, reduces time out of the office, and even minimizes day-to-day job disruption. Overtime costs are minimized with travel costs, and there’s no pressure to compress training to fit into a very tight window. Video can also connect trainees to subject matter experts across the globe without any need for the company to bring these people local, saving additional costs while increasing the quality of the training.

When it comes to internal training, video collaboration simply makes sense. From overcoming internal challenges and restrictions to offering positive, measurable business results, the case is clear for any company that aims to stay at the top

of its game. Traditional training has evolved onto screens, tablets and mobile devices in real-time and at the convenience of those who need it, without any sacrifice of interaction, collaboration and retention.

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