



Benefits of Training Videos

When a company has a large and geographically diverse audience, it can be extremely expensive to either send experienced trainers to all of them, or pay for each individual to attend training courses. A training video can dramatically reduce these costs, and make the training information immediately available to all members of staff.

Training video production can be presented in many ways - from a series of specifically filmed programs, to the filming of training seminars and important presentations that have taken place at these events and conferences, which can then be edited into video form so that the benefits of these seminars are massively increased.

Once they have been filmed, training videos can either be delivered on CD-ROM for computer based presentations, or VHS and DVD for television presentations. Training videos are often incorporated into part of an overall training program depending on the needs of the company.

Training videos are very often used for induction purposes for new staff and most people will see at least one of them in their working life. However they can also be used for a multitude of other applications. For example, if a new piece of technology is introduced into your company, then a training video is the ideal way to get the information on how to use it across your entire workforce as quickly as the technology needs to be incorporated. It could take weeks to train the staff in individual or group sessions, so costs can be saved on both training, and time. Training videos can also be used to train staff on new policies, health and safety issues, customer service standards, or simply the latest sales features on a new product. When you have to train a wide and geographically diverse audience, training videos can be the ideal means of getting the information through your company in the fastest and most cost effective way.

Every company must offer their employees training from the initial training at orientation to ongoing development. "The way you train your new employees is important in not only enabling them to do a good job, but also with their retention. Recent studies have shown that when a new hire is adequately trained in the beginning, they feel more confident in their job and therefore will stay with you longer." - Peggy Morrow, 'Training for Success'.

Video has long been recognized as a valuable teaching medium because it can effectively convey to students an instructor's visual clues, for example, gestures, posture and facial expressions that aid communication and comprehension. Decades of research show body language is the single most important element in verbal communication. In good times as well as bad, one of the biggest hidden expenses for many businesses is the cost of bringing new workers up to speed or training existing employees for new job duties.

A detailed training video is one of the most direct routes to lower employee training costs. Not to confuse an 'occupational procedures video' with a job description is another valuable tool for any organization. Job descriptions outline the duties to be performed by employees. A training video demonstrates exactly how to do those jobs.

Such a video can be extremely useful in recruiting and interviewing job applicants. But more importantly, it can streamline employee training and all new people to become more productive more quickly. The out-of-pocket payroll savings alone can be substantial. Suppose it takes eight weeks to bring a new employee up to speed in a particular job, and the person's supervisor must devote 25% of his or her time to training during that break-in period. A good training video should reduce the necessary training time by at least 20%.

