ELEARNINGNEWS ARTICLE

Year 2 - number 18 Wednesday 28 marzo 2018

Improve business training experience with YouTube

9 ways to improve online employee learning.

YouTube disseminates and makes content of high knowledge content popular with free videos (tutorials, instructions, theoretical lessons ...). As a result, YouTube is an excellent channel for organizations who want to make information available to their employees, aligned with person's training needs.

Having short videos with instructions available every time you want increases the control of employees on their own pace of learning and on the result of understanding complex concepts, beyond their individual style of learning. For this reason, this type of video can stimulate motivation, interest and acquisition of new skills.

The concept of video-based learning

According to Mike Alcock, Managing Director of Gomo learning, "people tend to learn better when information is transmitted visually and learning itself improves with brief demonstrations and presentations. Most eLearning organizations prefer to use video because they are a proven medium to transfer knowledge, and for this reason they use robust LMS". In fact, Alcock reports that "Wainhouse Research has interviewed about 1800 employees on their video learning experience and everyone agreed that it works". More specifically, about 90% of employees consider video an effective tool to provide personalized content, preferring it to the traditional classroom approach.

9 Benefits of using YouTube in corporate training

1. Streaming video content for corporate training.
2. Creating multimedia content.
3. Support for an effective and flexible workplace culture.
4. Constant training support throughout the company.
5. Increase workplace efficiency and employee engagement with engaging visual messages.
6. Availability of e-Courses at all times, so that every employee can learn at his/her own pace.
7. Videos incorporate various learning styles including audio, visual and kinesthetic.
8. Short and clear contents.
9. Tailored content for on-the-go students.

Online videos are best suited for training programs that require students to watch video content before attending the course. The classroom course will be used to discuss, review, evaluate and give feedback on individual student performance.

Today, learning professionals need a combination of tools and technologies to use video efficiently. With digitization, content accessibility has improved and companies are now able to connect with their "remote" workforce at all times.

Videos bring interesting news to all the organizations that want to improve their training experience. Using video, companies create a dynamic, innovative and high-performance culture that brings competitive advantage in today's ever-changing environment.

Read the complete article...