

7 creative ways to use Video Demos in online training

Are your employees tired of the usual online training tutorials and the usual guided presentations? Always choosing the same approach, little by little, can lead to boredom.

In this article we will look at 7 innovative ways to use video demos in your online course.

1. Vignettes showing "in action" skills

Many online trainings explain how employees can use their skills at work. The video vignettes allow you to show these skills so that learners can apply them in the most effective way. They are fascinating and entertaining.

2. Explanatory demos of product sales

Employees have memorized all the features and benefits of the product. But do they know how to actually sell it to the customer? Staff must be able to create an effective product description based on customer needs. Explanatory demos of successful product sales give employees incisive examples to apply.

3. Test employee knowledge based on right and wrong scenarios

Create a demo showing the correct way to conduct a task and solve the problem and also explains the wrong way to complete the issue. For example, one scenario involves a conflict between two colleagues. The manager must then decide which part of the video depicts the best approach to solve the problem based on those circumstances.

4. "What would you do?" Compliance case studies

Compliance-related videos evaluate the employee's knowledge and can be useful for building a real-life experience of the topic. Present a video that shows a compliance issue that business students might encounter at work, then bring up possible actions to solve the problem. Case studies, real examples and stories can provide a basis for these demos.

5. Interactive tutorials on various tasks

Traditional tutorials require employees to simply observe that process as it is being implemented. However, an interactive video demo invites them to play a more active role. They have to choose which step to complete later, as well as choose which tools they need to be more efficient. This approach is much more engaging.

6. Animated demos of company policy

Animations make every topic fun. They can even add a touch of humour to boring compliance courses. There are various animation creators that you can use to produce first-rate demo videos. The secret is to incorporate memorable characters and recognizable situations.

7. Seat the employees in the director's chair

Give employees the opportunity to develop their own demo video and place it in the online library. This also allows them to gather feedback from their colleagues and improve their understanding of the subject. To create a demo video, they need to know the topic as a whole and master each step of the task to teach it to their colleagues. It would be good to provide them with

guidelines to follow during the production of the video.

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