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eBook

The Vyond Guide to Better Skills Training at Scale:

New Strategies for L&D Pros

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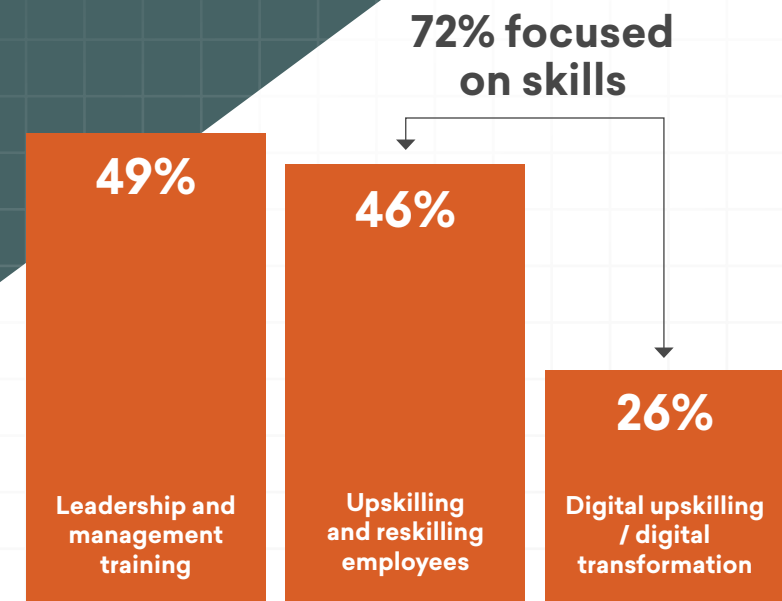
Why effective skills training has never been more important

It's no longer news that the rise of automation has made it urgently necessary for employees to acquire new hard and soft skills if they want to succeed in the future of work.

What may be surprising is how high the stakes are for employers. As recent research from the McKinsey Global Institute[1] makes clear, organizations that don't provide reskilling and upskilling support to their employees are at a greater risk of both losing their top performers to competitors that do—and struggling to recruit top talent.

This helps explain why, according to LinkedIn's 2022 Workplace Learning Report,[2] upskilling and reskilling (when digital reskilling is factored in) was the number one priority of L&D pros. And it's also why, in the same report, 72% of L&D leaders said that L&D has become a more strategic function in the past year.

72% focused on skills

49%

Leadership and management training

46%

Upskilling and reskilling employees

26%

Digital upskilling / digital transformation

% of L&D pros who identified these programs as one of their top 3 priorities in 2022.

1. *McKinsey "Great Attrition" 2021 Research.*
2. *LinkedIn 2022 Workplace Learning Report.*

The challenges to successful upskilling are real

While the mission for L&D teams is simple, the path to success is not.

Two challenges in particular often make it difficult for many companies to deliver high-performing skills training: a lack of employee engagement with training content generally, and bandwidth and resource limitations within the L&D teams tasked with creating new content.

The engagement challenge

Thanks to "death by PowerPoint" presentations and other formal workplace training, people are primed to be bored stiff by training videos even before they hit "Play."

Also, while employee trainings used to take place communally at the office, they're now delivered asynchronously to employees who take the course in isolation.[3] In this virtual, siloed context, it's all too easy for employees to only half-pay attention to the material, clicking through just to get it over with.

The L&D bandwidth challenge

Seventy-three percent of 1,500 L&D pros[4] recently surveyed say their companies will be developing more custom learning content in the future to meet their specific training needs.

But actually having the human resources to effectively execute on these initiatives is another matter. Thirty-seven percent of L&D departments in the U.S. are small[5]—between one and three people. This may be why, according to the Udemy 2021 Trends Report,[6] the biggest obstacle to L&D is "lack of time," with "budget constraints" coming in a distant second.

3. _Training Magazine's 2020 Training Industry Report._
4. _CLO Learning States of the Industry 2020 Survey._
5. _Statista Research, July 2022._
6. _Udemy 2021 Trends Report._

Better employee training requires a change in philosophy—and an upgrade in technology

If you're looking to improve on these fronts, there are two simple strategies you can implement that will help you both overcome these bandwidth challenges and motivate your entire workforce to take a more active role in their own development.

Strategy #1: Shift to a more collaborative learning approach

Traditional top-down instructional methods make it hard for employees to take ownership of their own development, which negatively affects engagement.

To boost engagement and comprehension, and free up more time for your team, there are increasingly popular collaborative learning practices you can implement within your L&D practice—and company at large.

Strategy #2: Optimize your video creation process

Rethinking your approach to creating your training content can also deliver both time savings and a dramatic boost in employee engagement.

Static content like PowerPoint presentations and PDFs are easy to skim or ignore. And while live-action videos are a step up, producing them can involve a huge time commitment and updating them is a big hassle.

That's why tens of thousands of employers and their L&D teams lean on **user-friendly animation video creation tools** to create fun, effective training content, up to 10x faster than they're used to.

> "It's only by actively listening and empowering your people with the tools they need to engage with L&D that you'll develop programmes that are fit for purpose."
>
> Andrew Bardsley, Head of Learning and Development at xDesign

Strategy #1:
Shift to a more collaborative learning approach

In traditional, top-down, instructor-led approaches to training, the source of knowledge is fixed, and training is delivered by way of long sessions at prescribed times.

Alternately, collaborative learning takes a bottom-up approach. It values expertise anywhere it can be found, learning from and alongside colleagues, and information that is short, easily digestible, and available in the natural flow of work, when you need it most.

Above all, collaborative learning encourages employees to take a more active role in their own education and look at their development as an exciting and ongoing process. And when that happens, employees are more likely to not only pay attention in the moment but retain information long-term.

So, practically speaking, what actions can you take to move your company's learning culture in this collaborative direction? Here are three to consider.

Training delivered through hands-on activities, gamification, and group discussion can result in greater knowledge retention, as active learners retained 93.5% of previously learned information compared to only 79% for passive learners after one month.[7]

Create engaging opportunities for knowledge sharing

Provide your entire workforce access to better teaching tools

Prioritize problem-centered instruction

7. _Creative Education, February 2022._

Create engaging opportunities for knowledge sharing

The easier you make it for your employees to interact with each other and feel comfortable sharing what they know with people beyond their teams, the more likely you are to have success in evolving your company's L&D culture. Practically speaking, here are a few actions you can take (none of which cost a penny):

- Set up a Slack channel and/or Microsoft Teams Chat dedicated to the educational topics most important to your employees and your company. Add prompts to spur on discussions and keep productive conversations going.

- Consider setting up a mentorship program. Some third-party mentoring platforms even come with a pairing algorithm to scale your ability to match mentors with mentees based on their goals and current skill set—quickly and easily—with minimum admin from you.

- If you virtually host company-wide trainings, build in time for employees from different departments to discuss what you're teaching in break-out groups.

- Set up a recurring "show and tell" series that prioritizes the knowledge of internal subject matter experts beyond your L&D team. For the benefit of those who choose not to attend, share a few of each presentation's top takeaways via Slack or on your company intranet.

- Collect all your official L&D team trainings and SME presentations and archive them in an easy-to-access spot online. Pin the link to this resource in your central L&D Slack channel, or ask employees to bookmark the link in their browser.

Did you know?

In 1978, psychologist Lev Vygotsky formulated what he called his Social Development Theory. It proposed that all learning and cognitive development arises from cultural activity, and that communities play a central role in the process of learning and "making meaning."

Provide your entire workforce access to better teaching and learning tools

Creating the right venues for collaboration and instruction is the first step. The next is arming your employees with the best possible technology for engaging their peers and communicating their ideas.

Share tips on creating an engaging presentation or mini-course

Many of the smartest people at your company aren't naturally good at sharing their expertise, especially to an audience of people outside their discipline. So seek out and share best practices on using **storytelling**, surprising visuals, and audience participation to help them punch up their presentations.

Make user-friendly video creation software more widely available

Your employees shouldn't be limited to using PowerPoint and Google Slides to create instructional content. So consider giving interested parties access to any video creation software your department might use for creating your own content.

Encourage them to use the software to make full videos, or short video elements to enhance their traditional presentations. And if they're beginners, give them access to as many **helpful tutorial materials** as possible.

Embrace feedback loops

Employee development is an ongoing process, and it's hard to improve without feedback from others. So build in a fair and simple process that allows employees to provide positive and constructive feedback to their instructor-peers.

Prioritize problem-centered instruction

Presenting relatable real-world scenarios that raise questions for discussion or pose problems to solve is a more effective way to make important concepts stick than sharing the right answers directly.

This active approach to learning also gives employees opportunities to sharpen their approach to problem-solving and critical thinking, two of the soft skills that are increasingly sought after by employers. Ways to deliver problem-centered instruction at work include:

Role-playing activities

This approach may not be new, but it can still be effective at helping employees understand and practice desired behaviors. Make sure that after you prompt employees to play their roles in a particular conversation or interaction, you leave ample time for reflection and discussion, and then have them re-enact the situation (in a more productive way) based on this feedback.

Scenario-based videos

A more scalable alternative to role-playing activities moderated by your team is to have your employees watch—and respond to—a series of scenario-driven videos, in which instructive workplace conversations or interactions are acted out by live actors—or by animated characters. Creating these with video animation tools is is affordable, efficient, and allows you to more tactically represent different groups of people and include company-specific details (like uniforms or office settings) that make the scenarios feel more relevant to your target audience.
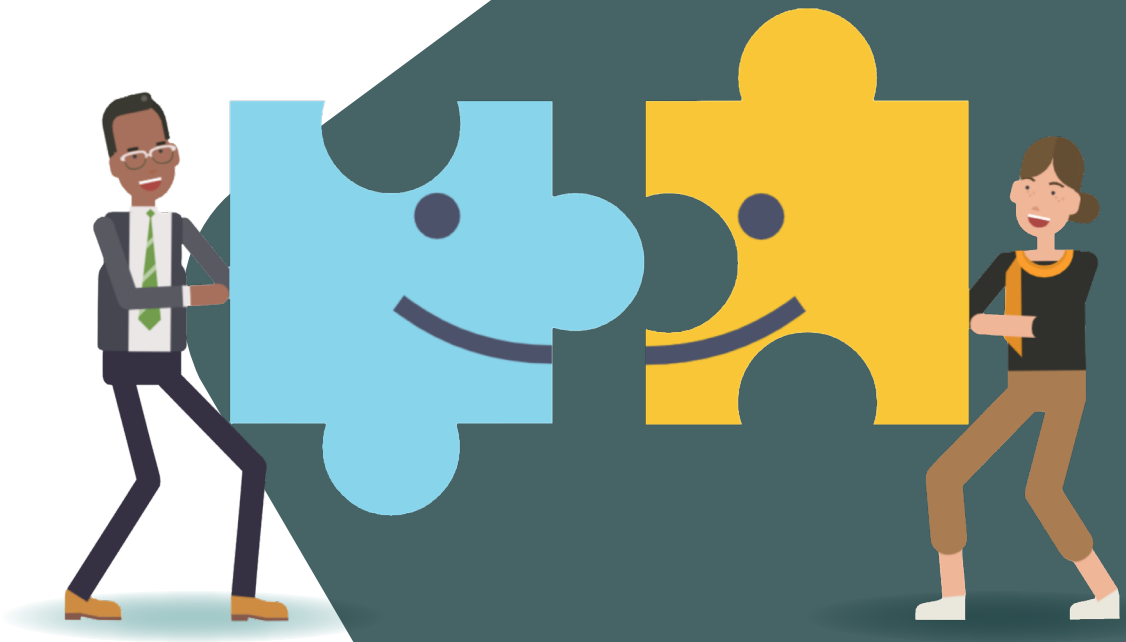
Videos with interactive functionality

Another way to encourage more active engagement with your training videos is to design them so they are non-linear and require the viewer to actively respond to prompts throughout. With this approach, each click or clickable link unlocks a new "if/then" user path that changes the rest of the video (like the Choose Your Own Adventure books some of us read as kids).

You can also use links to open interactive pop-ups and new web pages. In both cases, every interactive pathway you build encourages watchers to be actively involved in the video.

Vyond animation, coupled with Articulate Storyline's interactivity, made it possible for our customer, Vodafone, **to create a successful interactive training module for their biggest SAP software update in two decades**—in only two months.

The power of story-based instructional design:

Vyond recently hosted a Storytelling Masterclass that offered insights from storytelling and instructional design experts on how to boost engagement and retention by incorporating relatable characters, conflict, and resolution into your training materials.

Watch the recording >

Strategy #2:
Optimize your video creation process

If sharing video content isn't a significant component of your current training program, you're missing out on a huge opportunity to better engage your learners.

In 2019, there were over 2.6 billion digital video viewers worldwide, and that number is projected to reach over 3.1 billion by 2023.[8] And 66% of people say they'd prefer to watch a short video to learn about a product or service rather than read a text-based article, website, or post (18%); view an infographic (4%); or download an ebook or manual (3%).[9]

Just as there are a variety of employee education philosophies to consider, there's a range of video content creation options available to L&D teams. But when it comes to their ability to educate employees effectively and efficiently, at scale, not all of them are created equal.

Let's take a quick look at three options to choose from.

8. *2021 Statista Consumer Survey.*
9. *Wyzowl Video Marketing Statistics 2020 Report.*

Live-action training videos

Producing a high-quality, live-action video—or series of training videos—beats walking your workforce through a PowerPoint or asking them to digest a lengthy training manual.

But as many L&D teams tasked with doing a lot with a little have discovered, going this route can be time-intensive and cost-prohibitive.

Despite your best efforts, and even when you work with good actors, the final result can very easily come across as stilted, overly corporate, or cheesy. And if you find yourself needing to update part of the content in a year or two, it can be logistically challenging (and sometimes just not possible) to seamlessly integrate it into the original content.

Traditionally-produced animated videos

Because of the challenges associated with live-action video production, many companies have gravitated towards animated training videos, which can be less labor-intensive, and which provide far more possibilities for easily creating entertaining, memorable content.

Where the challenges lie with animation are often with the production of the content itself.

Traditional video production software can be intimidating and difficult to master, forcing L&D teams to rely on either internal professional design resources or outsourced talent.

And when content creation takes place at a remove from the subject matter experts driving the project, and involves multiple stakeholders with busy schedules, the content can feel off-brand, the review process can easily get bogged down, and your team risks not hitting your content creation goals.

Vyond's intelligent video creation software

For more than 20,000 companies and millions of users worldwide, the solution to all of these content production and engagement challenges is Vyond.

Our **intelligent video creation software** makes it easy for anyone at your company to quickly create relevant, engaging videos that motivate overloaded, distracted employees to learn new skills—and take action.

With Vyond, you don't have to start from scratch, either. Using our huge collection of video and background templates, and our unmatched library of thousands of content assets, L&D professionals with zero design background can quickly start creating relevant, highly engaging training video content that also saves significant time and money. (Our customer satisfaction scores are double the industry average for a reason.)

Additionally, with the constant addition of new AI-driven features and capabilities to our platform, the process of creating world-class videos is only getting easier, quicker—and more fun.

- ✅ **Better than a PowerPoint or training manual**
- ❌ **Production can be costly**
- ❌ **Updating content is difficult**
- ❌ **Often perceived as cheesy**

- ✅ **More engaging than live action videos**
- ❌ **Traditional software requires a steep learning curve**
- ❌ **Review process (and updates) can be time-consuming**

- ✅ **10x faster, 10x volume of content**
- ✅ **Updating content is simple and quick**
- ✅ **No special design expertise required**
- ✅ **Cutting-edge AI and unmatched content assets**

Join the Vyond video revolution

Want to learn more?

See how some **customers are using Vyond** to scale their L&D trainings.

Or sign up for a **free 14-day trial** to start using Vyond today.

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