Tips to help video learning stick

Video can help make learning supportive, relevant and meaningful

Laura Overton of Towards Maturity gives us her top tips on how to make it stick

1 **Make sure video content is relevant**
If you want video to help learning stick, it's has to be relevant for your audience – what do they need to do their jobs faster and better?

2 **Understand the bigger picture for staff**
How do you connect and engage with your staff, particularly across age groups? Do they have career paths, training? Video can help organisations engage with staff, if it's used in a smart, integrated way.

3 **Support from line managers is vital**
Top performing organisations expect their line managers to take some kind of responsibility for their teams' development. How can your line managers help staff use video learning in a more effective way?

4 **Tell a great story**
Video is a fabulous medium to be able to engage, connect with and share stories with your audience – and that really does help learning stick.

5 **Ensure resources are easy to find**
Do staff know where to find your video learning? Are they searchable? Do you have a curation strategy? Do your people need support to find what they need?

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6 **Have a purpose**
Micro-learning is the hot topic of the year – everyone is talking about it. But whether you are using bite-sized videos, eLearning or webinars, use technology for a reason, not just for the sake of it.

7 **Reinforce learning to reduce forgetting**
Video is a fabulous medium to ‘space’ learning, which is known to help learning stick.

8 **Don’t just flip the classroom, embed technology into it as well**
Video is perfect for offering something new and fresh into the classroom environment.

9 **Cut the clutter**
Can your staff get to the video that helps them do their job faster and better, exactly when they need it? Reduce the available options if necessary in order to keep them focused.

10 **Encourage sharing**
Video is an amazing medium to help staff to share what they have learnt. Encourage your staff to ‘pay it forward’.

Laura Overton is the founder and CEO of Towards Maturity. The above tips and tactics are based on the activity of high performing organisations, as revealed in Towards Maturity research.

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