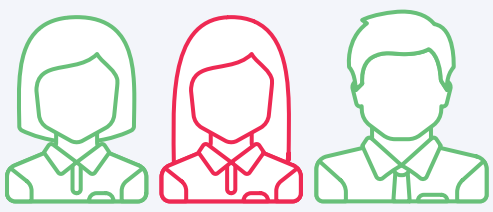
5 Great reasons to use video for knowledge sharing and L&D

CLEAR LESSONS be inspired

① Leaders and managers love video

75%

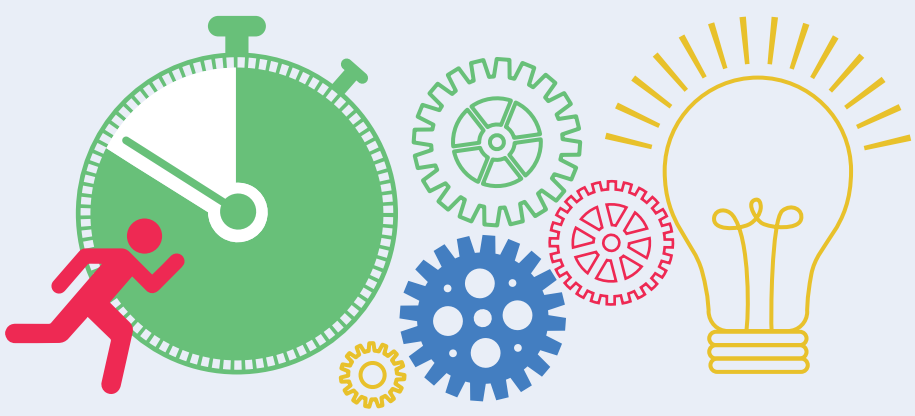
of senior executives watch work related videos on business related websites every week



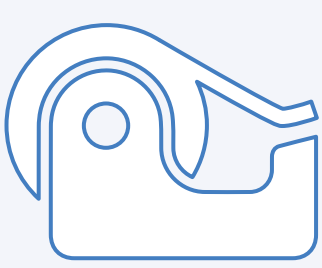
② Video improves efficiency

80%

of the most efficient organisations use video to capture and share effective practices within their organisations.



③ Video helps learning stick

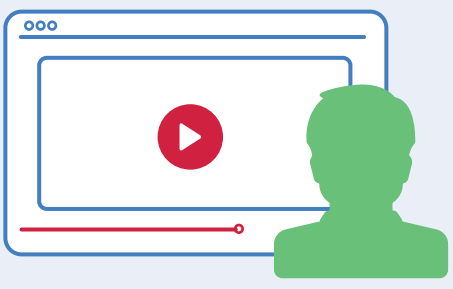


88%

agree that using video in education helps boost students' achievements.

④ Micro learning rules!

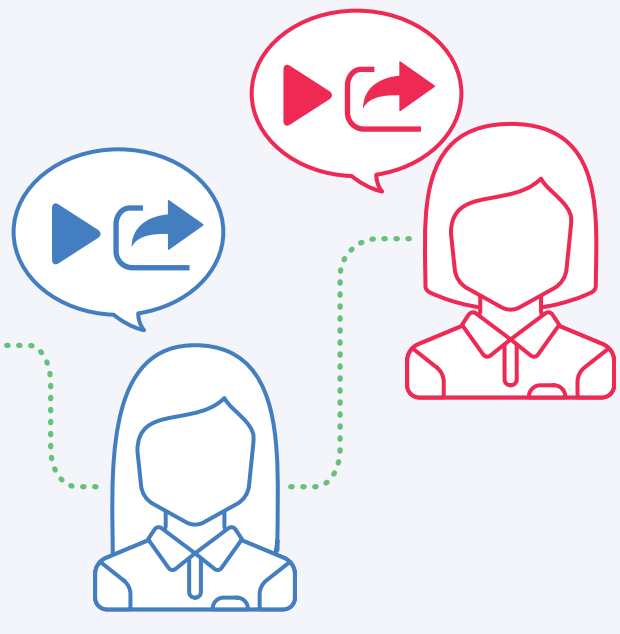
Brevity wins: videos should ideally be less than six minutes long, according to the largest study of video engagement to date, analysing 6.9 million video watching sessions across four MOOCs.



⑤ Video is social

54%

of senior executives share work related videos with colleagues every week, and receive them as often. Younger workers are more likely to share work related videos on a daily basis.



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