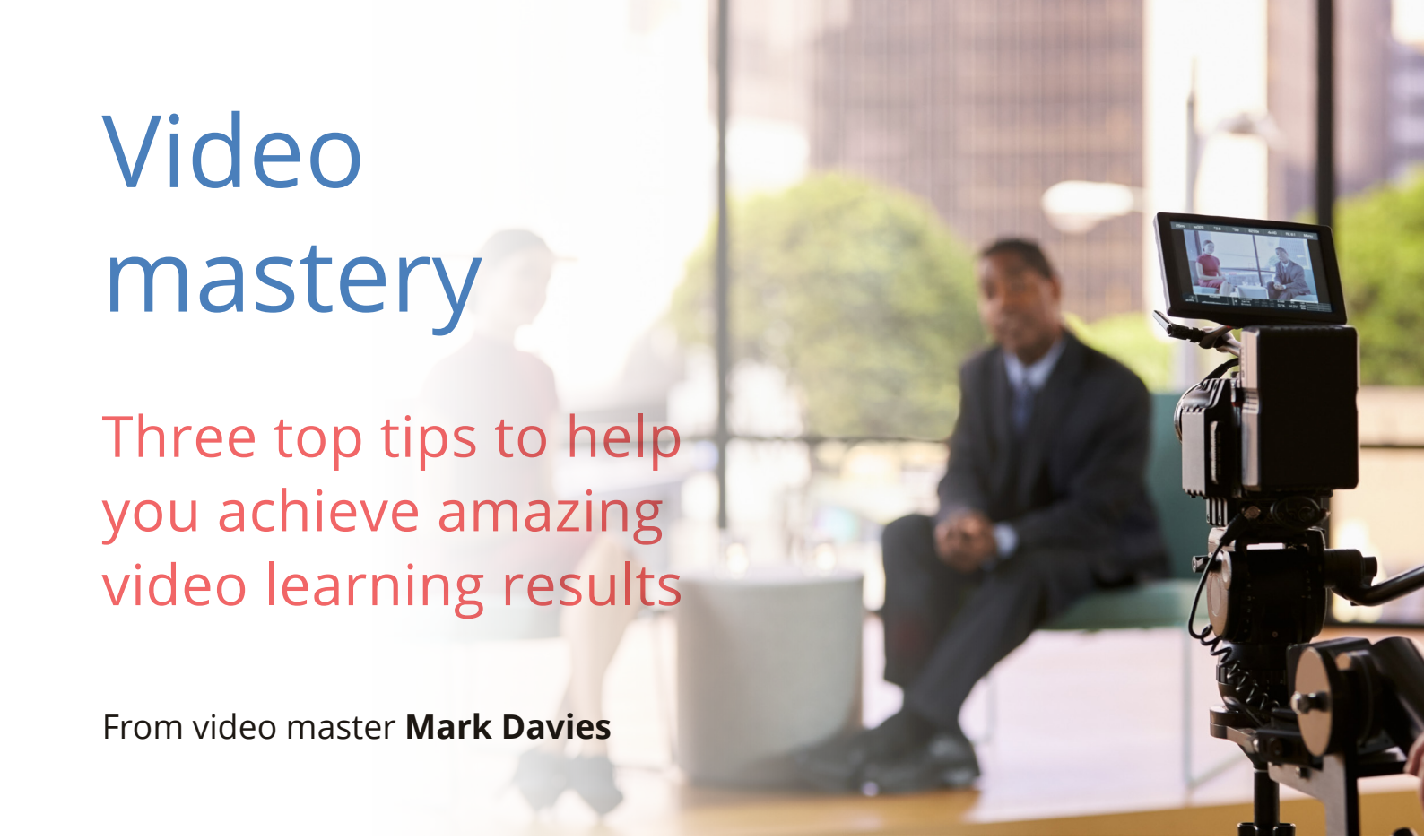
Video mastery



Three top tips to help you achieve amazing video learning results

From video master **Mark Davies**

1

Over-film to give yourself options

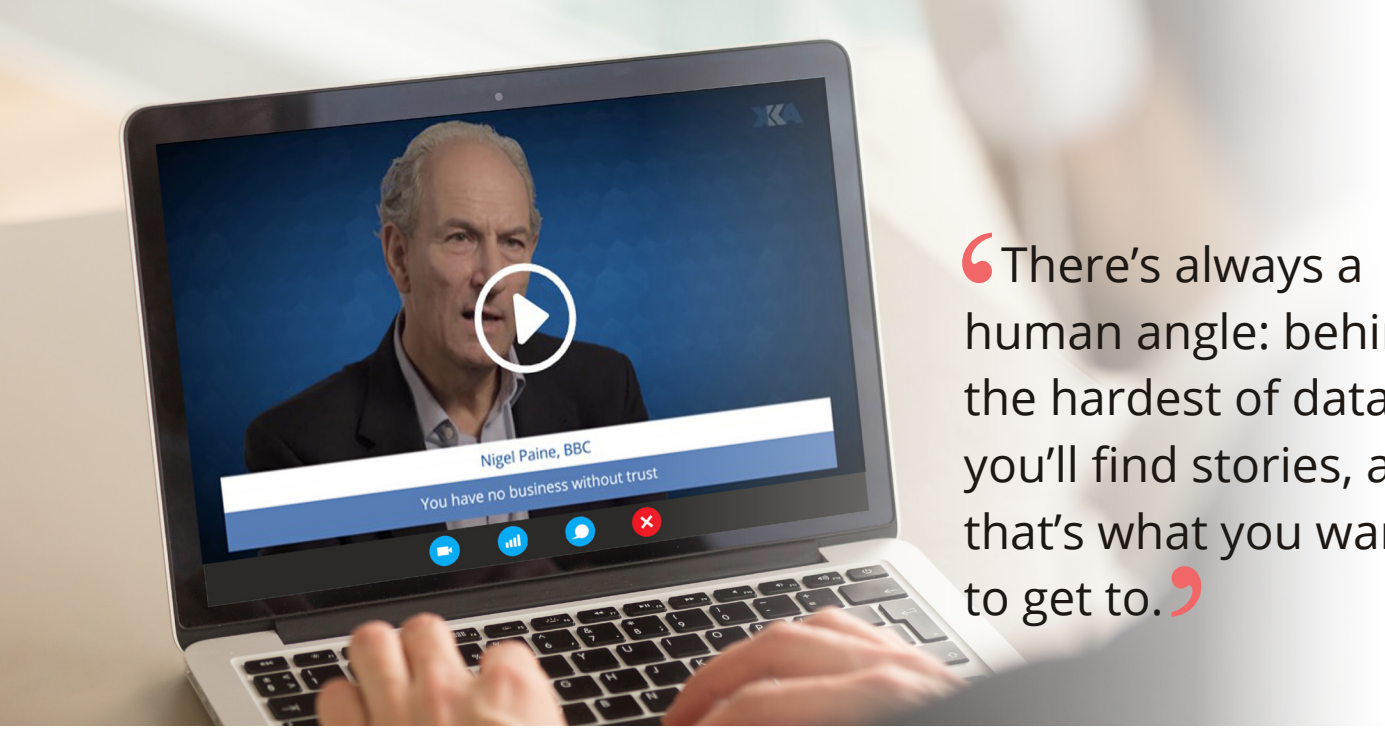
Your video doesn't need to be a one-trick pony. Even before you start filming, look beyond the content you'd like to create – see the opportunity you've got with your interviewee/ storyteller (there's a hint there). Think of other questions that connect. Yes, you'll end up with a shed load of content, but then you can slice and dice videos across your chosen platform, and interlace it with text, or photographs, or art, that takes people along a journey, a pathway that creates a learning environment.

2

Discover the heart of the story

Ask too many questions, ask some questions twice. Ask people to tell you stories about what happens when things go right or wrong, what inspires them, why anyone should care about what you're discussing, are they proud of what they do? It all boils down to finding out what they're passionate about.

Even if you're working in one of the most techie roles you can get, there's always a human angle; behind the hardest of data, you'll find stories, and that's what you want to get to. With the right questions, you can get people to drop out of corporate rhetoric or tech talk and say something from the heart that will inspire and connect.



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3 Take a multi-layered approach

Move away from the idea of just having one video to encompass everything. Have a core, essential video, but signpost them to the stories, or alternative views, or the video that reads between the lines a little and explains more. In an ideal world with epic attention spans, these could be edited into one long video. You just need to find an alternative way to offer them.

If you take the layered approach, ask yourself which videos/content will people find most compelling? For example, is the process/fact-oriented video better served up as text, with micro-videos that connect with it, to take viewers deeper into the context and importance?

By taking a layered approach, you're able to keep hold of more content and also give viewers a choice as to what they want to watch. Do this and you've got a whole range of new possibilities that can go beyond your own agenda, creating content for social media, marketing, HR and internal comms.

Ultimately, layering video for head and for heart is about making content available to your learners that gives them the choice to go deeper; using the power of video that goes beyond facts, into the realm of storytelling and biography; creating a learning environment that we can 'feel' as well as know.

Mark Davies is the founder of See Learning Films, a niche company that specialises in video production and in-house video training for L&D. Find out more at http://seelearning.co.uk