

How to Create an Engaging Employee Training Video

DO'S AND DON'TS

Many of us have been forced to sit through poorly produced HR training videos with monotone voice overs, cheesy sing-a-longs, or instructional segments that seemed to drag on forever. Video is an excellent tool for training new employees and communicating new information, which is why it's so popular for companies to use.

However, the value of a training video can quickly be lost with low-quality production and a lack of creativity. **Here are the do's and don'ts for creating an employee training video that will engage your trainees and help them to retain the valuable information they need to know.**



Break up long explanations

Break up long segments with something dynamic pertaining to the subject. This will engage the trainee in the topic you're going over.



Use sing-a-longs or songs of any kind

Unless you have professional sound production experience, this attempt will never come out the way you hoped and will make your company look less professional as a whole.



Make time for questions

Make it clear that there is always time for questions and that questions are expected. This will encourage employees to speak up whenever they need to.



Bombard trainees with very obvious information

This takes valuable time away from going over tasks that need explaining and it may come off as condescending to the new employee.



Be natural

Being natural conveys confidence and attracts a person's attention.



Steer clear of acting out a script

Unless you are all performers this will come off as awkward and cheesy.



Pick a visual style

Whether it is a still frame for the whole video, or done in a series of photos, choosing a storytelling style will look impressive.



Attempt tricky camera movies or SFX that you think might be cool

This will become more trouble than it's worth. A simple and well made video is always a better bet.



Add soft background music

A bit of music low in the background will make the clip more dynamic without being distracting.



Avoid the ever-popular ukulele sounds

This has become a fad for company videos and will not come off as original.

Sources:

ragantraining.com
intertech.com
jjkellertraining.com