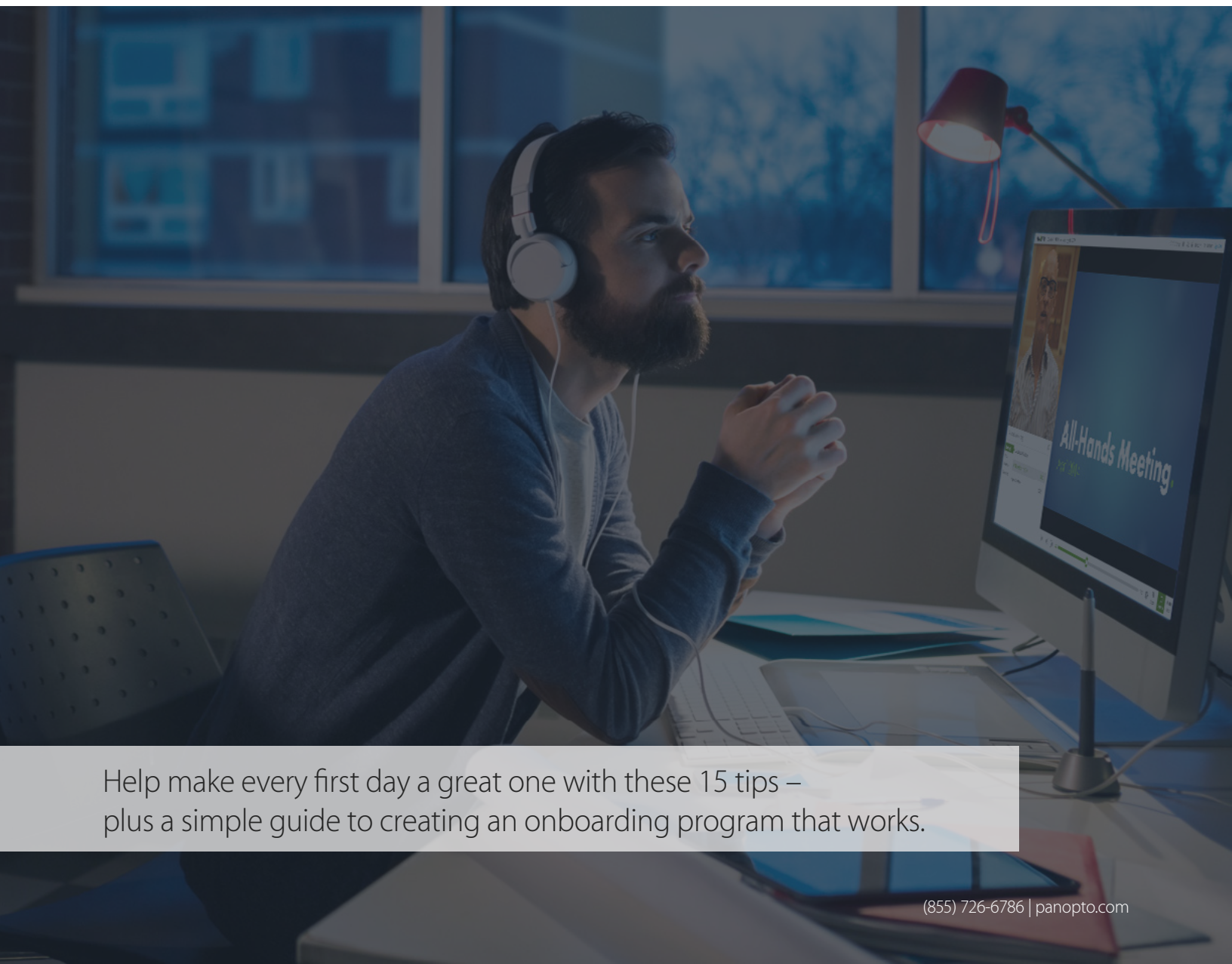


15 ways to enhance employee onboarding with video



Help make every first day a great one with these 15 tips – plus a simple guide to creating an onboarding program that works.

Bringing Everything into View

You've found your team's next superstar — that new hire with the right mix of expertise and enthusiasm with a ton of potential to help your business do great things. But unlocking all that promise takes more than just handing them a laptop and assigning them a desk.

Today organizations have come to realize that in order to get the most out of new hires, they need to reexamine that internal practice that's as old as the hiring process itself: onboarding. Learning and Development teams in organizations around the world are now hard at work to amplify the traditional "welcome aboard" training, designing 90-day plans filled with conferences, classrooms, and one-on-one calls.

All that activity is with good reason: modern onboarding processes:

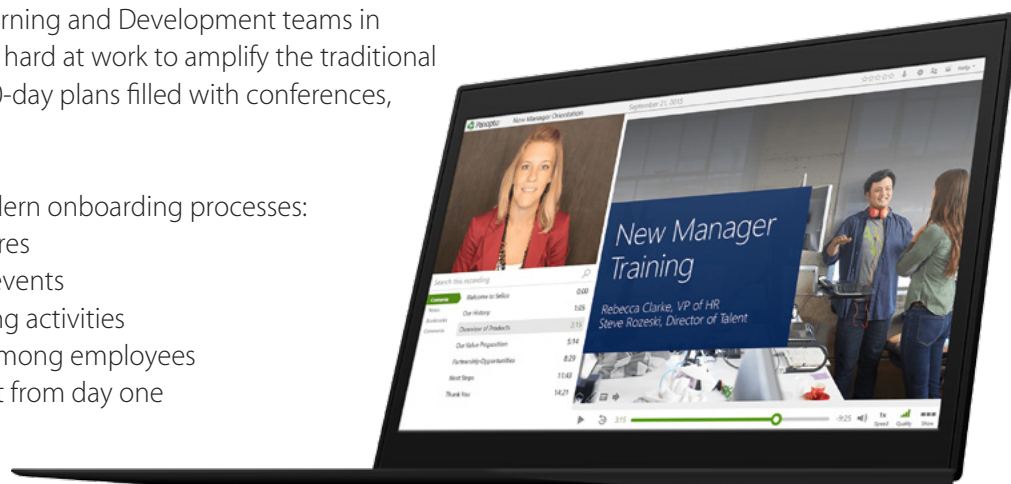
- Reduce turnover among new hires
- Reduce cost of on-site training events
- Ensure the consistency of training activities
- Increase knowledge retention among employees
- Increase employee engagement from day one

Still, as organizations expand with storefronts, offices, and partners around the globe, live training for onboarding is often inefficient at best. Learning and Development teams need a tool to support and scale their onboarding efforts.

More compelling than a handbook and more cost-effective than on-location events and seminars, video is one of the best employee onboarding investments a company can make. With the right video platform and onboarding program in place, employees learn more, feel more connected and remain loyal longer — all at a significant cost savings to the company.

In this paper, we detail how video can be used to improve onboarding for businesses and universities. We'll cover:

- 15 kinds of onboarding videos to supplement your training program
- 5 capabilities your onboarding video platform needs to be successful
- How to develop an onboarding program that works



Panopto on a Page

Panopto creates software that enables businesses and academic institutions to record and view searchable video presentations in minutes from any device.

Businesses can use Panopto to record and live stream:

- Employee training and onboarding video
- Review, recap, and summary communications
- Product demonstrations
- All-hands meetings
- Sales and marketing presentations
- Web conferences
- Executive communications
- Events for customers, press, and investors

Panopto also enables individual employees to record and share videos in a secure, centralized video library. This facilitates:

- Social and informal learning
- Capturing the knowledge of retiring employees
- Sharing knowledge across a global workforce

Panopto's video library includes unique search functionality that enables employees to search inside videos for any word mentioned or shown onscreen during a video.

Panopto is currently in use at Fortune 500 companies around the world and is the fastest-growing lecture capture solution at leading universities. Privately-held, Panopto was founded in 2007 by technology entrepreneurs and software design veterans at Carnegie Mellon University's School of Computer Science.

Panopto has been recognized by Gartner as a "Leader" in its *Enterprise Video Content Management Magic Quadrant* report. [Click here to visit our website and learn more.](#)

Want to try Panopto for yourself? Visit www.panopto.com today for a free 30-day trial or to schedule a demonstration of our software.



Overview

Your New Hires Start Next Week. Are You Ready?	5
Solving Onboarding Challenges – with On-Demand Video	6
4 Ways Video Enhances The Onboarding Process.	7
Welcome Aboard: 15 Ideas for Employee Onboarding Videos	9
5 Critical Capabilities Your Video Platform Needs	14
Planning The Program: Develop An Onboarding Program That Works	17
In 160 Words: Why Panopto Should Be Your Video Platform	19
Key Takeaways.	19

Your New Hires Start Next Week. Are You Ready?

Monday will be Michael's first day at your organization. His hiring manager is expecting big things – he's got great experience with a big firm in another industry, and should make the perfect addition to the team. But he'll need help learning not only on the way your business does things, but the way your whole industry works.

Monday will be Lisa's first day too. And she's stepping into a technical role that oversees your internal processes – until she's up to speed, the systems won't be able to run efficiently.

Monday is the first day for David, as well – and he's not coming into corporate headquarters, he'll be working at the North Carolina office.

And let's not forget the dozen or so new faces the retail team hires on average each Monday to help staff a few hundred storefronts spanning 6 countries and 2 continents.

Are you really ready for Monday?

For many organizations, onboarding presents a serious challenge: how to provide time-sensitive training, tailored to specific roles, and delivered to a small audience that may be remotely located across the country or around the world?

It's a daunting task, and an expensive one. Getting new employees up to speed on the culture, processes, and knowledge base of a company can cost up to 30 percent of a new hire's annual salary.¹

There is, however, good reason for that investment – a centralized, focused, properly resourced process of incorporating new talent into a firm may help prevent early turnover for as many as 1 in 4 new hires.²

Sound onboarding not only helps organizations retain their people – it helps them save money too. Filling a position left vacant due to poor onboarding techniques on average costs companies nearly \$11,000.³



*Better onboarding may help prevent early turnover
for 1 in 4 new hires*

Whether it's for job-specific training, benefits enrollment, or communicating company culture, effective onboarding is an essential part of every organization's development activities.

Yet therein lies an age-old problem: how do you make onboarding useful, engaging, and memorable, especially when your new hires may be coming in with little or no experience of your organization or even your industry?

Solving Onboarding Challenges — with On-Demand Video

When a new hire walks through the door on day one, you have two main objectives – first, to make them feel like part of the team right from the beginning, and second, to ramp them up as quickly as possible so they can start adding value to your business.

Yet at too many organizations, onboarding today requires new hires to sit through a day or more's worth of in-person presentations from existing team members and executives – everyone giving an overview of their domain as part of a rapid-fire rundown of organizational responsibilities.

Helpful as their intentions may be, these sessions can simply overwhelm new hires, leaving them little hope of remembering anything but scattershot detail. And for teams that onboard frequently, such a routine can also be a burden on existing staff that have to block time out of their busy schedules to take part.

Worse still, those sessions are generally one-time-only affairs, leaving your new person with little more than a handbook to put in a drawer and never reference again.

The subsequent weeks often involve a large amount on-the-job, on-the-spot learning, with few resources to help employees retain the deluge of incoming information.

There's a better way – video.

It can take months for new hires to truly ramp in their role. The average organization spends 73 days training entry-level sales reps.⁴ While no two positions will follow the same onboarding process, organizations that use video recordings make the learning curve more manageable.



The output of too many organizations' onboarding programs

To your new employees, that's no trivial value. According to a BambooHR survey of employees who had quit a job within six months of starting:⁵

- 23 percent felt they hadn't received clear guidelines to their new responsibilities
- 21 percent said they wanted "more effective training"

The message is clear: a thoughtful, comprehensive onboarding program must be part of your organization's new hire plan. Yet for most organizations, delivering that detailed level of live training in a timely and personalized fashion for each and every new hire simply isn't feasible.

That's where video offers real opportunity for your training team to go above and beyond.

Four Ways Video Enhances the Onboarding Process

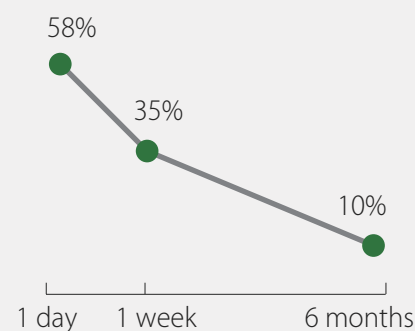
In forward-looking companies, video has already become an essential part of that investment, helping to scale and expand onboarding activities. Here's why:

Video helps employees retain knowledge.

A central challenge to every kind of organizational training is how to make information memorable. Studies show that just 30 minutes after they finish a training session, your people will remember only 58% of the material you've covered – and just 7 days later they'll recall just 35% of what you had shared.⁶ In 6 months, they'll remember just 10% of your training materials.⁷

Video can improve people's ability to remember concepts and details – with effects that actually increase over time. One study showed that presentations that included visuals like video along with text was 9 percent more effective than text alone when comprehension was tested right away, but that it was 83 percent more effective when the test was delayed – implying an improved ability to remember the information better later.⁸

Along with making your content more memorable, video also makes it easily findable. With a modern video platform, your people can search across your entire library of training videos, including inside the actual content of each video for any word spoken or any word that appears on screen, and automatically fast-forward to the moment where the word appears.



In just 6 months, people forget 90% of training materials

Unlike that big, printed handbook sitting on their desk, a library of searchable onboarding video helps ensure your people find the training they need, on-demand – whether or not they knew it existed beforehand.

Video helps reduce training costs.

Not only does video help employees retain knowledge gained during training – it saves money spent on that training.

After finding that up to 40% of its classroom training costs were spent on travel and lodging, IBM moved half of its training programs to an eLearning format. In the first two years of the program alone, the company saved \$579 million.⁹

Similar savings have been reported at Microsoft, where the company's internal video portal has become the common substitute for in-class trainings and smaller events. According to the company's own estimates, the switch to video reduced the costs for classroom training from approximately \$320 per hour per participant down to just \$17 per person.¹⁰

Video helps ensure consistency.

One of the major advantages of video is that it helps large companies maintain a consistent, high-quality messaging standard during this sensitive time in the life of new employees.

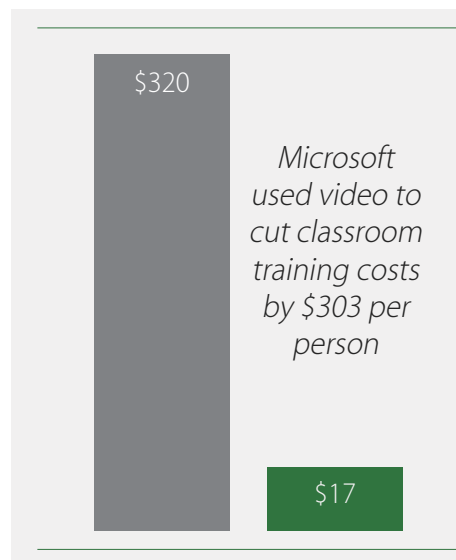
For larger organizations, or those with geographically dispersed offices, storefronts, or sales territories, consistency is often a significant challenge to proper onboarding. Having multiple trainers – or wholly separate teams or departments – in charge of onboarding increases the likelihood that your new employee experience will be different for every new hire.

Leveraging video training during onboarding solves that problem, ensuring that each employee will still have a similar experience and will receive a consistent message regardless of who conducts the training.

Video helps employees feel more connected from day one.

It's this last point that is often the most overlooked. Onboarding isn't just training – it's a delicate process of introducing a new employee to the culture and values of a company.

Onboarding helps your new hires become effective members of your organization. Company and team introductions, product demonstrations,



benefits explanations a host of other onboarding videos can greet each and every new hire from the very moment they start their first day, ready to help them find their way around, get up to speed, and start speaking your organization's language. And best of all, video can do all that anywhere and anytime, even if your training team is half a world away.

As organizations seek to align talent and position themselves competitively for the next 3-5 years, it's now more important than ever to get employee onboarding right. And with the right tools, you can use video to help take your organization's onboarding programs to the next level.

Welcome Aboard:

15 Ideas for Employee Onboarding Videos

Today, there's almost no end to the types of onboarding videos organizations create. As you build your onboarding video training library, you'll no doubt discover which concepts work best for your offices – and likely invent a new concept or two of your own as well.

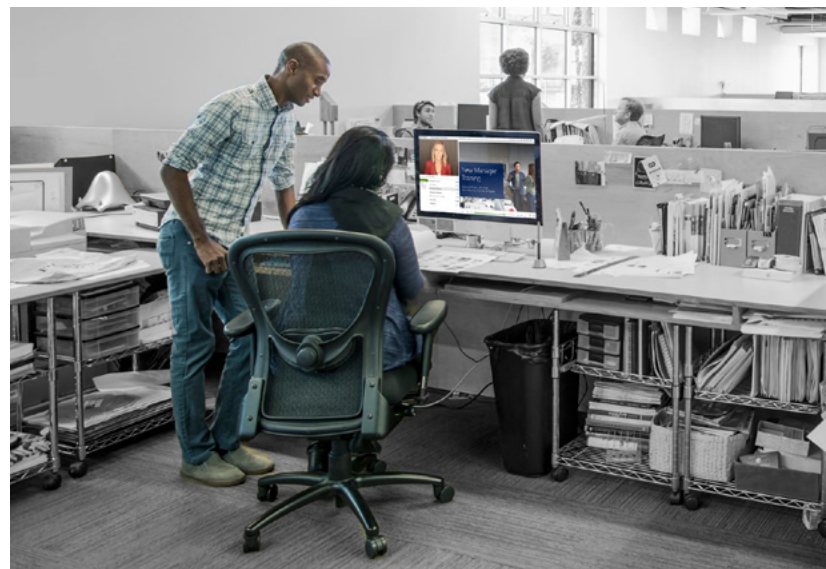
While every onboarding video will be unique, David Lee, founder of HumanNature@Work, proposes five basic stories that effective onboarding should tell:¹⁴

- How your product or service is different from the competition
- How your product or service has affected your customers
- How your company reaches out to your community
- Examples of employees who perform at high levels and how they do so
- Ways in which your company shows integrity, respect, competence and other values

Of course, you don't need to try to tell all these story in a single video. A better option is to address each story individually, drawing upon common themes as you share separate lessons.

So how are organizations using video to share those stories today?

Let's take a look:



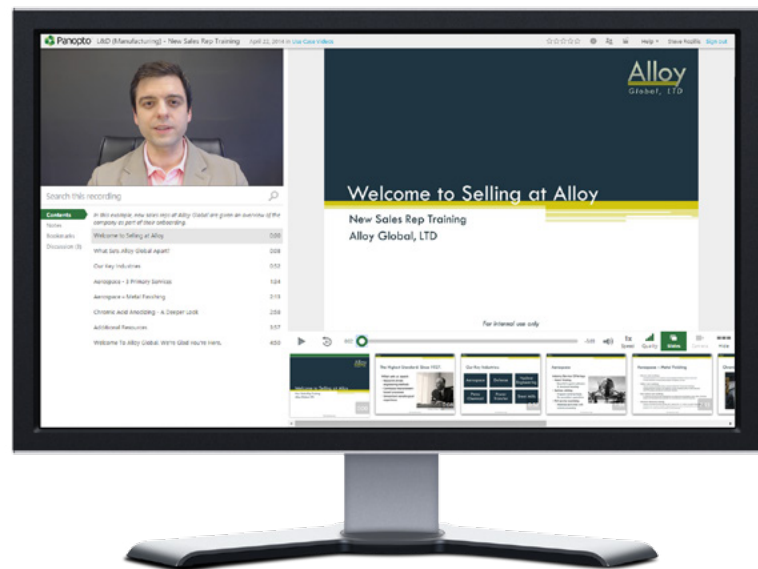
*Onboarding is your best opportunity
to help new hires embrace your organization's values*

Introductions to Company Culture and Values

Your corporate vision and mission statements are essential guideposts to who your company is, where you're going, and how you'll get there. Presenting these in video helps to make the all-important guiding principles easier for your team to find, to see, to share, and most importantly, to remember. It's no wonder why Gartner Research has identified vision and mission onboarding video as one of the five greatest-opportunity, lowest-risk ways organizations should be using video.¹⁵

Organizational Overviews

Many experts believe that interdepartmental training is key to the success of every employee, no matter what type of work they're involved in. Larger companies in particular do well to make sure all employees both understand the bigger picture and how their own work supports that vision. Providing overviews of all that the company does and how each team, department, and business unit support the whole is a valuable way to get new hires invested in their roles.



[Click](#) for a sample product demonstration video

Executive Welcome Messages

Often a helpful addition to the organizational overviews is a welcome message from the CEO and members of the executive team. Insights from these leaders help humanize your corporate org chart and give your new hires a sense for leadership team's communication style. As Forrester analyst Philipp Karcher notes, "No message from the top can be delivered quite as powerfully or directly as one where you are staring at the CEO across his or her desk."¹⁶

Office Tours

Sometimes, an in-person tour of your entire campus, including where to find common facilities, safety-related locations, and other spots of interest simply isn't practical. Yet your new hires still need to know where to go to find colleagues, cafeterias, and their HR coordinators. Video tours of your workplace can help employees settle in more quickly.

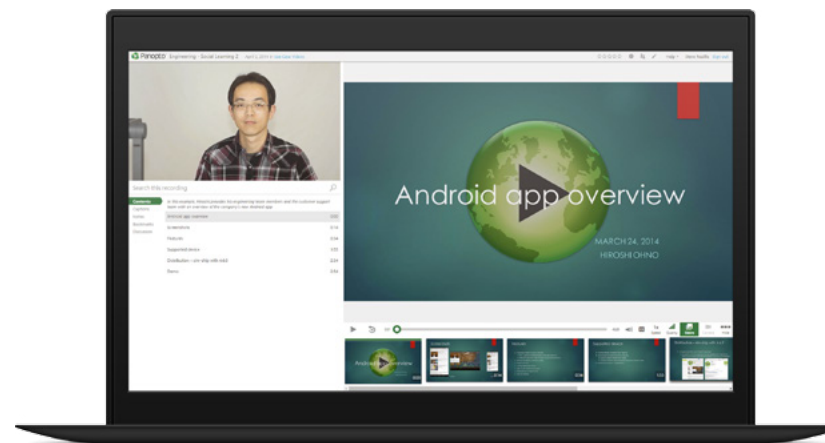
Team Tours

Equally helpful to campus tours can be similar walkthroughs of the new employee's own team. Likely, the hiring manager already plans on walking their new team member around the office and making introductions. Encouraging the hiring manager to record that tour with a smartphone or webcam is an easy way to help new hires learn names, locations, and responsibilities without the embarrassment of having to ask twice.

Product and Service Functional Demonstrations

While cultural introductions and logistical considerations are essential steps in welcoming a new hire, the core of most onboarding training will focus on the specifics of your company's products and services.

The most fundamental of these will be how-to videos intended to show your company's offerings in action. The goal of these videos should be to provide a detailed overview of how each of your company's offerings work. Depending on your organization, you may find it's best to partner with your product management or marketing teams to capture this information.



[Click](#) for a sample product demonstration video

Value Proposition

Going a step beyond how your company's offerings work, it's also valuable to show why – the benefits they provide your customers in working the way they do. This may be recorded alongside the technical how-to, or separately to allow your team to further reinforce your value proposition.

This type of video is another specifically identified by Gartner Research as one offering the greatest potential value to organizations.¹⁷

Competitive Insights

A third type of demonstration video may not show your own company's offerings at all. Recording insights from sales engagements, competitive news and analyst coverage, and available demonstrations of competitors' offerings can provide a helpful overview that your new hire can refer to time and again to understand your market as a whole and your company's place in it.

Organizational Process Training

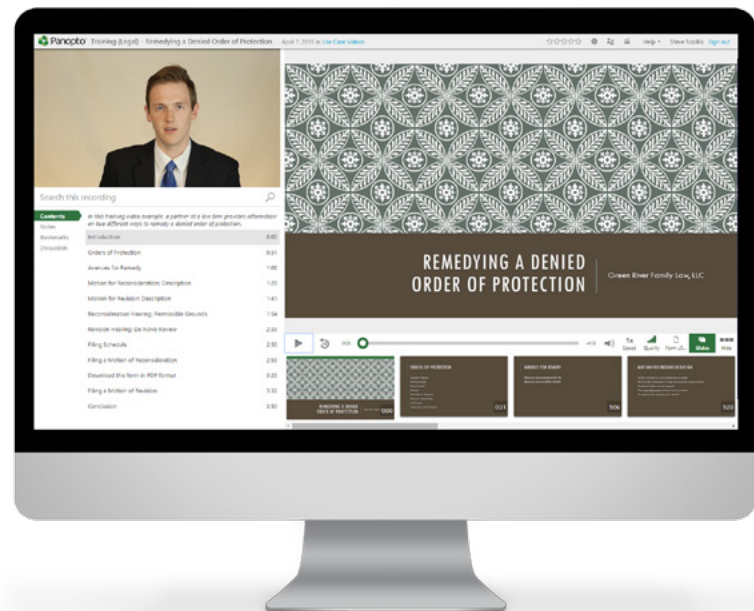
Every office has its own unique combination of programs, processes, tools, and technologies for getting work done. Whether it's showing how to use your HR software to file forms or request days off, how to find the company calendar and address list to schedule meetings, or how to access intranet tools like your VPN, CRM, or Video CMS, a quick video demonstration provides a helpful resource for your new hire – and for your veteran staff, too.

Job-Specific Skills Training

Along with familiarizing your new hire with your organizational tools, your onboarding program must help employees get up to speed with the tools required of their specific roles.

Often this type of training will rely on the hiring manager or the team subject matter expert to show their new team member how to best utilize the team's tools, systems, or resources. For sales teams, this may mean learning the company selling model. For marketing, it could mean learning the marketing automation software. For IT, it might mean detailing legacy software or integrated systems. Often the best instructor may often be the new hire's predecessor – they may be able to share detailed instructional videos as part of their own transition out of the role.

Most organizations already document job skills today with dense documents. Video can help to clarify that instruction, allowing your experts to record their own screens as they work through a common process or walk through a routine request. Your new hire can then rely on that video as a guide as they tackle those challenges later.



[Click](#) for a sample job skills training video

Role Play and Coaching Videos

Training is more than technical and process demonstrations. As organizations increasingly emphasize soft skills and interpersonal interactions with colleagues and customers, training in these skills is essential to new hires approaching their roles in the right way.

Using role play videos, new employees can watch reenactments of the types of customer interactions that will be part of their job. Employees can even perform reenactments themselves, then review the videos later. Coaching videos can also be made (whether on the phone, in a web conference or in a live presentation) as employees settle into the new role.

Location-Specific Video

While consistency is an overarching goal of any onboarding program, there is value in recognizing the differences in how your organization operates location by location. These can be especially valuable for global organizations, or those that rely on a franchise or retail model to serve customers.

Location-specific video can be produced as a way for local management teams to show how they serve their customers. Such training can help to bridge the training messages from corporate headquarters with the daily instruction of on-site management.

Social Learning Video

For many organizations, social learning video can be a goldmine of institutional knowledge – the advice of your twenty-year veteran, or your subject matter expert's answers to frequently asked questions. These videos can be quickly and easily made – and can repay the company in productivity many times over.

Every organization's social learning library will have a unique set of must-see recordings of advice from its own experts. Curating these to include in your onboarding program will help your new hires learn the inside tips that build your competitive advantage.



[Click](#) for a sample social learning video

Recording Conferences and Events

Organizational events and conferences serve several vital purposes. Not only do they allow your leadership to disseminate relevant information, they can also give your entire team the opportunity to connect, share ideas, and better see the company's mission and strategy. That's doubly true for new hires, who will likely have the most to gain from seeing what's new and relevant across the broader organization.

Attending these events in person, however, often comes at a price – along with the time commitment required. IBM, for example, has reported that 40% of its classroom training costs were spent on travel and lodging alone.¹⁸

When attendance isn't possible (or at least practical), watching a video recording of the event can be the next best thing for new employees.



See how one company records international conferences with just laptops, webcams, and Panopto

[➔ Download case study](#)

Benefits Enrollment

Benefits and enrollment videos may not be the inspiring stuff of culture pieces and knowledge sharing videos, but they fill an incredibly important role in the onboarding process.

On-demand video access to standard HR information means that employees can find exactly what they need, exactly when they need it. That will be essential knowledge for any new hire – and more than likely, a big help to many existing staff members as well.



[Click](#) for a sample benefits enrollment video

Five Critical Capabilities to Look For in an Onboarding Video Platform

There's almost no limit to the number of ways video can be used to support and scale your organization's onboarding process. Video content is a proven way to help new employees learn just about anything – from simple HR processes to complex technical architectures.

Where so many video onboarding efforts fall short is not in the content, however – it's in the video technology itself.

Often, organizations begin by investing in point solutions and attempting to piece them together - a standalone screen recording tool, SharePoint to store video files, a separate video editing software suite. **This approach creates multiple problems that inhibit the success of your video program:**

- Collections of separate tools won't scale cost-effectively across an organization
- Collections of separate tools seldom integrate, which limits your ability to share
- Collections of separate tools simply aren't able to store and index video files effectively, making it impossible to find the video content your new employees need to find

To get the most out of your onboarding video, you need a video platform – enterprise software that brings together the tools for video creation, sharing, and management into a single solution.

Here are the five capabilities you'll want to ensure your onboarding video platform can offer:

Flexible Recording Options

When it comes to onboarding, video is only as effective as your recording technology allows it to be. Your video solution should be able to record with whatever camera your employees use, or record their screen, or their mobile device, and do so whenever and wherever the employee chooses. Restricting employees to dedicated recorders or dedicated studio rooms only creates hurdles to adoption and may ultimately limit your success.

An ideal video solution should allow your team to capture an unlimited number of video sources, including one or many streams from any webcam, camcorder, or other camera; video from mobile devices or wearable technologies, screen capture video, and any other source you can plug into your laptop. The more recording options your system enables, the more ways you'll find to use video to scale and support your onboarding efforts.



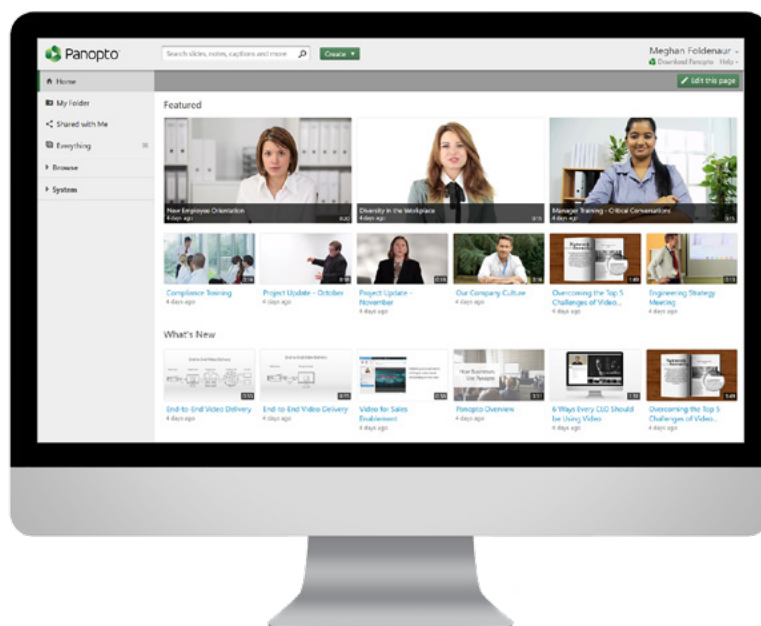
Enable employees to record with any device

A "Corporate YouTube"

As webcams and smartphone cameras proliferate, few organizations have difficulties finding a means to record video. But what happens to that file once it's completed? Too often today, it's simply saved to a hard drive, a network file share, or a SharePoint site where it's nearly impossible for others to discover. And in those cases, even when the file is found, it can only be played back if the viewer happens to have a device that can read that specific file type.

As Forrester Research notes, "While content management is a less-pressing issue for organizations producing very little video, this discipline will be critical as video content production starts to expand dramatically."¹⁹

Modern video platforms address this issue head-on, providing centralized video libraries that make sharing easy by providing a single point for file storage. Additionally, they provide access controls that allow managers and administrators to determine which employees are able to view which content.



A secure, accessible, central video library

The Ability to Search Inside Video

Search is a new capability for video – and is quickly becoming its most essential. As Forrester analyst Phil Karcher notes, “As a general principle, if it’s worth saving, it’s worth finding.”²⁰ That’s no small concern. According IDC, today the average employee spends 8.8 hours weekly – more than one whole workday every week – just trying to locate information.²¹

Video is a particular challenge, as many video solutions offer only limited ability to search video, via manually added metadata like titles or tags. And the challenge continues even when an employee can find a video – the lengthy nature of most business videos means the employee must then hunt-and-peck through a 30- or 60-minute video timeline to find the 2 relevant minutes they need.

By nature, onboarding video will be filled with details and sought out on a regular basis from employees all across the organization, so strong video search capabilities are a necessity. Look for a modern platform that allows your team to search across all the videos in your library as well as inside the actual contents of each video. Specifically the video platform should support indexing the words spoken or appearing on-screen in each video along with more traditional metadata.



[Click](#) to see Inside Video Search in action

Support for Any Device

New employees need the ability to access relevant onboarding video wherever they may be, and on whatever device they’re using.

As more organizations move to a Bring Your Own Device model, enabling employees to use personal technology to be more productive at work, your video solution must be ready to accommodate a wide variety of devices. An effective video solution allows employees to view video on any device regardless of the original recording type.

Ideally your solution should offer native apps or web experiences that allow users to interact with your video library just as they would from a desktop browser, complete with search, sharing, recording, and upload support along with viewing capabilities.

Viewing Analytics

An important part of monitoring the success of an onboarding process is monitoring when, how many times, and how completely employees interact with your video. A modern video platform enables managers and administrators to do just that. As employees log in to watch your content, viewing analytics gives you valuable insight into what videos are being watched, and whether any given member of the team has completed any particular video. This in turn enables your training team to monitor compliance rates, as well as refine and revise the onboarding system as needed to ensure its ongoing success.

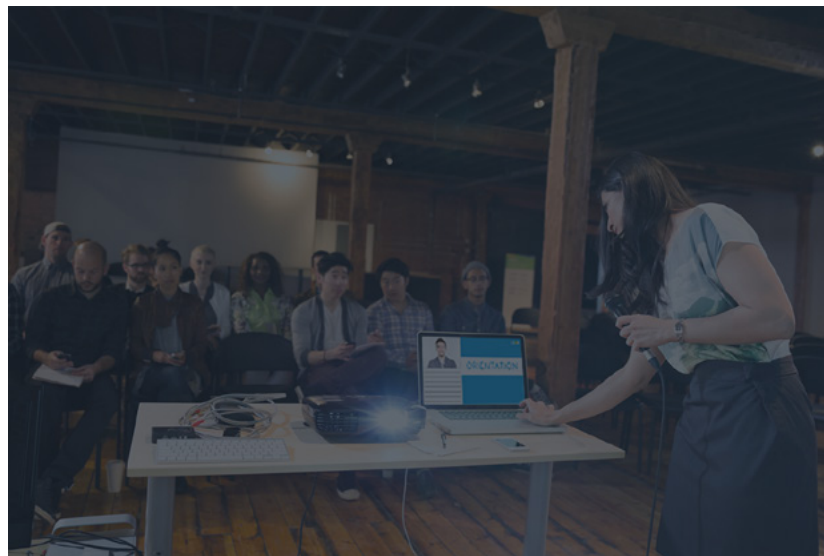
Planning the Program: Develop an Onboarding Program that Works

In recent years the very notion of onboarding has evolved a great deal.

Gone are the days when “onboarding” referred only the 2-hour meeting with HR to complete a dozen forms, traditionally followed by coffee with the hiring manager before being assigned a desk and a list of responsibilities. These days, onboarding best practices include a more holistic, long-term approach.

Modern onboarding programs tailor themselves to the way studies show people learn best - introducing new materials in bite-sized chunks over time and repeating key concepts to ensure new hires learn what they need in full and retain the information.

Exactly how these components translate into an effective, easily-manageable employee onboarding program will be unique to every organization. However, in our experience from helping hundreds of organizations around the world use video to share knowledge, our customers tend to identify seven core steps to planning and executing a modern onboarding program.



Whether shared individually or with a group, video helps make onboarding and training more consistent and engaging.

Seven Core Onboarding Program Steps

1. Identify a set of core onboarding activities for every employee. However your organization chooses to onboard new hires, the first step in designing your onboarding process is to identify what onboarding and training activities your new hires will need
2. Determine which activities can be supported with video. We've listed above a host of ideas for using video to scale and support your onboarding programs, from cultural insights to technical skills training. Your organization almost certainly has more ideas of its own.
3. Map out a weekly schedule for each new hire's first 60 or 90 days. Keep the timeline flexible, particularly at first, by setting weekly progress requirements for new hire training, rather than daily. This allows employees to more easily fit onboarding in alongside the demands of their new roles, and gives them the ability to review materials at their own pace.

Of course, the time needed to get employees up to speed will vary by organization, but we recommend that you plan to spread out the onboarding activities over the course of the employee's first one to two months, as experts believe that doing so increases employee retention rates significantly.²²
4. Repeat the above steps with role-, department-, and location-specific training videos. Here's where the best onboarding processes stand apart. Once you've mapped out the essential onboarding training for every employee, begin tailoring your onboarding program for your employees by mapping out valuable additional resources for specific roles, departments, or locations.

We recommend that companies first focus their efforts on a select group of roles (e.g. job-specific sales and customer support training) and locations (e.g. local strategies for the Dallas region, for example, or regional regulations impacting UK stores). Then build on this foundation to ultimately include all roles and locations.
5. Document the schedule and share it internally. This most straightforward step is the most essential – and often the most helpful. Sharing your onboarding map across departments gives you the opportunity to add more useful cross-functional training activities to the map. Sharing your map can also help ensure your organization buys in to the new program.
6. Make your onboarding consistent by making your communications automatic. Collaborate with your communications or internal email teams to create an automated email "drip campaign" to share onboarding videos with new staff as planned in your schedule. Most enterprise email systems make this easy – simply write a set of emails sharing links to videos and note the cadence at which they should be sent to a new employee. Once you've got the process set up, each new employee will automatically receive your emails just as you scheduled them, ensuring everyone shares a consistent onboarding experience.
7. Monitor video viewing activity. Once your maps are in place and your communications are set, watch to ensure the system works as expected. With an effective video platform you'll be able to see viewing trends both broadly across the organization as well as at the individual level. This information will help in evaluating the compliance of team members, and can also be used to monitor the effectiveness of your video onboarding program itself.

In 160 Words: Why Panopto Should Be Your Employee Onboarding Video Platform

Video helps scale and support modern onboarding programs by making training accessible anywhere, the instant it's needed. But – only if your video platform is up to the task.

Panopto makes it easy to create onboarding video, working with any recording device to capture anything from basic screen recordings to multiple distributed streams of video in HD.

Panopto makes it easy to share onboarding video, with an industry-leading video content management system that automatically transcodes every video for viewing on any device, and includes batch upload for your existing training videos.

Most importantly, Panopto makes it easy to find onboarding video, with the industry's most comprehensive video search capabilities. Search across every video in your library for any word spoken or any word that appears on-screen, and fast forward to the exact relevant moment.

Named a Leader in Gartner's Magic Quadrant for Enterprise Video Content Management, Panopto is the perfect tool to help you build an onboarding program that works.

Key Takeaways

More compelling than a handbook and more cost-effective than on-location events and seminars, video is one of the best onboarding investments companies can make.

Whether you're creating culture, vision and mission pieces; company virtual tours; company overviews; CEO welcome messages; product and service demonstrations; basic skills training sessions; more advanced training sessions; training conference recordings; local-specific pieces; or social learning videos, video can help you create a memorable onboarding experience for the new talent you've attracted to your team.

With the right programs and tools in place, employees learn more, feel more connected and remain loyal longer – all at a significant cost savings to the company.

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