

# Video creation checklist

Want to create great videos for learning & development? **Barbara Thompson** takes you through the essentials to remember before you shout 'lights, camera, action'



Here are a few things to think about when creating video for learning and development

- 1 What's the purpose?**  
Instead of starting with the premise of creating a video, think about the intended outcome FIRST. Thinking about what you're trying to achieve will keep the scripting process honest. Sense-check that feeling in a paper script before you start production.
- 2 Style and setting**  
if you want to inspire, then using a teleprompter and stiff, stilted monologue simply won't cut the mustard. When you're filming, choose a place that is inspiring to who you are interviewing, but think beyond a typical meeting room devoid of character.
- 3 What's the context?**  
Will the videos be viewed in a group and/or individually? Standalone or as part of a suite of resources
- 4 What's the best style to adopt?**  
There's a wealth of approaches you can use, from user generated content to partnering with a video production agency. Each has their own merit. Time and budget will play a large part in the decision making but always start with the 'why'...



Put simply, if you overcook it, you will lose its nutritional value

5

### How will it be rolled out?

Here's a few channels you could consider: pushing video to laptops as a looping film that comes on when it's in sleep mode; show on centrally placed plasma screens; host on key web pages; show in a town hall event.

6

### Video is great for marketing

Does it have to be reserved for internal use? Perhaps it can be part of your staff sourcing strategy, and if appropriate shown in universities when engaging in 'milk rounds'.

### The essentials in a nutshell

- Be authentic. Your audience will spot if you are trying to pull the wool over their eyes, such as filming in surroundings not congruent with theirs e.g. Apple's offices or in a snazzy champagne bar.
- Ensure that your 'characters' resemble your workforce, think about diversity.
- It's so overdone and frankly incredibly boring when using actors/actresses who look as if they stepped off the catwalk. I hear this source of irritation a lot when I run focus groups and ask people what they dislike about corporate videos.
- Don't shoehorn everything into a video, consider it like a precious ingredient. Put simply, if you overcook it, you will lose its nutritional value!
- You don't need to be super technical to know how to create video BUT some things to consider:
  - Invest in some tools, such as a tripod and microphone.
  - Be familiar with the underpinning principles of the rule of thirds – a technique of breaking down an image into thirds, vertically and horizontally.
  - Appreciate what constitutes good lighting and audio. If you don't then it will render all your good work redundant because people will forgive many things but not these aspects.



**Barbara Thompson** is a Principal Consultant at PA Consulting Group. Her mix of creativity and analysis enables her to deliver high impact resources which are useful, intuitive and engaging, encouraging user recommendations and adoption.