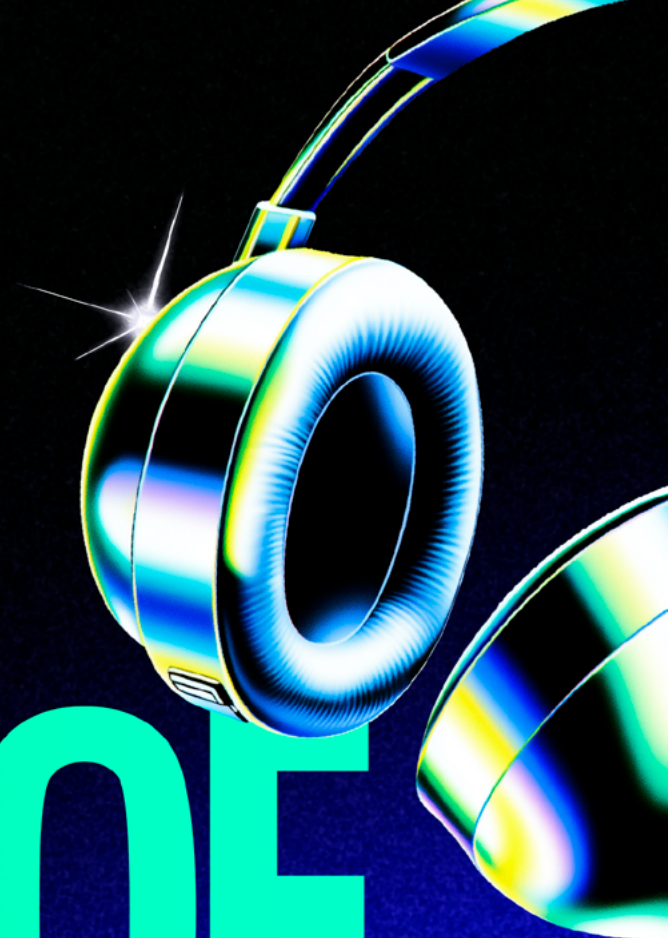VEED

THE SCIENCE OF GREAT VIDEO

WELCOME

We all want a culture of learning in the workplace. Increasingly, strong Learning and Development is no longer a perk – it's an expectation. Upskilling deepens talents, hones craft, and develops careers. And, for organizations, investing in people drives business growth. Getting it right is a win-win.

Yet there's a disconnect. When was the last time you watched a great corporate training video? And – no cheating – did you actually watch all the way through? Or did you click to the end as your attention drifted to your mounting to-do list?

If your answers were a combination of "don't know," "no," and "maybe," then you're not alone. We surveyed 3,820 employees around the world, ranging from decision makers to employees, to even the L&D experts themselves. Our headline findings: most people think corporate training videos are broken, including those doing the actual creating.

The good news? It's fixable. Video has never been a more powerful tool for sharing ideas and transferring information. And it's never been easier to create a great video. New AI-driven tools and technologies are emerging all the time, such as those we have at VEED that remove the dull, time-consuming, and repetitive tasks (think translations, subtitles, and dubbing) so you can concentrate on the fun, important stuff (think powerful messaging, creative filmmaking, impactful storytelling).

At VEED, we know what it takes. We are experts in video – many of us are former (and current) YouTubers. I'm one of them. Coming from a design background, I knew from first-hand experience that the professional tools I was trained in were far too complex for creating social media content. So, I taught myself to code – via YouTube, of course – and built VEED with Timur Mamedov.

"

Most people think corporate training videos are broken, *including those doing the actual creating.*

We want to help you to create great training videos. So we consulted learning scientists, L&D filmmakers, content designers, HR experts, world-class social media creators, and employees to explore how to elevate training videos based on what people actually want. Their advice – rooted in decades of experience, hands-on expertise, and forward-thinking perspectives – combined with our own insights, has shaped this report.

Read on to understand the science of great video. We explore the cognitive processes that explain the power of priming, the under-the-hood wiring of the brain that prizes clever scriptwriting, and the data driving social media trends. There is also an art to creating truly memorable, engaging training videos – we include best practice visual guides, minute-by-minute how-to's, and Q&As with L&D supremes.

Our hope is that by the end of this report, you'll have a deeper appreciation of what people truly want from L&D. You'll learn the science-backed shortcuts to creating training videos that stick, and drive behavioral change. You'll have seen the metrics highlighting the biggest opportunities today. And you'll have expert-backed recommendations that you can action immediately.

Sabba Keynejad, Co-Founder & CEO of VEED.IO

Sabba

1

CONTENTS

3 THE FUTURE OF TRAINING

1 THE STATE OF PLAY

4 TOOLS L&D NEEDS

2 THE SCIENCE OF GREAT VIDEO

LOOK OUT FOR VEED TOOLS

1. THE STATE OF PLAY

Employee *data*

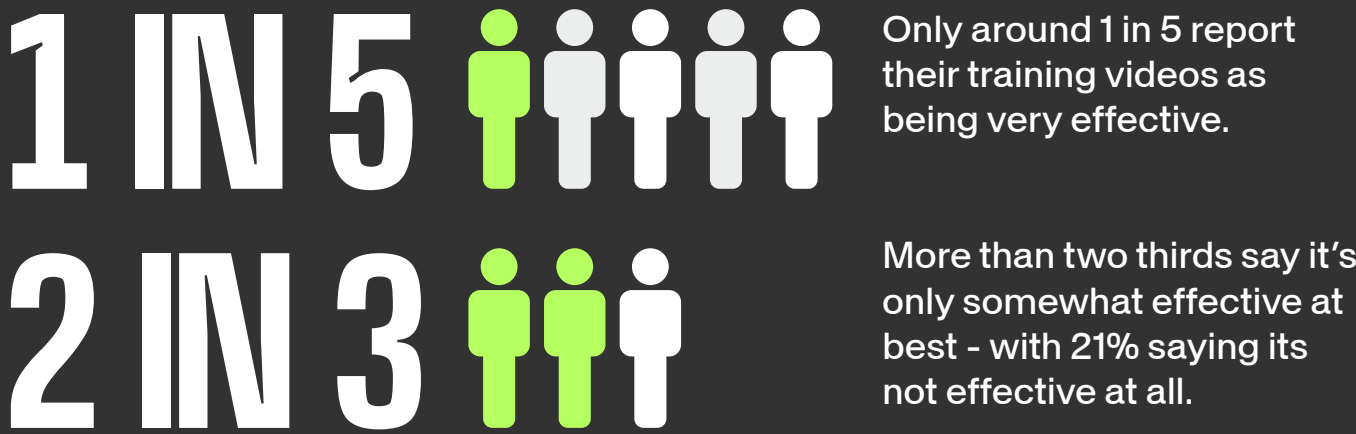We surveyed 3,820 employees around the world, asking them about their L&D today. *Here's what we found:*
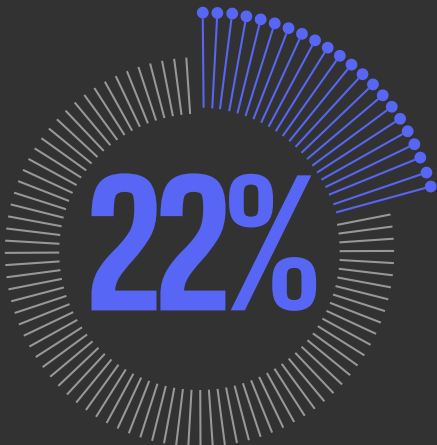
People *'cheat'* their L&D:

4 IN 5

Nearly 4 in 5 aren't giving training their full attention

1 IN 5

Around 1 in 5 say they always cheat their L&D
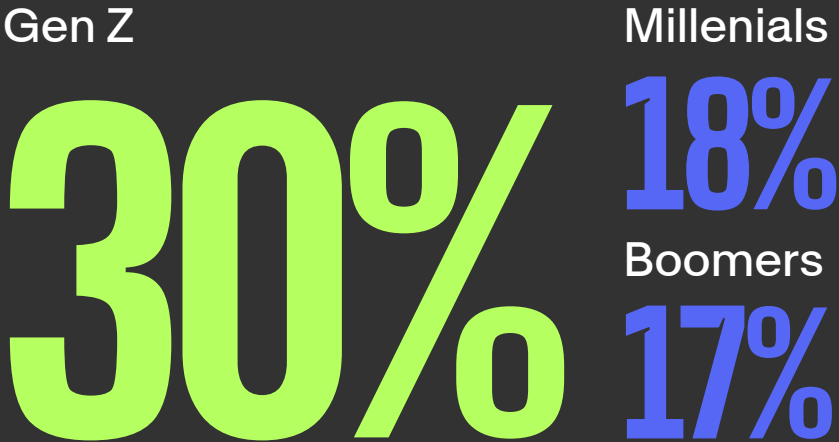
2 IN 3

Almost two thirds say they are somewhat focussed at best

22%

With 22% saying they are not focused at all

## This skews towards younger workers:

30% of Gen Z (18-27yo) respondents admit they're not focused at all when completing their L&D.

Gen Z
30%

Millenials
18%

Boomers
17%

It's not that people don't want to learn – *it's just that a lot* of corporate training videos suck:

1 IN 5

Only around 1 in 5 report their training videos as being very effective.

2 IN 3

More than two thirds say it's only somewhat effective at best - with 21% saying its not effective at all.

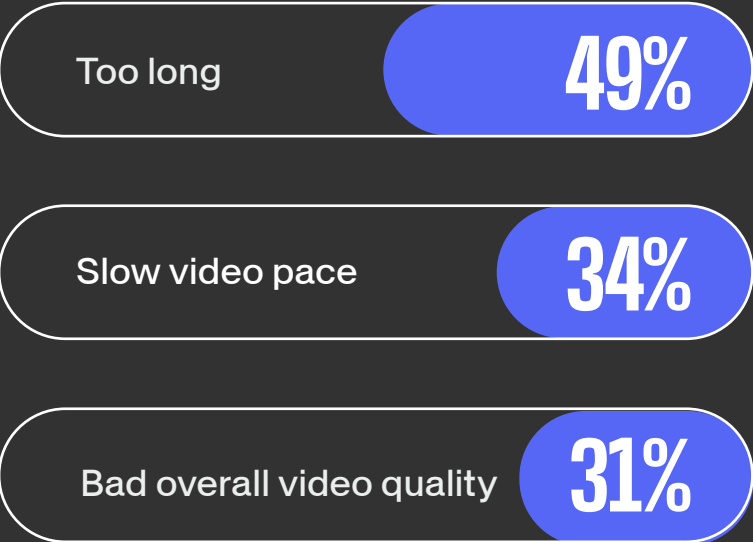## It's even more pronounced among younger workers:

30% of Gen Z respondents say corporate training videos are ineffective in teaching skills or providing valuable information.

Gen Z
30%

Millenials
15%

Gen X
12%

Boomers
19%
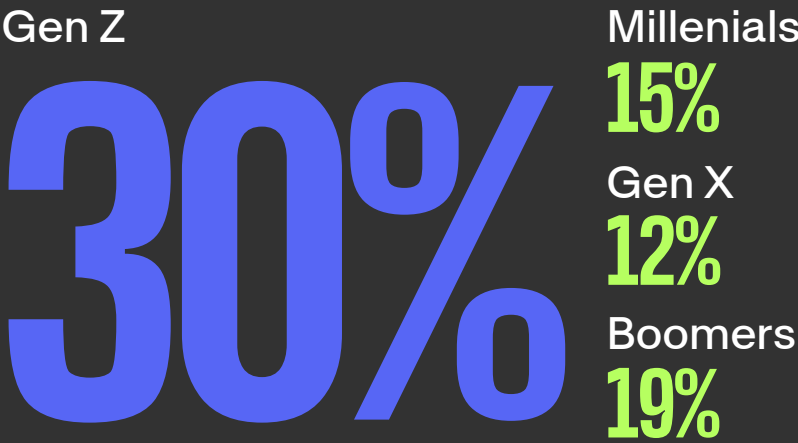
Top three factors for unengaging videos:

Factor	%
Too long	49%
Slow video pace	34%
Bad overall video quality	31%

Anonymous employee confessions

We will do anything to tune out bad L&D. Here, we find out the lengths people go to in order to 'complete' corporate training.

We asked 3,820 global workers:
Are there any strategies or techniques you've used to complete corporate training without fully paying attention?

1

Answers ranged from the functional...

"[We do it] as a team, Googling the answers."

"If I'm interested, *watching at 1.3 speed*. If not, I don't [even] look."

"I skip the videos and pass the tests using *outside resources*."

"*I multi-task* while the video is playing – training on one device and [doing] something else on another."
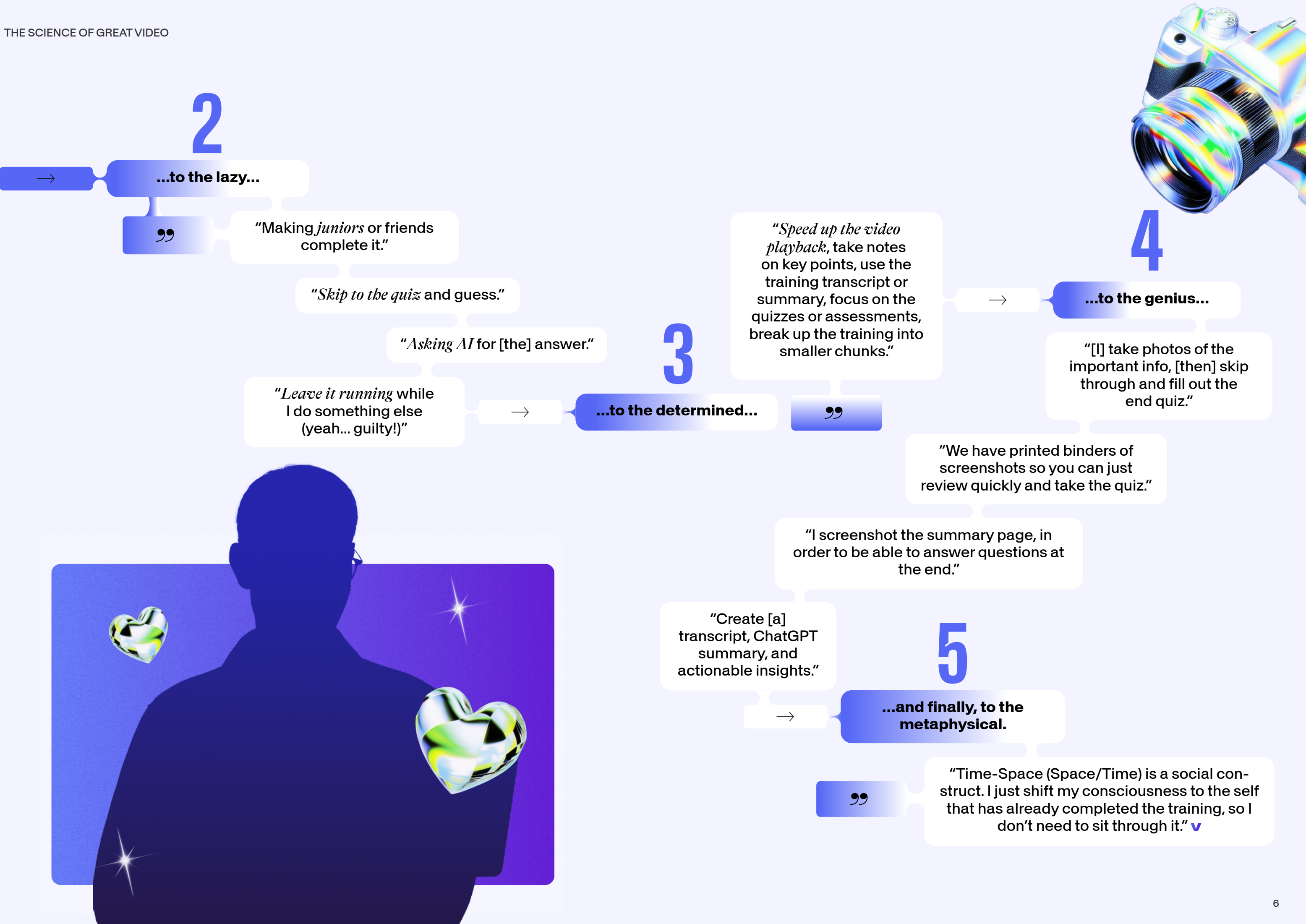
"*Muting the video* and doing my work on the side."

"Some strategies include *skimming materials*, focusing only on key points, multi-tasking during less important sections, and *using summaries or notes* from colleagues to grasp essential information quickly."

"*Background it* while it plays, sometimes listening to the content only while doing other work."

→

2

...to the lazy...

" "Making *juniors* or friends complete it."

"*Skip to the quiz* and guess."

"*Asking AI* for [the] answer."

"*Leave it running* while I do something else (yeah... guilty!)"

→

3

...to the determined...

"*Speed up the video playback*, take notes on key points, use the training transcript or summary, focus on the quizzes or assessments, break up the training into smaller chunks."

→

4

...to the genius...

"[I] take photos of the important info, [then] skip through and fill out the end quiz."

"We have printed binders of screenshots so you can just review quickly and take the quiz."

"I screenshot the summary page, in order to be able to answer questions at the end."

"Create [a] transcript, ChatGPT summary, and actionable insights."

→

5

...and finally, to the metaphysical.

" "Time-Space (Space/Time) is a social construct. I just shift my consciousness to the self that has already completed the training, so I don't need to sit through it." v

Why your training *isn't working*

Remember watching your last truly absorbing training video? No? You're not alone. Learning and development experts – and our VEED survey respondents – break down what's lacking.

"It was too long."

"The overall video quality was bad – including editing, design, acting, and script."

"The video itself was the only thing I remember. The presenter, the subtitles, the music etc – they all seemed to get in the way of the actual training itself."

According to our global survey of 3,820 employees, these are just some of the many reasons people don't love their workplace training. The results aren't good for L&D: only around 1 in 3 say their corporate videos are effective in teaching valuable skills or disseminating information. And around 38% admit they're not focused when viewing training footage.

But it's not their fault. "If you ask your entire L&D team, 'Have you ever been taught how to learn?' They'll likely answer, 'No,'" says learning scientist and designer *Lauren Waldman*. "And that's despite them actually creating the learning."

Too often, says Lauren, companies rely on a "one and done" approach. This explains why workplace L&D typically involves looooong videos – when you wait years between corporate training days, the temptation is to cram in too much. And that's why nearly half of our respondents who didn't find their L&D engaging cited lengthy videos as the primary culprit.
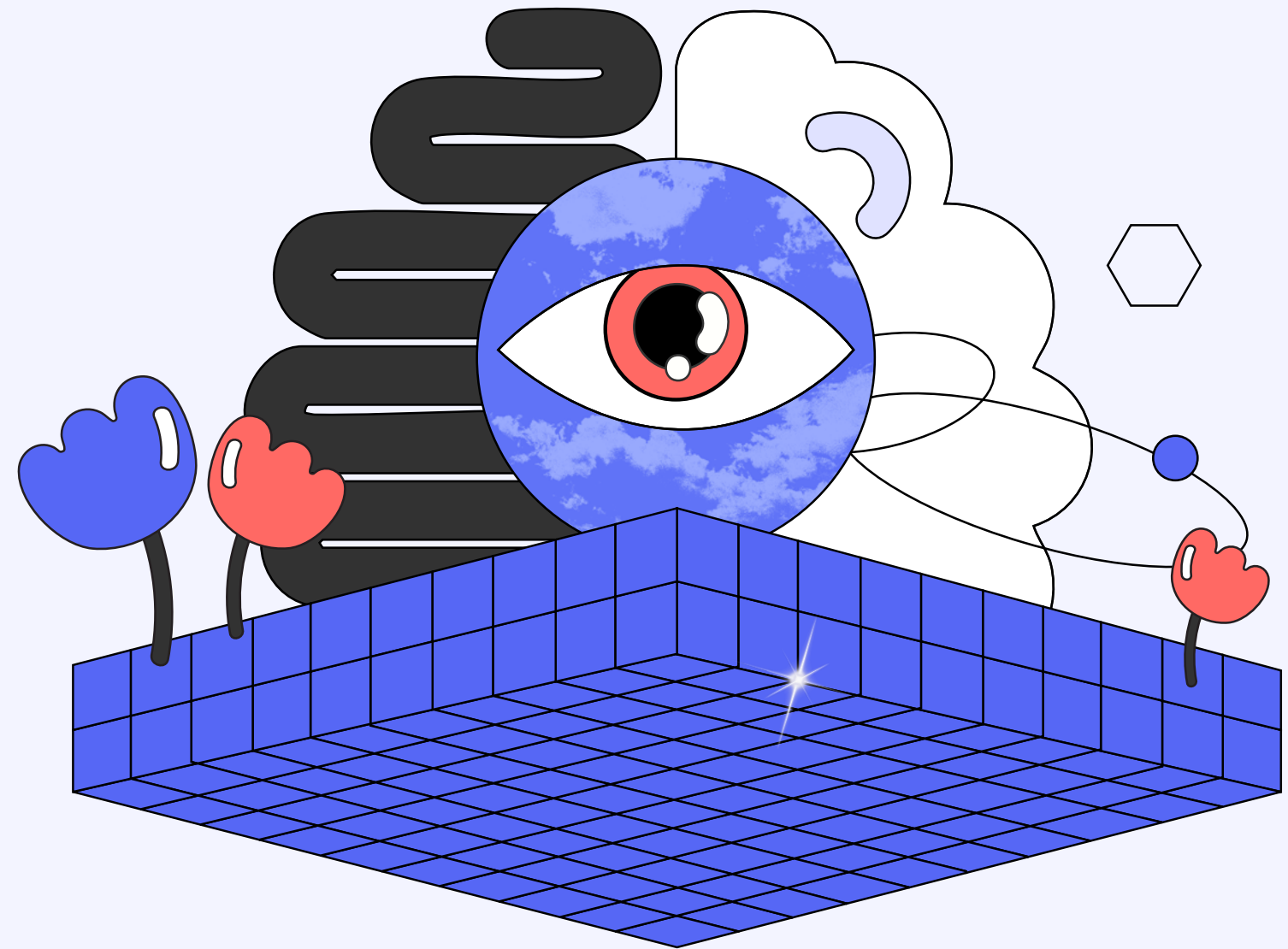
The human brain craves fun, novelty, and *a challenge*

*Lauren Waldman*

Dissecting the problem

The human brain craves fun, novelty, and a challenge (within reason). Yet corporate training days often revolve around packed meeting rooms, Herculean sessions, and stifled yawns. "If you put 20 adults in a room for eight hours, and begin with introductions and objectives, then launch into training videos, that's torture," says Lauren. "It's an overwhelming cognitive load and ineffectively using our cognitive resources."

Ironically, learning requires time, patience, and repetition to get the best results. But not with videos. In fact, slow pace was the second-biggest factor (34%) in people not enjoying corporate training films, followed by just plain bad video quality (31%).

A better approach, perhaps, is short-form content that not only gets people's attention, but keeps it. And those quizzes at the end, testing whether they were listening? Effectively, they're a waste of time. "'Choose A, choose B' – no one's paying attention by that point," says Lauren. "You need to design for practice and retrieval so that the brain has the chance to strengthen the memory trace that was created during the learning process. This means the person on the other side of the screen needs more than one opportunity to practice and try to retrieve the memory of the learning itself. Otherwise, all you're really getting is just-in-time learning and memory: enough to pass

the quiz at the end, but will easily be forgotten after."

This all explains why most L&D videos aren't memorable – too much content to be absorbed in one go, too little understanding of the nature of the brain for it to be engaging. As a result, employees often lack connection to the L&D material they view: Lauren says the L&D process can be too passive, with participants watching lengthy videos that don't get to the heart of learning. In fact, around 2 in 3 of our respondents admit they've completed corporate training without paying full attention. "Designing content in a video format means most people don't pull the thread through: they just think of moments in those videos alone, rather than absorb information for the longer term," adds Lauren. "It's like quickly viewing a DIY video on YouTube, then forgetting about it once something's fixed."

25%
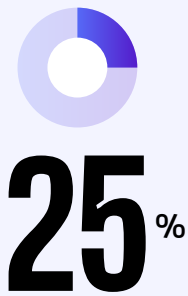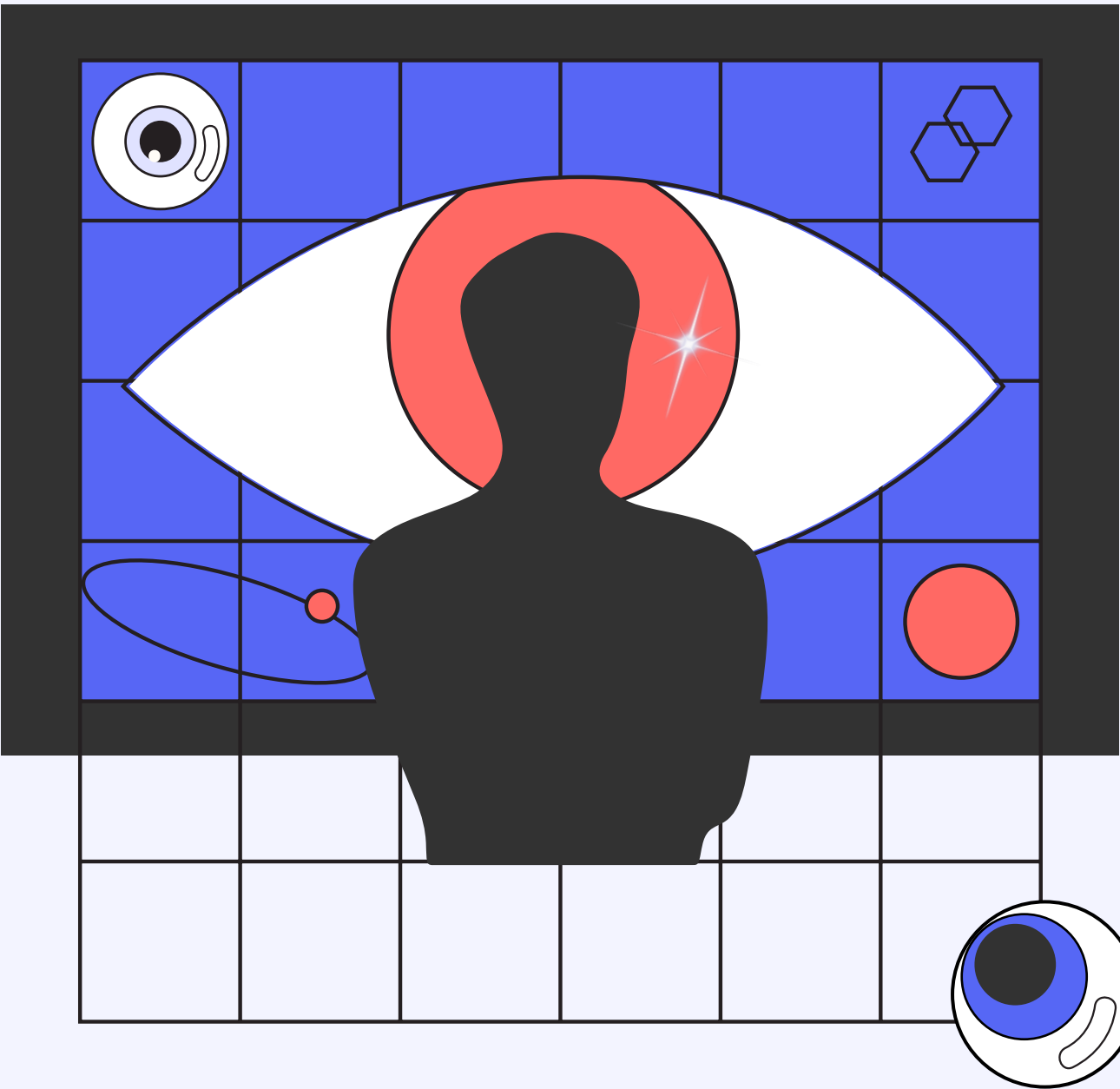
A quarter of our respondents said the topic was boring

20%
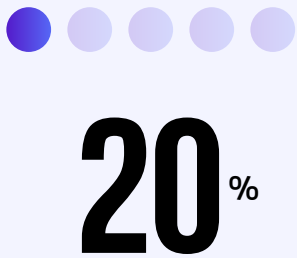
Around 20% felt the content was irrelevant to their role

2 in 3

More than 2 in 3 say training is only somewhat effective at best, ineffective at worst

A dull video makes it easier for audiences *to distract themselves*

Lauren Waldman

Video nasties

Of course, the quality of training videos may be lacking, too. "Horribly outdated videos can take participants out of the learning experience," says learning designer and filmmaker *Austin Welch*. "Our media palette evolves so quickly, so if you're reusing a 20-year-old training film it's distracting. Audiences are more used to short-form content and faster cuts now, often because of social media."

Tone can also be an issue. L&D pros should naturally want their content to be stimulating, says Austin. "Too many training videos don't leverage emotion. We have this notion in adult learning that the best way of absorbing information is just by reading notes and presentations, because that's what we do during our workday, but that's not how learning works when it comes to video."

A dull video makes it easier for audiences to distract themselves, says Lauren. Too often, the audience sees what comes next and zones out. "The brain is a prediction-making machine,

62%
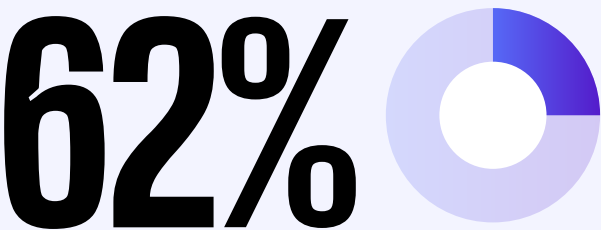
of respondents watch video content on social media daily to upskill

but when it can consistently anticipate what's about to come next, it's normal for it to check out a bit. It's like scrolling down your social media feed while a TV show is on in the background – you know what's going to happen, so you don't focus."

However, veering too far the other way can also create problems. Take humour, for example. Instead of eyes glazing, there can be eye rolling. "Funny is very hard to pull off," says Austin. "That's why the cringe factor is strong in many learning films: bad visuals, bad acting, bad audio." Sound familiar?

Training up

But there is hope for L&D. Humans have an innate drive to learn, says Lauren. Our survey spells this out: despite only 22% of respondents describing corporate training videos as very effective, the vast majority watch video content on social media to upskill; 62% do this daily.

And video is an inherently captivating medium, making it a powerful tool for the learning process, says Austin – when done well. "It's a multi-sensory experience that works both the visual and aural parts of the brain. For L&D designers, filmmakers, and video producers, you have the power of storytelling – great for learning."

Get it right, and L&D videos don't just mean participants are more likely to recall their compliance training months later. They create opportunities for audiences to get more out of their working and personal lives – and boost businesses. "When we upskill somebody, we give them a fresh perspective and a new way to approach a challenge," says Lauren. "That's what leads to enjoyment.
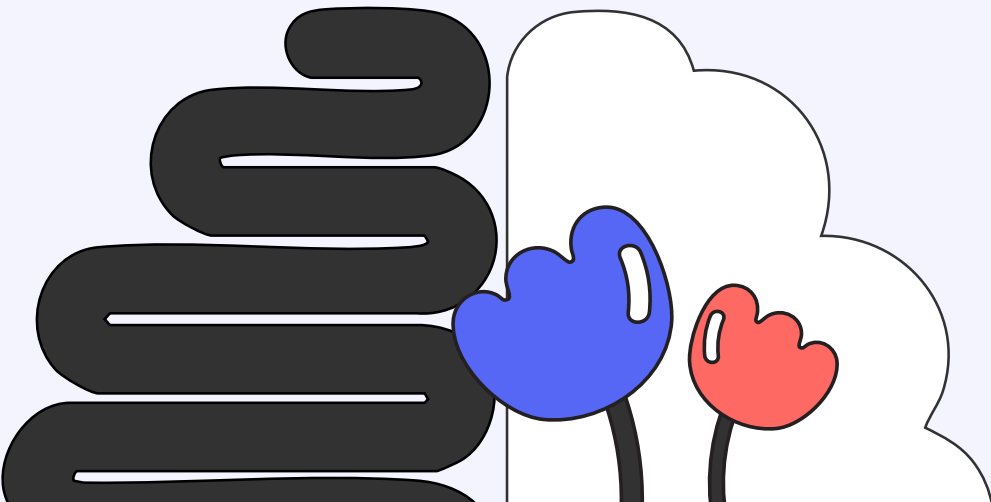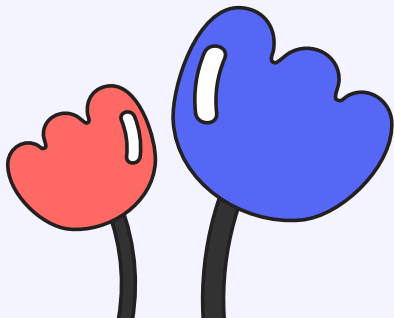
TL;DR

- Only **1 in 5 employees** find training videos valuable.

- Traditional L&D videos overwhelm learners by ignoring brain-based learning principles.

- **84%** prefer videos under 15 minutes; "bad" videos are long, slow, and low-quality.

- Issues include outdated content, lack of engagement, and poorly executed humor.

"

Humans have an *innate drive* to learn

Austin Welch

How to design better
TRAINING
with the *brain in mind*

Revitalising L&D starts with learning how to learn, says Lauren Waldman. Here, the learning scientist takes us under the hood of the brain's cognitive processes and explains how it should change the way we design learning.

Humans are designed to learn. Otherwise, we'd still be crawling. And you wouldn't be able to read, understand, or make sense of the sentence you're reading now.

Yet, our genetically encoded desire to learn – and innate curiosity – leads to a surprising core challenge of L&D: people aren't engaging with training content. And it's not that we don't want to learn: PWC reports that nearly three quarters of employees say they're 'ready to learn new skills' – highlighting a long-standing

commitment to learning that predates the shifts we've seen in the workplace. And for Gen-Z, training opportunities are actually considered an enticing benefit for joining a company. So, why is it that completion rates for e-learning courses in the workplace are currently between 20-30%?

It seems we have a disconnect. "As humans, we have the curiosity to learn – but that desire isn't being met by traditional 'training' methodologies," says Lauren. Having long studied the

inner workings of the brain, the learning scientist and scientific learning designer knows what makes the cogs turn and what grinds them to a standstill. Following huge changes to work, creating effective training content is not just necessary for better learning – it can also be crucial for employee retention and company culture. Here, Lauren takes us through why current training materials aren't working, how to create conditions for learning, and her best practices for designing brain-first content.

L&D HAS TWO MAJOR (BUT SOLVABLE) PROBLEMS

We know that demand for workplace learning isn't going anywhere, and that providing effective training represents a company's investment in its people. In a 2024 PWC report about embracing change in the workplace, almost half of surveyed employees say that having opportunities to learn new skills is a key consideration when it comes to their decision to stay with their employer or leave for another job.

When training is designed well, it can meet our intrinsic desire to learn, bolstering employee happiness and subsequent retention. And companies are catching on: 90% of organizations are concerned about employee retention and providing learning opportunities is the primary retention strategy.

Lauren is triple-certified in neuroscience and double-certified in learning design. The Toronto-based learning scientist has helped countless organizations re-design their training materials to better meet the needs of their brains and upskill L&D teams to enrich their learning practices. For Lauren, the problem is twofold.

90%
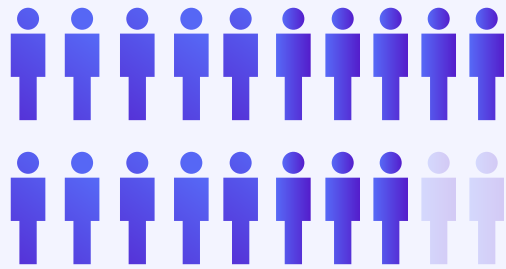
of organizations are concerned about employee retention
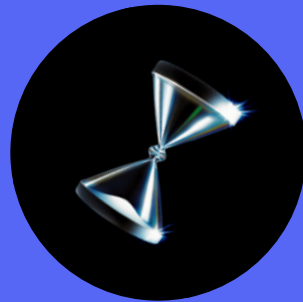
PROBLEM 1
We were never taught how to learn

"Nothing will ever be as meaningful, powerful, valuable, or transformative as you learning how to work with your operational system," says Lauren.

If you're reading this, you've likely come a long way through education. Through school, university, then your career. You are probably an expert in L&D, well versed in teaching professionally. But here's the kicker: you probably still haven't formally learned how to learn. "If no one ever taught you how to learn or how the brain works, the likelihood that you'll be able to create something to help change another human brain is pretty low," says Lauren.

Every L&D professional wants to craft effective training materials. So, they should be aware of how the brain functions during learning, says Lauren. The good news: Lauren's on hand to give us all the re-education we need. "We all have a responsibility to learn how to learn better and to design better learning content," she says.
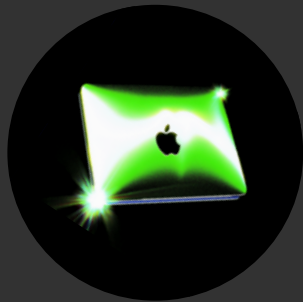
PROBLEM 2
We don't design for the brain

Training isn't necessarily the same as learning. Typically, training content has been focused on the giving of information – less so on how it's received. As a learning designer, Lauren teaches people how to create training content in a way that works with our cognitive processes and memory creation. "When I design, I'm constantly thinking about how I can activate someone's brain," she says. More on how she does this (and how you can, too) later.

For Lauren, enhancing our learning experiences is essential. "Prioritizing how to learn should be everyone's focus – it's the future of learning and development," she says. While traditional learning methods have faced challenges in meeting people's needs, we have an opportunity to transform this landscape for the better.

DESIGNED TO LEARN

There are three key brain-y facts that learning designers need to be aware of, says Lauren:

1. LEARNING TAKES TIME

2. WE HAVE LIMITED COGNITIVE RESOURCES

3. LEARNING SHOULD BE CONSCIOUS

If you're asking yourself why your training isn't working, it's likely that it doesn't acknowledge these three truths. "An organization's expectations on how quickly someone can learn, then transfer that memory into a tangible outcome, is very skewed from the actuality of human performance," says Lauren. "It's unrealistic."

Corporate training typically takes one of these forms: training events, video training, or written assessments. When designed intentionally with the ways our brains process information, they can be effective training materials – but often this isn't the case.

In fact, corporate training often mimics the learning materials of our schooldays, says Lauren. Therefore, unsurprisingly, it evokes similar feelings. Remember the dread of

double trigonometry on a sunny afternoon, putting off homework until the night before hand-in, the temptation to cheat to get through an exam? "Those behaviors and habits that we cultivated in school have carried through to our professional environments," says Lauren. That explains why so many people 'cheat' their L&D: 80% of our survey respondents admitted finding ways of completing their corporate training without paying full attention.

"The brain is a prediction-making machine," she says. "When we disrupt predictable patterns, the brain becomes more engaged, as novelty and unpredictability stimulate its attention systems. This can reignite curiosity and tap into our intrinsic drive to learn." It's that feeling that L&D content should fire up within us all – and by meeting the needs of our brains, it's well within our reach.

Lauren Waldman

TRAINING BEST PRACTICES FROM A LEARNING SCIENTIST

1. MEET THE BRAIN'S NEEDS

"We can retain a memory, but putting it into practice takes a certain level of consciousness."

Foster conscious learning

Training typically happens separately from where we apply it. Encouraging 'metacognition,' AKA conscious learning, helps people monitor and regulate their learning process, making us more aware of what we're thinking and doing. Think of it like being a continual audience to your learning performance.

Create a challenge

Effective learning should be challenging, but not too challenging, says Lauren. Like muscles, neural pathways need some level of difficulty to strengthen – but too much and we'll do the neurological equivalent of canceling our gym memberships.

Set attention traps

Adding strategically placed 'attention traps' can help maintain learner focus and ensure sustained engagement where it matters most. Lauren suggests playful check-ins such as, "Raise your right hand if you think that was cool," in order to assess "who was paying attention and who's trying to quickly figure out their left from right."

2. CREATE LEARNING INTENTIONALLY

"Intentionality is the key. Think of your content like Jenga: how much can we strip back so the core learning is still standing?"

Make it worth knowing

We're busy people. Your training content should be as intentional as possible with minimal opportunities for people to lose interest, says Lauren. It's about working with people's attentional networks to maintain focus – an essential condition for learning.

Balance cognitive load

We need to recognize the brain's processing limitations and work within them. Lauren recommends designing training to deliver digestible information without overwhelming learners – bite-sized learning modules are a good place to start.

→

3. MAXIMIZE LEARNING EFFICIENCY

"The capacity of someone's working memory is limited by space and by time. Our brains need repetition, practice and most importantly, sleep."

Time your retention testing

Often testing happens immediately after training. For most trainees, this is an easy win in the short-term. However, to evaluate whether your training is having a lasting impact, Lauren recommends spacing those moments of memory retrieval by days, weeks, or even months to reveal what's sticking – and where improvement is needed.

Embrace neuroplasticity

Creating new neural pathways which will then represent a transferable memory of a skill, ability or behavior (geek speak for learning) is a gradual process. Allowing enough time for learners to absorb information might feel less time-efficient but, in the long run, you'll find it's more rewarding.

"UPSKILLING IS ABOUT MAINTAINING BRAIN HEALTH

Lauren Waldman

TL;DR

- Many L&D professionals lack understanding of how the brain learns and fail to design accordingly.

- Learning requires time, repetition, and spaced memory retrieval to be effective.

- Effective training must challenge learners, sustain attention, and align with brain processing limits.

- Improving corporate training begins with understanding learning science, leading to better employee retention.

WHY WE SHOULD LEARN AND DEVELOP OUR L&D

Understanding how we learn, and designing with our minds in mind (and yes, really we mean the brain but we couldn't resist the wordplay), is how we can revitalize L&D training. It doesn't just boost learner engagement, it changes the relationship we have with learning – and with the companies that are supporting us. "The bottom line is, upskilling is about maintaining brain health," says Lauren. "As a company, why wouldn't you want that for your employees?".

The stigma of training content is rooted in our expectations of what it will look like (schoolwork) and how it will make us feel (bored). By interrupting our prediction-making machines and working with the brain to craft content that supports the creation of neural pathways, L&D can meet the demands of workers – and reap the cultural and business benefits of great training.

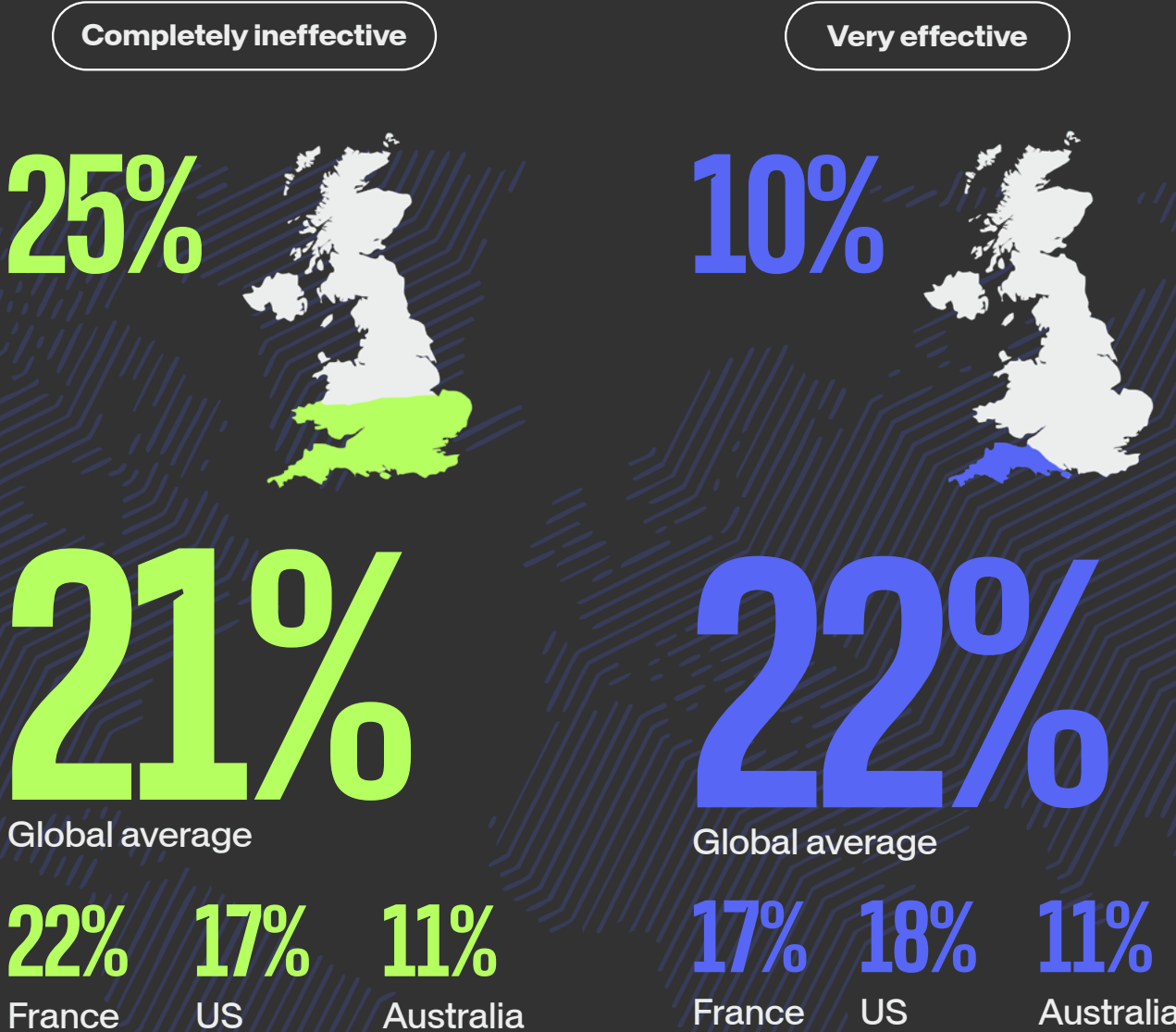**Take this as your sign to stop the schoolwork, and get unpredictable.**

Employee *data* We surveyed 3,820 employees around the world, asking them about their L&D today. *Here's what we found:*

The UK is *lagging behind* when it comes to L&D:

25% report their corporate training videos being completely ineffective, vs a 21% global average

Just 10% report their training as being very effective, vs a 22% global average and 18% in the US

Completely ineffective

Very effective

25%

10%

21%
Global average

22%
Global average

22% France

17% US

11% Australia

17% France

18% US

11% Australia

From the *C-suite to employees*, and even those actually programming their own L&D, most people struggle with training:

38% of HR respondents admit they often find ways to complete corporate training without full focus

86% Admit they've previously done so

49% Nearly half of C-suite respondents admit to clicking through training without watching

34% Of all respondents, 1 in 3 say they've done the same

1 IN 4 27% of C-suite respondents report that they're not focused at all when completing training videos

25% say corporate training videos are ineffective
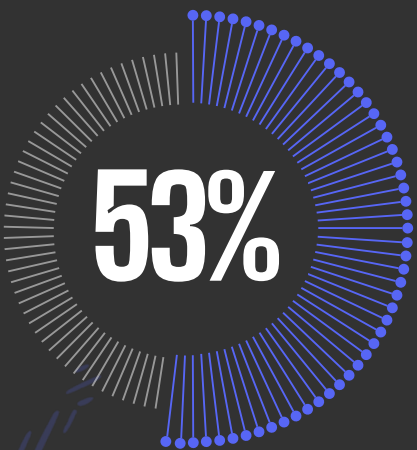
53% Most HR respondents (53%) admit they're not focused or somewhat focused at best on their own L&D programs

2. THE SCIENCE OF GREAT VIDEO

If you're creating L&D vids, you're a filmmaker, says learning designer **Austin Welch**. And that means you can leverage the inner workings of the human mind to create content that resonates.
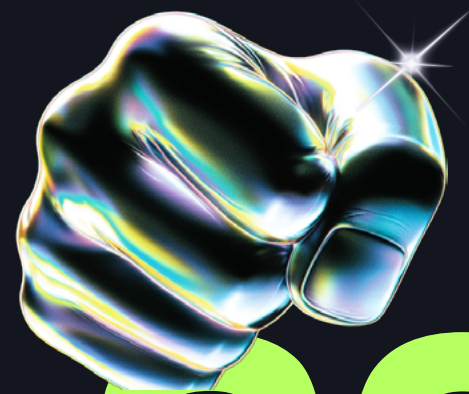
From

FILM MAKER

to Brain Trainer

Monday, 9.30am – your calendar notification pops up: HR's annual health and safety training begins in five minutes. You slowly join your half-awake colleagues in the meeting room. Your mind flits between an inbox steadily piling up with fresh requests, looming deadlines, and endless Slack notifications awaiting your return. Your workday is placed on hold, the video begins, resentment builds.

Over grainy footage, actors with distinctly mid-90s hairstyles begin explaining the do's and dont's of sitting posture, through muffled, labored dialogue. Highlights over the hour-long film include an exhaustive analysis of the best angle to view a computer monitor, a slow-mo breakdown of how to correctly lift storage boxes, and a series of puns involving potential office-floor trip hazards. The video ends with a flourish: ten minutes of slides and bullet points recapping what everyone has just witnessed in excruciating detail.

We've all seen this type of training content. And we know it sucks. "Anything that the learner can pick apart within the video, they will," says Austin Welch, a Denver-based learning designer and filmmaker who leverages research from cognitive science. "It's anything that can be a point of distraction: cardinal sins like super-old footage, bad audio, cheesy jokes, and loads of text on screen so it becomes like an animated PowerPoint."

The best L&D videos don't do this, says Welch. Rather, they tap into cognitive science and evolutionary psychology – and leverage the art of ideas, storytelling, and filmmaking to make people want to keep watching.

Ask the *right questions*

You don't necessarily need to have the deep scientific knowledge of Welch to create a great, engaging L&D video.

Much of it, he says, comes from asking the right questions. "Too many learning designers are focused on transferring information and knowledge, and making sure that people can pass a test at the end of the training," he says. "But they don't think about the overarching questions: 'Why do we care about this? Why is this important? How does this apply to my life? How does this help me grow as a human being?'"

Begin with *your ending*

Welch is the co-founder of Sage Media, which produces training and development content, often for workplace audiences. His work involves combining research from behavioral psychology, cognitive science, and adult learning theory to create educational films that resonate – and drive behavioral change.

He follows the Kirkpatrick Model of evaluating training and learning results. Developed in the 1950s, it remains a valuable tool for L&D pros to assess and improve their programs and content. It begins with participants' immediate reaction, then an assessment of gained knowledge and skills, followed by an evaluation on how they're being applied on the job, culminating in KPIs and business outcomes.

But Welch is also a proponent of the inverted 'New World Kirkpatrick Model.' "You take that four-step evaluation tool, and run it in reverse, to know how to design your training," he says. "You start with your aimed final business outcome, then figure out what knowledge is necessary to get there. So you reverse engineer to figure out your training video."

> **YOU START WITH YOUR AIMED FINAL BUSINESS OUTCOME, THEN FIGURE OUT WHAT KNOWLEDGE IS NECESSARY TO GET THERE.**
>
> *Austin Welch*

Add an *emotional punch*

By honing in on why someone should care about, say, a health and safety video, L&D pros are in effect adding heart to their storytelling (more on that later). And this is critical for learning, says Welch. "Emotion doesn't just connect us to the deeper aspects of our humanity, and why we do what we do. It's a vital element of the learning process: behaviors come from emotions. And, much of workplace learning is ultimately about driving new behaviors."

This doesn't mean your next corporate training video should become a Shakespearean weepy ("anything that pulls your audience out of the learning experience will mean they'll critique your production," says Welch). The key is your audience feels something, so they remain engaged. "Otherwise, we'd all just learn just fine from deck slides," adds Welch. "But we know that's not how learning works."

Without emotion, your video becomes bland. That's why workplace compliance training is notorious for being boring, says Welch. But there is a way of connecting audiences to industry-specific safety standards, data protection laws, legal concepts and the like. "The reason why compliance training is legally required is because it's extremely important – so we should treat it like that. We should make audiences think critically about how this video content applies to their lives and moral standings, and make it relevant to them."

> **LEARNING DESIGNERS NEED TO REMEMBER THAT THE LEARNER IS ALWAYS THE HERO IN THEIR OWN STORY.**
>
> *Austin Welch*

Tell *a story*

Your path to finding an emotional core lies in storytelling, says Welch. It's how humans make sense of the world. "Storytelling is how we communicate – it's embedded in everything we do. You start with your introduction, an interesting event, then peaks and valleys that lead to a conclusion. That storytelling methodology is built into our brains – we apply storytelling to everything we do."

But too many L&D videos lack that distinct, time-honored storytelling structure, says Welch. "Learning designers need to remember that the learner is always the hero in their own story. So, it's figuring out how we speak to that within the learning environment, leveraging that story in a way so it speaks to the entire audience. Then, they can map their own experience."

The best stories also feature some form of conflict, add Welch. "And this is why so many training films fall flat – there's no conflict. Too many say 'do this, do this, do that.' But that won't keep people's attention, versus providing learners with scenarios they can overcome. That's what fosters motivation, the bridge between knowledge and behavior."

AI AVATARS

Learn *your timings*

Like all good stories, your video should have a captivating opening. "From the very first second, your audience is gauging if they're going to continue watching, or whether it warrants their full attention," says Welch. "You likely have only three seconds to open and fully grab attention."

A good way of capturing attention, adds Welch, is leading with a counterintuitive statement. "Say if you open with a cliche like 'Time heals all wounds.' That wouldn't elicit a response. But then, say, you lead with 'Time doesn't actually heal all wounds,' your

> # FROM THE VERY FIRST SECOND, YOUR AUDIENCE IS GAUGING IF THEY'RE GOING TO CONTINUE WATCHING
>
> *Austin Welch*

audience will lean in a little more and hear what you have to say."

Winning attention is one matter, retaining it another. "After your opening, you maybe have another ten seconds to keep them engaged," says Welch. In this constant battle, a good tactic is to keep audiences hooked on the bait of curiosity. "Rather than have a passive audience in which you talk down to them with a wealth of information, you instead find opportunities to create a sense of people wanting to know what happens next."

Unleash your *inner Hitchcock*

There is a science to great video (it even has a name, neurocinematics). But there is a fine art too, in keeping eyeballs glued and minds focused on your learning content, rather than drifting off to their to-do list.

Welch recommends some quick-win cinematic techniques to transfix your audience. For example, the 'back at the ranch' narrative device. "Story loops are a great way of structuring storytelling between an

'A' storyline (your learning content) and a 'B' storyline so you cut away from one scene at a crucial moment, and create suspense and variety for your audience."

Otherwise, quick cuts, punch-ins (where the camera suddenly moves closer to the subject between shots), good microphones and sound editing are all cost-effective ways of drawing in an audience. Familiar to social media-savvy audiences, vertical video can also work

for short-form content and micro lessons, adds Welch. "You can also utilize stock footage and, if you don't have professional actors, you can work with your own team."

Welch says L&D pros should also feel free to unleash their inner Hitchcock – within limits. "You're a filmmaker. You're allowed to consider how a movie director would approach this story, and which techniques they may use to drive a point home or to elicit a certain emotion."

Know the *power of video*

There's a reason why so many L&D pros leverage video – it's made to captivate. "It's a multi-sensory experience," says Welch. "You're simultaneously working the visual aspect of the brain while it processes auditory information. Our primal brain is highly wired for movement, and evolved over millennia to prioritize story as a means of communication and transference of information."

That means your audience is primed to respond to your L&D movie. As its director, you have the power to evoke emotion – and improve learning, says Welch. "You will always have a message you want to convey. Understanding human motivation, emotions, and storytelling – and a little bit of neurocinematics – will lead to success and the best learning outcomes."

WHAT DRIVES VIDEO ENGAGEMENT?

Sustained engagement may feel like an enigma, but it's actually a simple recipe – it just needs to be done well. Here, we cherry-pick the top tactics for creating highly engaging video content from the creators that know it best.
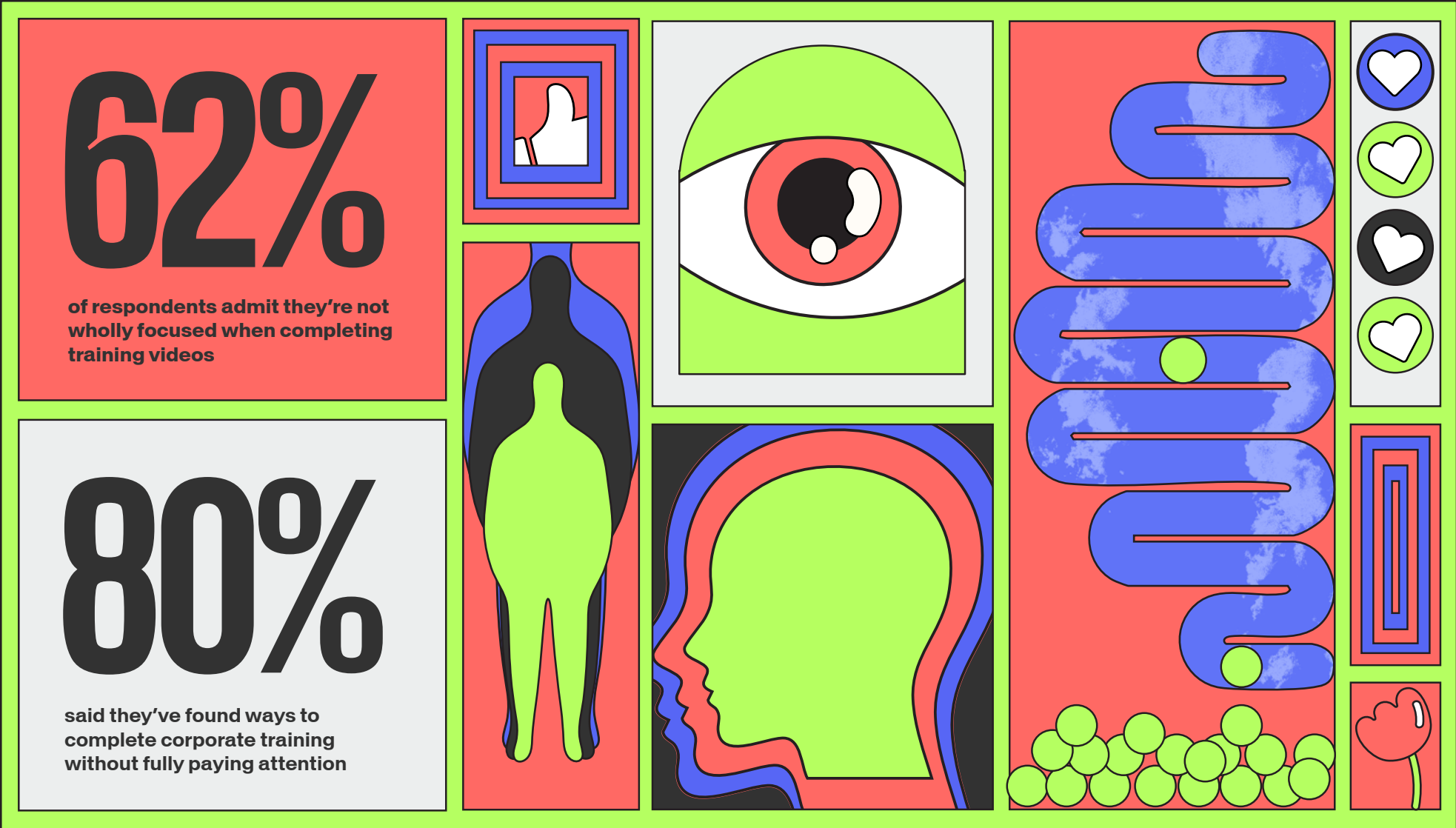
High engagement is the root of all video success. It's the starting point for building trust with viewers, communicating your message clearly, and driving action. However, the recipe for highly-engaging video content can feel complex, delicate, and elusive – consider it the soufflé of the video world. And it's clear that L&D haven't found the sweet spot.
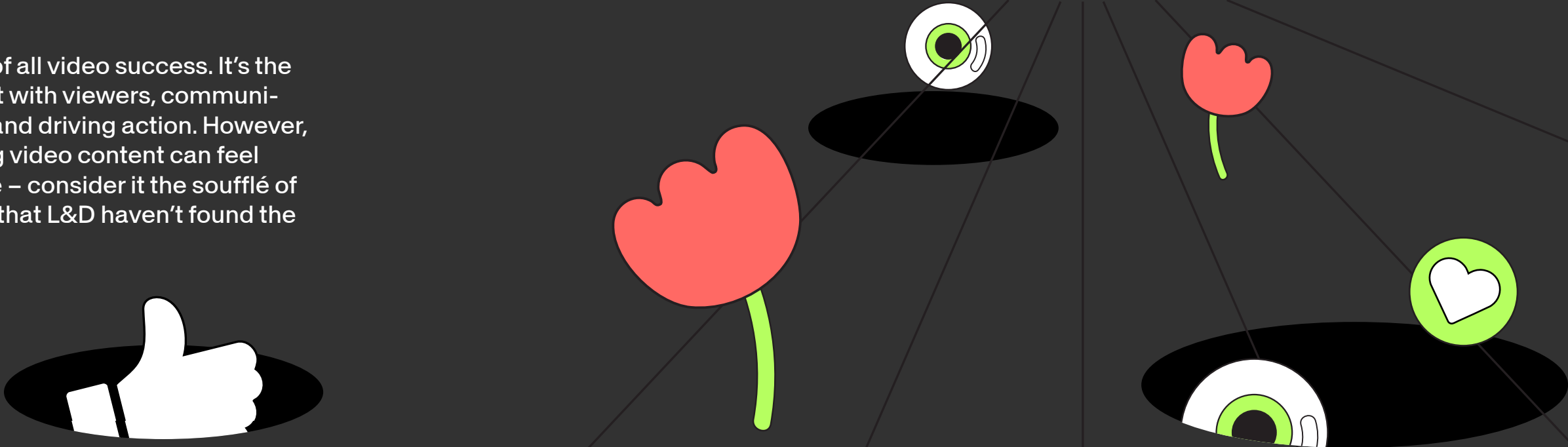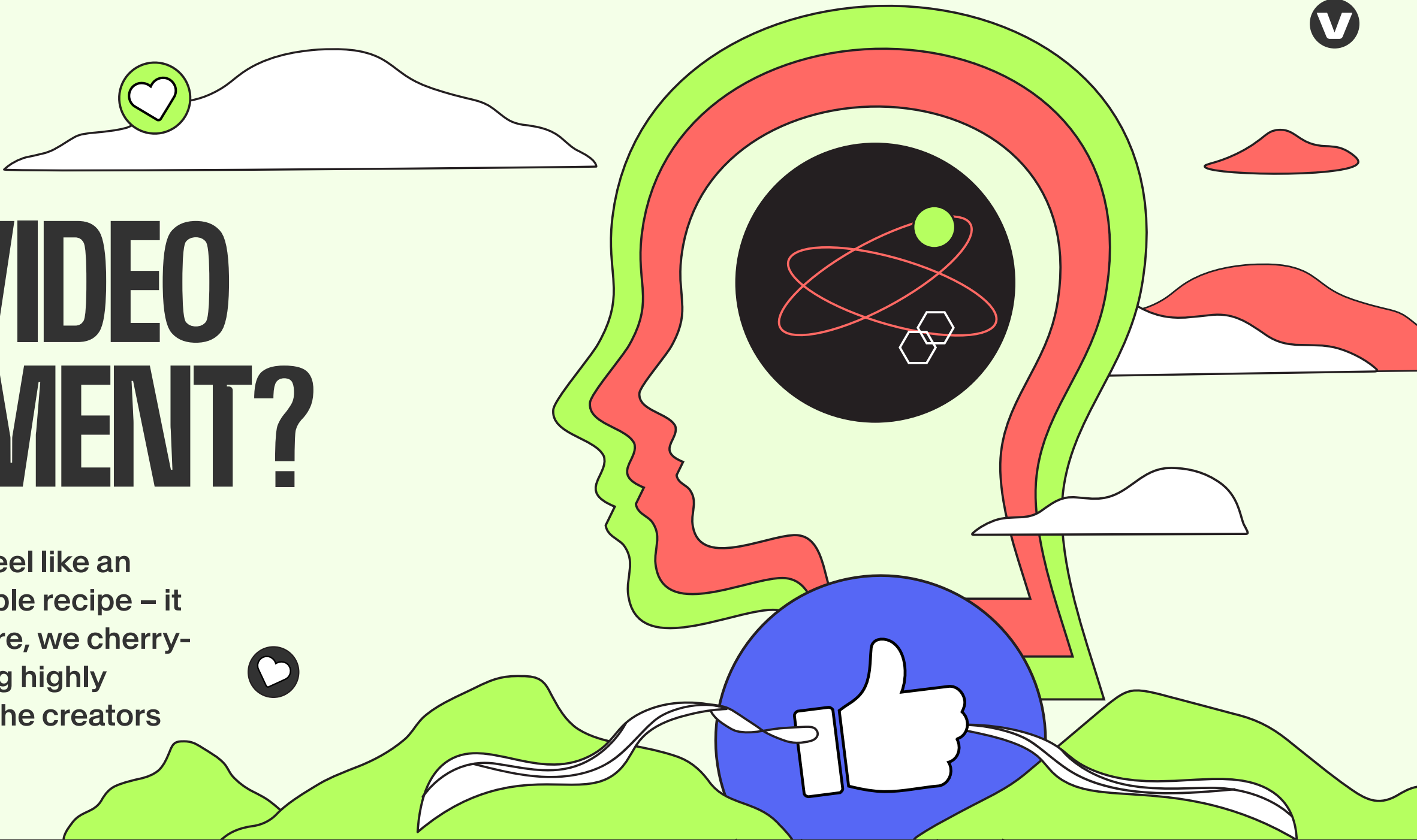
In our own survey of 3,820 people, nearly 2 in 3 (62%) of respondents admit they're not wholly focused when completing training videos. And an overwhelming majority (80%) said they've found ways to complete corporate training without fully paying attention. That means, chances are even your boss skipped to the end of their last training video.

Consider creators the pâtissiers of the video-making world. With the formula for high engagement mastered to perfection, these digital storytellers can hook viewers and keep them watching. There's much to learn from feasting at their table. And now, we know that building a connection with viewers can also support memory retention.

For training pros, aiming to create memorable learnings and enabling change in people's behavior, engagement is essential. And though it might initially seem like an impossible recipe, it's actually a fairly simple mix of storytelling, structure, and trust.

62%
of respondents admit they're not wholly focused when completing training videos

80%
said they've found ways to complete corporate training without fully paying attention

CREATORS CARVING THE WAY

Social media literacy is at an all-time high. Around the world, smartphone users spend 4.37 hours per day using mobile apps – and it's growing year on year. People turn to much-loved platforms for everything – from entertainment to creating connections, from doom-scrolling to global news – and, crucially, education. In fact, 83% of respondents of our survey said they watch video content on social media platforms like YouTube, TikTok, or LinkedIn to learn new skills or gain knowledge for their job.

Creators have been mastering engaging video for nearly 20 years. Their ability to craft engaging content has reshaped the entire digital marketing industry. So, what can we learn from these ring-light wielding, mini-microphone holding experts? The first lesson is the importance of making your audience feel connected.

There's a name for this phenomenon: parasocialism. It's when one-sided relationships develop between audiences and the 'figures' they trust. With creators featuring frequently in people's daily lives, these relationships are becoming more prevalent. Educators who build on this connection can improve engagement and encourage better learning.

Recent research conducted by Google and Neuro-Insight showed that viewers had stronger memory recall when watching content from creators they feel close to. YouTubers often cultivate strong relationships with their audiences, acting as experts, role models, and guides within their communities. In a research paper that analyzed what makes an effective educational Youtube video, 49% of survey respondents stated that they sometimes watch videos only because of the person who presents the video.

It makes sense that people would be more likely to take advice from people they trust. As content creator Sam Despo tells us, doing this successfully requires a clear idea of who you're trying to target. "There's a strategy behind creating trust and it can be as simple as helping your viewers feel represented," he says. When it comes to creating content, it's the person in front of the camera who is key to establishing trust. Familiar, engaging, and media-savvy, they're veterans at connecting with viewers and producing great content. However, not all L&D pros want to star in their own videos or even need to be the 'teacher' figure, such as the ones creators adopt. But they can rely on other engagement tactics, just like YouTubers.

THE SCIENCE BEHIND STORYTELLING

Our brains are wired for storytelling. It's a neurological fact that has benefited marketers and advertisers since they discovered its power as a sales tool. Think of Coca-Cola ads that have become synonymous with Christmas, or Nike commercials that convince you that you're an athlete. Great storytelling makes for engaged audiences.

And it's just as influential for learning: in one study, nearly 74% said that information delivered as part of a story helps them remember it. Crucial, considering that currently just 32% of people are engaged during corporate learning.

The benefit of video is that there are multiple ways of telling a story – visual and audio. In the research paper about educational YouTube videos, this combination makes use of both sides of the brain, which helps to manage cognitive load, making it easier for us to process information. And ease is important for learning. As Learning Scientist Lauren Waldman tells us, "There is a threshold for how challenging we can make a lesson before disengaging." It's for training pros to know how to find the sweet spot to keep learners engaged – one way to do this is storytelling.

When we engage with a captivating story, our brains produce oxytocin, a hormone linked to empathy and trust. By crafting a narrative that connects with viewers' emotions, you can foster a memorable and relatable experience, keeping them hooked and wanting to learn more about even the most traditionally tedious topics.

Take Microsoft as an example. Back in 2013, the tech giant produced its first series of "Trust Code," a Netflix-style series that became one of the most hotly-anticipated work events of the year. The main character has become a star among the company's global workforce, according to The Wall Street Journal. With an innovative approach, the high-production series is now in its seventh season, showing just how compelling traditionally drier topics can be when the story is told well. Boasting a 99% completion rate, the series has also implemented learnings that stick longer term. It keeps viewers glued to the screen, immersed in the storyline and absorbing information – without even knowing it.

Most companies don't have the luxury of a big-tech training budget, but there are other ways to craft stories for your training content. Feeling sceptical? Just look at the ever-expanding creator industry. Our growing appetite for this content shows that great video content doesn't have to rely on expensive production – even the best creators film at home. In fact, in a guide by the world's biggest YouTuber Jimmy Donaldson (AKA MrBeast), he states it's a pretty straightforward formula: "Hook people at the start of the video, transition them to an amazing story that they are invested in, have no dull moments, and then have a satisfying pay off at the end of the video with an abrupt ending."

→

Sounds super easy, right? Well, your average training pro may not be as video-savvy as Mr Beast – but we can still cherry-pick some best practices when it comes to engaging audiences. One of which is timing.

So, how can you hook viewers and keep them engaged within a time limit? Let's break it down a bit further.
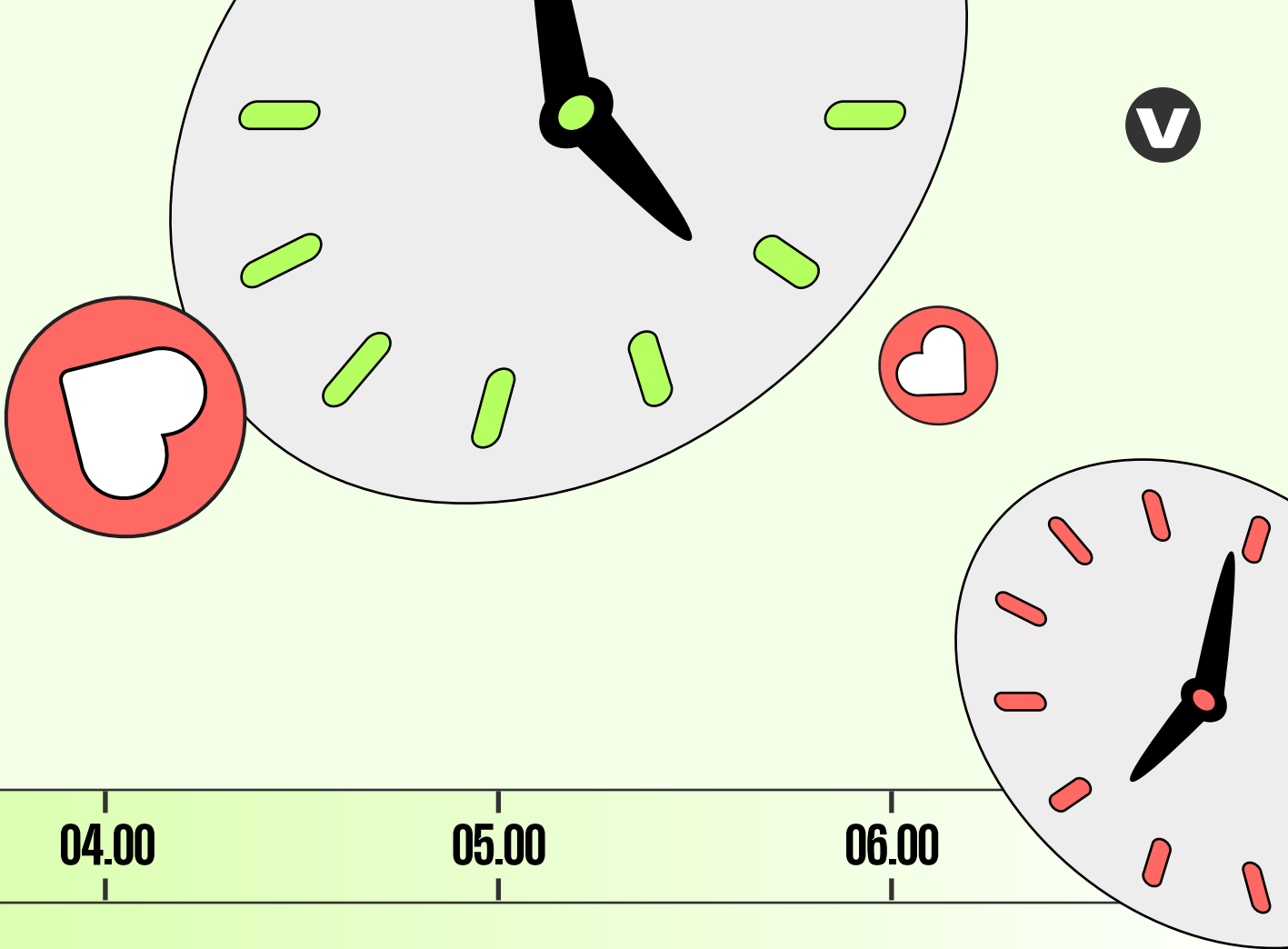
| 00.00 | 01.00 | 02.00 | 03.00 | 04.00 | 05.00 | 06.00 |

MINUTE 1
Glued from the get-go

If you've ever made a failed video, you'll know that viewer drop-off happens pretty quickly. That's because first impressions really count – especially in video. A great hook should not only capture attention but tee up the story that will get them to stick around. That being said, make sure to avoid the temptation of clickbait. While it may seem appealing initially, viewers will disengage once they realize you're not delivering on your promises.

MINUTES 1-3
From hype to execution

In his guide, MrBeast says this is where you should kick it up a gear. "Stop telling people what they will be watching and start showing them."

In these opening minutes, viewers are regularly weighing up whether the time they're spending watching will have an equal pay off for them – if not, they're out (mentally or physically).

MINUTES 3-6
Keep them invested

According to Mr Beast's guide, this section should feature engaging and straightforward content with quick scene changes and stimulating elements that align with the story. "In general, once you have someone for six minutes they are invested in the story and in what I call a 'lull' – they are watching the video without even realising they are watching a video."

This isn't a lull in the conventional sense. It's actually 'neurophysical immersion' – meaning really deep engagement. We've all felt it: perhaps during a film that totally absorbed you, or a book that you simply couldn't put down. In a recent study, neurophysical immersion can actually predict how long a viewer will watch for as well as how much it influences their behavior. In other words, the more engaging your video content, the longer people will watch – and the more likely it is that they will take action. The benefits for training are clear.

MINUTE 6+
Captivate until the end

Past the 6-minute mark is where Mr Beast recommends adding in the content that needs more explanation – the nitty gritty, the how-to, the details. Then, as you get closer to the end of your content, his top tip is crucial: "Don't ever signal the end of the video unless it's to build hype for the payoff at the end of the video," he writes. It's a formula that's worked for the world's biggest YouTuber – strategically placing your most engaging content to keep your audience captivated until the very end.

QUICK QUESTIONS

CLIPS

1

Is shorter *better?*

Across social media, short-form videos reign supreme. Recent research found that shorter content generates 2.5 times more interactions. But when it comes to educational material, viewers have a preference. Our own research shows that the majority of respondents prefer videos between 1-5 minutes (41%) and 6-15 minutes (28%). Only 16% like videos 30 minutes-plus. But it's not just about brevity – it's about maximizing impact within these time constraints to ensure learners are engaged.

2.5x
more interactions generated from shorter content

41%
of respondents prefer videos between 1-5 minutes
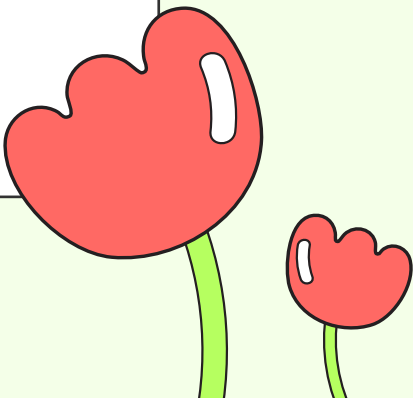
2

Is *quality* key?

More and more people are turning to mobile devices for their learning content. This trend has also had an impact on our preferences for quality – namely audio quality ranking above visual quality in importance. That's not to say that visual quality doesn't matter, just that crystal-clear audio is a top priority.
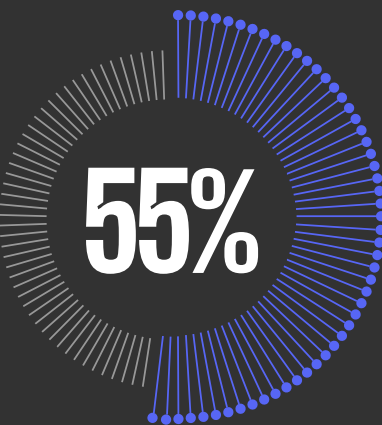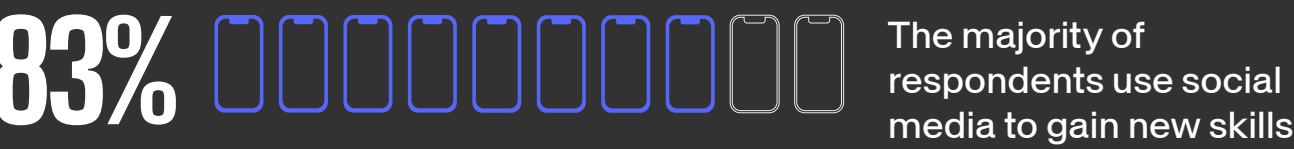
CLEAN AUDIO
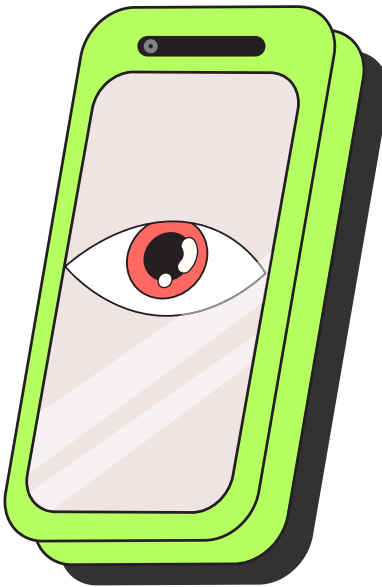
TL;DR

- **Focus is dwindling**: 2 in 3 aren't fully engaged with training videos.

- **Storytelling boosts retention:** 74% recall information better through narratives.

- **Social media creators are the engagement leaders,** 83% of people use platforms like YouTube to learn skills.

- **Compelling videos work**: They trigger oxytocin and use multi-sensory storytelling to sustain attention and enhance learning.

- **Effective training videos**: Build emotional connections, reflect viewer experiences, and make dry content captivating.

Employee *data*

We surveyed 3,820 employees around the world, asking them about their L&D today. *Here's what we found:*

More people are turning to social media for *DIY upskilling:*

83% The majority of respondents use social media to gain new skills

62% Nearly 2 in 3 do so every day

55%

Over half say they use platforms like YouTube, LinkedIn, and TikTok to upskill on a daily basis

1 IN 3

1 in 3 of them believe social media is very effective for learning

65%

Gen Z learn new skills on social media daily

Gen z	Boomers	Gen X	Millenials
28%	32%	34%	34%

But they find social media less effective for learning than other cohorts

## Social media is informing what people *want from L&D:*

Nearly 4 in 5 of all respondents say social media has a positive effect in learning new skills

Around half report they'd be more inclined to engage with training videos if their delivery was more similar to social media

4 IN 5

Less is more: most prefer training videos under 15 minutes in length, with over half preferring under 5 minutes – a minority say they want half-hour-plus videos

Training Video Length

84% under 15 minutes

56% under 5 minutes

16% 30 minutes and over
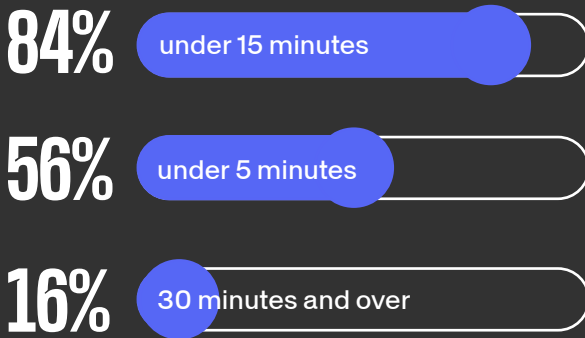
Around 1 in 4 of Gen Z prefer micro-doses of learning content: videos under a minute's length

1 IN 4

3. THE FUTURE OF TRAINING

BEYOND
training

It's not just your people – L&D itself is also undergoing its own upskilling. From AI to AR, peer-learning to personalization, experts David James and Oyindamola Ojo-Eriamiatoe explain the latest trends – and why video is here to stay.

David James is a leading learning and development expert, with more than 20 years in the business. He also believes his industry needs to change. "The biggest anxiety for L&D is that we can't predictably and demonstrably close skill gaps," says the Chief Learning Officer at 360Learning and host of The Learning & Development Podcast. "And we've been getting away with it for far too long."
It's not just the experts who feel L&D

could create more value. Employees often feel the same way. In our survey, a surprising number of respondents admitted to 'cheating' during online training: from simply 'clicking through without actually watching the content' (51%), to 'changing the web browser code' (12%). It highlights a very serious problem: people simply don't want to spend their time and energy on training that's ineffective.

But there is a more optimistic future of training, within sight. "What has taken organizations years can now take minutes," says David, formerly the Director of Talent, Learning & OD for The Walt Disney Company across Europe. "AI can help L&D teams to more easily understand and articulate the gaps between current level of performance and the desired state – which is a game-changer."

WHEN WE HAVE THE RIGHT SYSTEM IN PLACE, L&D SHOULD BE HELD ACCOUNTABLE FOR CLOSING ACTUAL SKILLS GAPS, CREATING A MORE CAPABLE WORKFORCE

David James

L&D goals should focus on utility, says David. "When we have the right system in place, L&D should be held accountable for closing actual skills gaps, creating a more capable workforce and deepening the bench strength of talent inside the organizations," he adds. "Not retention of information, engagement, or completion."

For David, understanding these critical proficiency gaps in a more efficient way is where L&D's future lies. "The AI tools exciting me the most are those that help to highlight critical points of failure inside the organization," he says. "The worst thing we can think about right now is creating more solutions before knowing those."

Hence the growing need for L&D data. "To create the outcomes organizations want from L&D, it's essential to truly understand the friction that's causing those critical points of failure inside organizations," says David. And the only way to do that is to dive into the data. "I'm a massive fan of evidence-based practice, and data is what helps you ring fence the actual problem. Then you can see learning solutions that can be laser-focused and, crucially, performance-driven."

Another emerging L&D trend is self-service. As opposed to vast content suites and top-down learning, David believes the industry can be more agile, so "people can go to trusted sources and get some kind of guidance," he says. "L&D needs to understand the specific skills needed in the specific context of the organization and moment in time, and then work to bridge the gap between where people are and where they need to be."
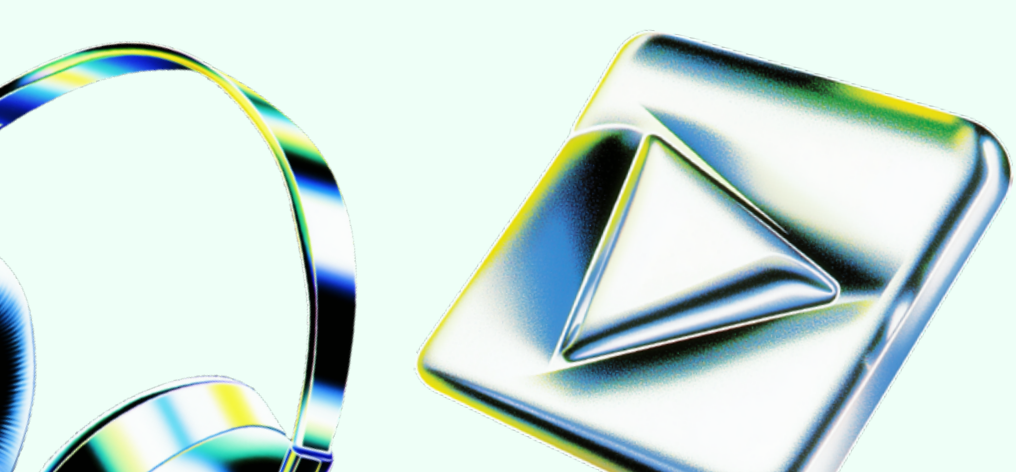
> ## "VIDEO EQUIPS PEOPLE IN WAYS THAT WOULDN'T BE POSSIBLE WITH OTHER MEDIA
>
> *David James*

The importance *of video*

While video can be a great tool for learning technical skills, David says it could be leveraged further in teaching employees the important intangibles: particularly, workplace culture. "To properly train people for the jobs they'll actually be doing, training needs to include an element of culture," he says "I think 90% of what an organization is trying to help teach its employees is culture – 'how we do things here.'"

With video, organizations can offer training that enables employees to learn in a way that actually reflects their jobs, or builds empathy. "Video equips people in ways that wouldn't be possible with other media," says David. "As part of a suite of learning solutions, it can be incredibly powerful."

David recalls a video series in which employees were prompted for 'in-the-know' intel for new starters. "We asked managers what they learned which helped them the most, and what they wished they'd found out earlier," he says. "Then, one of the questions was: 'How do you manage someone who doesn't like you?' You see the big gulp and eyes widen.

"You can't get those people in a room and ask them that question, it's awkward. Instead, video can tackle topics that traditional L&D content could never satisfyingly answer, and address the real friction that employees face, with the personal insight they really need."

Smarter, not faster.

The issue isn't making more content for the sake of it – there's already enough out there, says David – it's creating better content that addresses L&D's needs. "There is already an ocean of content and there are many providers trying to solve the problem of feeling overwhelmed – just creating more content, faster, isn't going to solve the problem."

A data-driven approach can help eLearning designers embrace a more personalized, modular, and flexible user experience, says Oyindamola Ojo-Eriamiatoe, Learning Director at L&D provider Beccamola and Board Member of The Learning Network. "This includes understanding learners' needs, creating intuitive navigation, and making the content engaging and accessible to all, regardless of background or abilities."

AI can also provide a scalable solution for personalized training plans, enabling L&D experts to tailor training more to people's skill gaps and interests – and deliver content when it's actually needed. "The technology can enable content that adapts to individual progress, needs, and learning styles in real-time," says Oyindamola. "By targeting gaps as they arise and reducing wasted training time, this will make learning journeys more relevant and effective."

This is particularly true for younger generations – and the future workforce. According to LinkedIn's 2024 Workplace report, the top three reasons for spending more time learning were career progression, staying up-to-date in their

industry, and when content is personalized to their interests and goals. "Young people want progress and approach jobs as an opportunity to gain experience and grow skills," says David. "So, you need to make sure their time inside your organization is helping them become marketable, whether they stay or not – that's where L&D can help."

Oyindamola says we're seeing more blended learning delivery models, combining the best of digital and in-person learning. "This approach supports diverse learning preferences and allows for greater flexibility – crucial as remote and hybrid work remain prominent."

"
SUPPORTING DIVERSE LEARNING PREFERENCES AND ALLOWING FOR GREATER FLEXIBILITY IS CRUCIAL AS REMOTE AND HYBRID WORK REMAIN PROMINENT.

Oyindamola Ojo-Eriamiatoe

Looking *forward*

Good L&D matters. It's not just for better business results. It's for the benefit of an organization's people. Increasingly, employees expect their company to invest in their futures: according to LinkedIn's report, 94% of employees said they would stay longer at a company if it invested in their learning and development.

Oyindamola, who often works with startups, believes corporations can be more agile in their learning delivery. She says larger organizations could also benefit from creating, testing, and iterating L&D content quickly – this can help their training materials keep up with the pace of change.

Social and peer-based learning strategies, often popular among startups, can also be highly effective in larger organizations, adds Oyindamola. "Techniques like mentoring, peer-coaching, and user-generated content can build a stronger learning culture, reduce reliance on top-down training, and encourage continuous knowledge sharing across teams."

While David anticipates the challenges of reshaping an entire industry, he's also optimistic that the right tools can support L&D's road to greater impact. "We now have the tools that are going to help us to work on more of the right stuff, at scale. It's exciting," he says.

But remember, it's not about producing more content, it's about producing better content. Tools are about what they can enable people to do. They can take care of the mundane tasks, say translations, subtitles, and dubbing, that give people the freedom to keep doing what they do best at. Take AI-powered video production as an example. It enables teams to focus their energy on crafting the most relevant messages, impactful content, and personalized experiences to meet each learner's needs – while high-quality video production is taken care of. And that's exactly the type of shift David envisions.

"In the coming years, L&D should be trying to develop a reputation for getting enough of the right work done and bringing our organizations with us as we seek to make a lasting impact," he says. So, let's get to work.

TL;DR

- **Data-Driven Evolution:** L&D must leverage AI and data to identify skill gaps, address performance issues, and deliver efficient, results-oriented training solutions.

- **Personalized Learning:** AI-powered adaptive learning plans provide modular, flexible training tailored to individual needs, making learning more relevant and time-efficient.

- **Video as a Training Tool:** Video remains effective for teaching technical skills and workplace culture, offering scalable, engaging, and practical solutions to real-world challenges.

- **Employee-Centric Development:** Employees value companies that invest in continuous learning, with 94% saying they'd stay longer at organizations that prioritize their growth.

- **Agile & Collaborative Future:** Rapid content creation, peer learning, mentoring, and coaching are vital for fostering a learning culture and creating impactful, quality content.

- **Effective training videos:** Build emotional connections, reflect viewer experiences, and make dry content captivating.
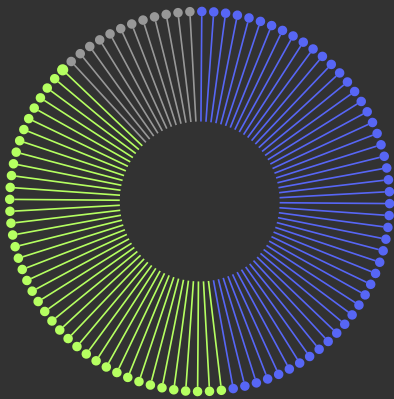
Employee *data*

We surveyed 3,820 employees around the world, asking them about their L&D today. *Here's what we found*:

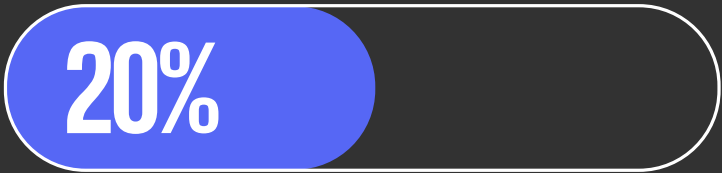## Across ages, regions, and roles – *people want shorter, better* L&D videos:

1 IN 4
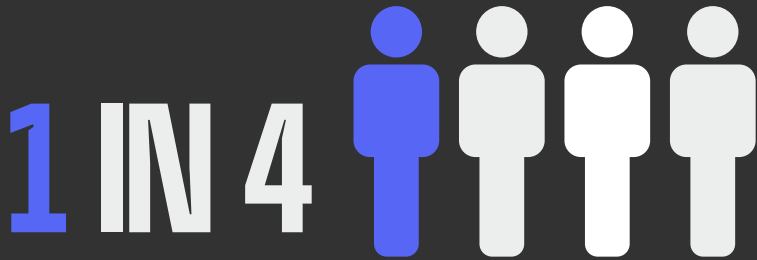
Short videos (48%) and strong video quality (40%) are the top factors for engagement

Top factors for video engagement

48% say it's about short videos

40% say it's about strong video quality

20% said that irrelevant content was what made them disengage with training videos.

Younger people prefer shorter videos

40% of Gen Z respondents said brevity is the biggest reason for engaging training.

vs

22% Millenials

17% Gen X

23% Boomers

MEET THE L&D SUPREMES

How home appliance manufacturer **Whirlpool** super-charged their workplace training – *with a little help from VEED.*

When you're a small team tasked with training thousands of sales associates spread across Canada, the last thing you need is a video editing tool slowing you down.

Thankfully, *Yvonne Gettins*, training content designer at Whirlpool, discovered VEED. Today, they create 8x more videos, while saving hundreds of dollars every month on translating content into French.

We sat down with Yvonne to find out how VEED is helping Whirlpool train thousands of sales associates, and bring that personal touch to its L&D.

YVONNE GETTINS

Q1. What's your role at Whirlpool?

I'm the training content designer for Whirlpool Canada. My team is responsible for training the sales associates working at retail companies that sell our appliances. They could be employees of Home Depot, Best Buy, Costco, and other independent appliance retailers who are less known outside of Canada.

Apart from myself, my team consists of trainers. They are the ones who actually go out in the field and educate the retail sales associates on our products. As the product experts, they also write the content which I then turn into training material.

Q2. How is video content used in Whirlpool's training program?

Video is the best way for us to demo and show our products to the retail sales associates. That's because not every place has the ability or the space to have all of our products on display at all times. We literally have thousands of different products and thousands of sales associates that we need to train. The best thing for us to do is to take a video of a product and put that into a smart course, which the sales associates can then watch to educate themselves.

Beyond just being a good way to showcase our appliances, video just makes training so much more interactive, engaging, and interesting.

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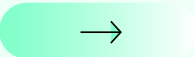
Q3. What were your biggest video creation challenges?

1. Lack of bandwidth

Whirlpool is a strictly PC company and we used to rely mainly on Adobe Premiere Pro for video creation. The problem is when you're the only person in the whole company who's editing videos, it takes up a lot of time. It just became too cumbersome for one person to do it. Premiere Pro is such a specialized product, and our trainers simply didn't have the time to use it.

2. Time and costs in translating content

In Canada, we're legally required to release all of our content in both English and French, which means you have to do twice the work. We get a lot of our content from the US, where they don't have the same mandate. When we get the training material, we have to translate it, and it's sometimes not cost-conducive to reshoot the content – it's therefore better if we just take it and add French subtitles. But that takes a lot of time.

Q4. How did VEED help you overcome these challenges?

When I came across VEED, it was so simple to use. I ran it by the team and they were like, "Yeah, this is super easy!" They've gotten so comfortable with the tool that even though they don't have much time, they're still able to create training videos with VEED because it's so easy to use. That's given us more content, because there's just more people who can do what's needed to get content out into our training modules.

Prior to using VEED, I could churn out a video or two at most per week by myself. And now, thanks to VEED, each trainer that we have on our team can do a couple per week as well. **That's 8x more than what was happening before. It's made a huge impact.**

With VEED, we can upload our videos and have it do the automatic translations, and add the subtitles with essentially one click. And it's included in the cost, which was life-changing.

SUBTITLES

DUBBING AND TRANSLATIONS

CLEAN AUDIO

Q5. How else has VEED helped?

One way we inject humor into our videos is using all of the cool elements that are in VEED, such as stickers, emojis, and arrows. We'd have to spend much time making them from scratch in Adobe Premiere Pro, but VEED lets us add those in with one click. You can take what could be a very boring product shot and make it more fun by using little arrows that grab your attention, or a sticker that highlights your point.

The other feature we really like is the ability to have our trainers on the screen when recording a video. One of the pieces of feedback we received during the pandemic was that the sales associates missed seeing our trainers in person – they often know one another. Being able to provide a piece of training to them – with the faces and names they know, on the screen – helps keep that personal connection.

When it's appropriate, the trainer can appear on screen at the tap of a button, do the welcome, then cut to the product, then cut back in for an explanation. The option to be on the screen or not has been really helpful. That's a lot harder to do in other tools.

AI VIDEO GENERATOR

STICKERS

Q6. How would you describe VEED to other L&D pros?

It's probably the easiest video editing tool out there. Video editing sounds cumbersome, and it can be depending on the production-level you're trying to achieve. Whether you're a TikTok influencer or a big company, you can get away with using a very simple tool that anybody could learn, like VEED. And if you don't inherently know what to do, the support on the site is great. You can find answers on how to do things on the editor with ease.

VEED is easy to use, but it's also fun to use. *It's enjoyable.*

Yvonne Gettins

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4. TOOLS L&D NEEDS

1

CUE EMOTION

What it is: Feeling inspired? Emotions drive actions – which goes to the heart of L&D.

Why it works: Creating content that resonates – emphasizing its relevance and importance to an audience – means it's more likely to connect at a deeper level, enacting change.

Tip to try: Create a storyline. Audiences groan at the thought of compliance training, but it's mandatory for a reason – a good framework can connect the audience to its importance.

"

L&D science

101 CHEAT SHEET

Stuck for time? *This handy guide breaks down our video experts' top tips and cognitive techniques for upping your upskilling.*

Read *Wired for Story,* it talks about how our brain has evolved over millennia to prioritize story as a means of communication and transference of information.

Austin Welch, Learning Designer and Filmmaker

2 TRIGGER MEMORIES

What it is: Priming is a technique leveraged by magicians – and the best teachers. It involves cues that ready the brain for a specific response, often at a subconscious level.

Why it works: By engaging a person's familiarity with a topic, priming can help trigger memories and behaviors that strengthen neural pathways and deepen learning experiences.
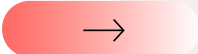
BRAND KIT

STOCK AUDIO

STOCK IMAGES

Tip to try: Use color, sound, images, or other elements as a stimulus for memory recall.

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> In a keynote, I might use a very *specific color* for a keyword – I'm priming you to look for that color. So every time that you see that color, it means that *I want you to look there.*
>
> Lauren Waldman, *Learning Scientist and Designer*

> The brain is a prediction-making machine. When we *disrupt* predictable patterns, the brain becomes *more engaged,* as novelty and unpredictability stimulate its attention systems.
>
> Lauren Waldman, *Learning Scientist and Designer.*

3 SET ATTENTION TRAPS

SOUND EFFECTS

What it is: Your brain's attention networks are often in direct competition with its default mode network – the regions often most active without stimuli (think daydreaming).

AUTOZOOM

Why it works: Embedding strategically placed 'wake-up calls' can ensure learners remain focused – or regain focus.

Tip to try: Ditch the end-of-lesson quizzes for pattern interrupt: humor, sound effects, or an unexpected element that keeps your audience hooked.

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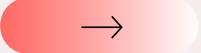
4 CUT FLUFF

What it is: Cognitive load is directly tied to working memory, limited in space and time. So those interminably long lines, and unnecessary words that circle around your point? Cut them out.

Why it works: Simplicity leads to cognitive ease, the probability you keep attention, and that your audience will learn.

Tip to try: Streamline your script by removing filler words and anything that doesn't provide value, then use AI tool Magic Cut to remove ums, ahs, and bad takes – saving you and the audience time.

✦ MAGIC CUT

> Too many people *overcomplicate* their video and place too many messages in there. Instead, *simplify your messaging*, keep it as short as possible, and only talk about what's relevant.

Sam Despo, TikTok Creator and Marketing Guru

> Much can be forgiven if you have *good audio* – you can get an $89 microphone and hardwire it straight into your camera.

Austin Welch, Learning Designer and Filmmaker

5 PRIORITIZE AUDIO

What it is: On the topic of cognitive ease, muffled, low-quality audio will create a strain on audiences. Help them tune in, or they'll drop out.

Why it works: The brain not only processes audio information faster than visuals, but auditory circuits are wired to areas involved in emotional processing – and as you know, emotions drive actions.

Tips to try: Buy an inexpensive microphone and try easy-to-use, clean audio tools.

◫ CLEAN AUDIO

→

6 SPEAK THEIR LANGUAGE

What it is: Non-native speakers experience a higher cognitive load, which can lead to reduced understanding of the content, especially if they have lower language proficiency.

Why it works: Working memory can only hold so much information at once – non-native speakers have to process language and subject matter, make mental translations, track specialized vocabulary and accents, and follow the speaker's pitch, tempo, and stress. It's a lot.
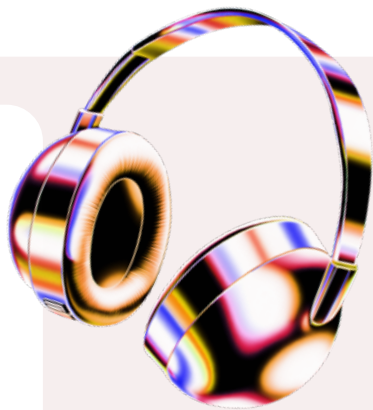
Tips to try: Translate training content to your workforce's primary language. You can do it instantly, leveraging AI tools for dubbing or adding translated subtitles, saving you time, money, and your audience stress.v

AUTO SUBTITLES

DUBBING AND TRANSLATIONS

LEARNING DESIGNERS NEED TO REMEMBER THAT THE LEARNER IS ALWAYS THE HERO IN THEIR OWN STORY

Austin Welch, Learning Designer and Filmmaker

WHY VEED?

Because *we know* video. And we get training content.

We've built two YouTube channels creating educational content – in both short- and long-form – that also entertains.

VEED Studio

135,000
Subscribers

VEED Creators

117,000
Subscribers

Between them, we now have 80 million views and counting. And we're in the top percentile for subscribers, on a platform where 1 billion hours of content is watched every day – only 0.28% of YouTube channels have more than 100K subscribers. We have two.

80 M
views and counting

VEED TOOLS TO ELEVATE VIDEO

Make pro-level training videos – in the blink of AI.
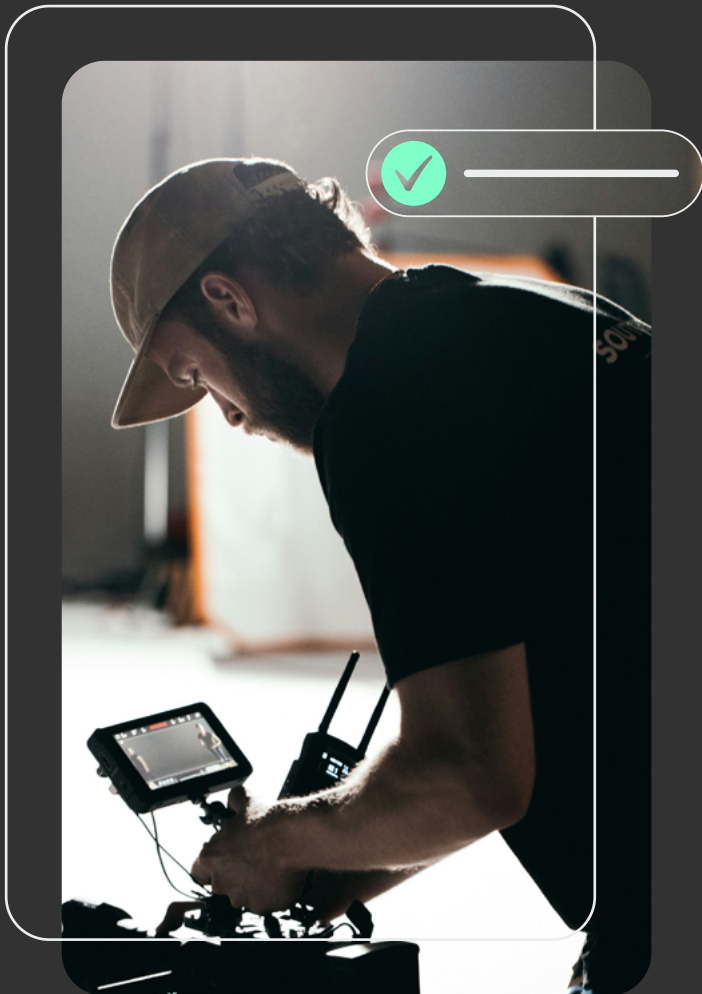
① *Avatars and voices*

1. AI AVATARS
Bring your script to live with natural, photorealistic, and diverse digital presenters – including avatars with visible disabilities.

2. PERSONAL AVATARS
Create an AI avatar that looks and sounds exactly like you.

3. AUTO SUBTITLES
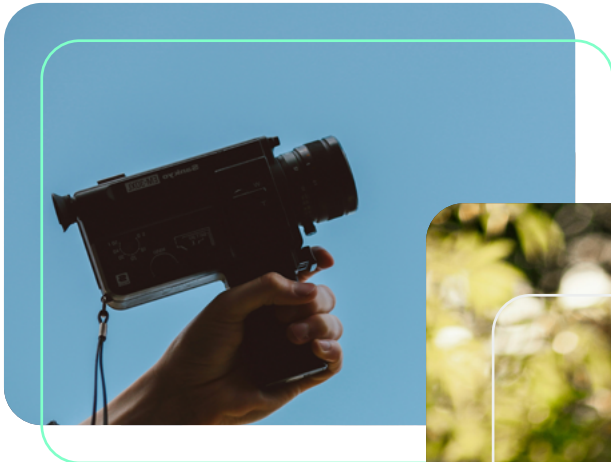Add subtitles to your video in just one click – and increase engagement by up to 80%.

② *Elevate your videos instantly*

7. CLIPS
Transform long videos into engaging clips, effortlessly.

8. BACKGROUND REMOVER
Remove your video's original background and replace it with a static or moving virtual background.

9. CLEAN AUDIO
Remove background noise and achieve crisp, professional-quality audio.

10. EYE CONTACT
Perfect natural eye contact, in one click.

4. DUBBING AND TRANSLATIONS
Automatically translate subtitles and voices into any language, instantly making your content more inclusive.

5. VOICE CLONE
Create an immersive voice clone that sounds just like you, then use it to generate engaging and lifelike video narration in more than 25 supported languages.

6. TEXT TO SPEECH
Convert written content into spoken audio.

11. REMOVE SILENCES
Cut out dead time and awkward pauses in one click.

12. MAGIC CUT
Remove ums, ahs, and bad takes.

13. GREEN SCREEN
Remove a color from your video.

③ *AI generation*

14. SLIDES TO VIDEO
Turn dull decks into compelling films.

15. AI VIDEO GENERATOR
Create talking head videos directly from a prompt.

16. SCRIPT GENERATOR
Effortlessly create compelling video scripts.

17. AI IMAGE GENERATOR
Create AI-generated art in seconds.