



# 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.

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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.*



*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.*

## 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.

Aa BRAND KIT



STOCK AUDIO

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

STOCK IMAGES



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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.*

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“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.





# 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.



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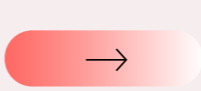
Too many people *overcomplicate* their video and place too many messages in there. Instead, *simplify your messaging*, keep it as short as possible, and only talk about what's relevant.

*TikTok creator and marketing guru Sam Despo.*

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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.*

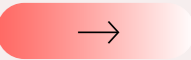


# 5 PRIORITIZE AUDIO

**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.





## 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

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LEARNING DESIGNERS NEED TO REMEMBER THAT THE LEARNER



IS ALWAYS THE HERO IN THEIR OWN STORY

*Austin Welch, learning designer and filmmaker.*

# VEED TOOLS TO ELEVATE VIDEO

Make pro-level training videos – in the blink of AI.



## 1 Generate

- 1. 🗣️ TEXT TO SPEECH**  
Convert written content into spoken audio.
- 2. 😊 AI AVATARS**  
Bring your script to life with natural, photorealistic, and diverse digital presenters – including avatars with visible disabilities.
- 3. 📺 SLIDES TO VIDEO**  
Turn dull decks into compelling films.

- 4. 👁️ 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.
- 5. 📝 SCRIPT GENERATOR**  
Effortlessly create compelling video scripts.

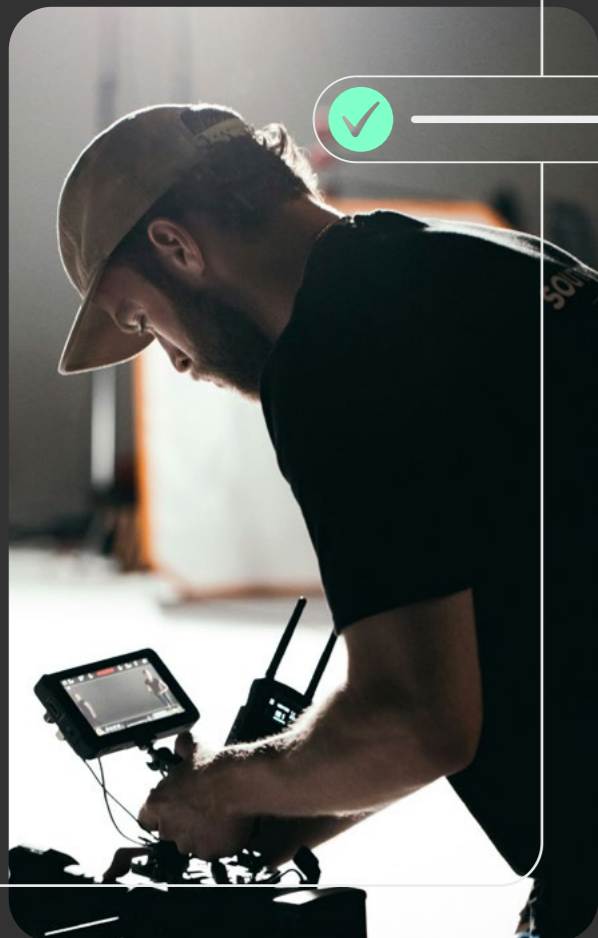
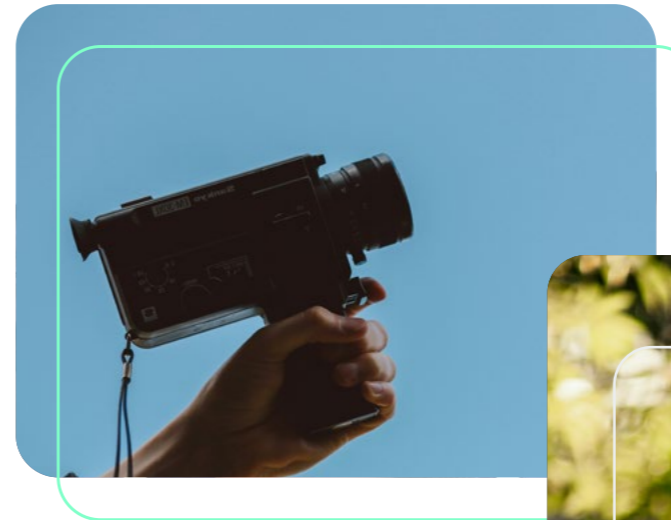
## 2 Repurpose

- 6. 📱 CLIPS**  
Transform long videos into engaging clips, effortlessly.
- 7. 🌐 DUBBING & TRANSLATIONS**  
Automatically translate subtitles and voices into any language, instantly making your content more inclusive.

## 3 Edit

- 8. 🎞️ AUTO SUBTITLES**  
Add subtitles to your video in just one click – and increase engagement by up to 80%.
- 9. 🗖️ BACKGROUND REMOVER**  
Remove your video's original background and replace it with a static or moving virtual background.
- 10. 🎧 CLEAN AUDIO**  
Remove background noise and achieve crisp, professional-quality audio

- 11. 👁️ EYE CONTACT**  
Perfect natural eye contact, in one click.
- 12. 🎞️ REMOVE SILENCES**  
Cut out dead time and awkward pauses in one click.
- 13. ✨ MAGIC CUT**  
Remove ums, ahs, and bad takes.





# WHY VEED?

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



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.

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

**80 M**

views and counting

