Upskilling your employees with video

Introduction

Business and tech journalists constantly write about how the continuous introduction of new technology will make jobs around the world obsolete.

It's true that certain technology will eliminate many positions—but it will also create new ones. As more manual tasks are handled with automation, companies will need employees who can perform advanced tasks and operations that machines aren't capable of, whether that's managing a team or building an organisation's growth strategy.

To fill these new roles, companies must embrace employee training. "Upskilling" workers allows businesses to be agile in the face of constant technological change. Rather than hiring or outsourcing for every new skill, companies can train existing, trusted employees to handle the shifts in their industry.

In this resource, we'll break down exactly why upskilling workforces is essential in today's world and explain how to create engaging learning with video.

Why upskilling employees is necessary

More than 2 billion people – which amounts to almost one-third of the internet are YouTube users. Research conducted by Cisco [found that video traffic will make up 82 percent of all consumer internet traffic in 2020](#) (up from 70 percent in 2015). With the immense increase in online video consumption, it makes sense to transfer this interest to upskilling your workforce with video.

Stacy Adams, Head of Marketing at Vyond, delivered a presentation at our community event and spoke about the importance of upskilling employees with video. This resource explores some of the key points discussed by Stacy at our event.

By using video as part of your digital learning strategy you are able to quickly prepare your employees and company for the rise of automation without compromising on cost and quality of training. Stacy spoke about the three skills that [McKinsey predicts will be the most valuable in 2030](#) and how you can build video training programs to upskill employees in these. Read below to find out more about how you can upskill your employees:

- **Social and emotional intelligence**, such as showing empathy and working collaboratively in teams. McKinsey estimates a 24% increase in demand for these skills in roles by 2030.

- **Technological Skills**, as companies introduce new tools to automate tasks, they will need employees with advanced technical skills to operate the tools. McKinsey estimates a 55% increase in demand for technical skills.

- **Higher cognitive skills**, such as creativity and critical thinking. McKinsey estimates a 55% increase in demand for these skills by 2030.

For companies, there isn't a single solution to meet the demand for these new skills. Outsourcing, hiring, and training will all be used to fill new jobs. Of these solutions, however, training proves to be one of the most cost-effective.

Stacy mentions, outsourcing also brings its own costs, both monetary and non-monetary. Compared to managing an employee, it takes more time to oversee freelancer and agency relationships and ensure that the work is being done properly.

Training empowers companies to quickly adapt to the rise of automation. Outsourcing and hiring take time, as it's difficult to find high-quality employees and services. Focusing on internal training enables organisations to make the most of their current resources and avoid the time and monetary costs associated with seeking external solutions.

Luckily, you don't need the budget of a Fortune 500 company to embrace the trend of reskilling. With accessible, affordable software, businesses can create their own learning content to grow employees' skill sets.

How to train your workforce with video

Stacy discusses, training solutions, of course, aren't always cost-effective. Outsourcing training to other companies is often an expensive investment.

Video training is particularly easy to create internally. With the right software, you can quickly create high-quality videos for your team at a reasonable cost.

Fast: You don't need to be a graphic designer or film producer to create training videos. Accessible software, like Vyond, offers drag-and-drop video templates so you can create professional-grade training in minutes.

Affordable: The subscription fee for video software is almost always going to be lower than the cost of hiring new employees or outsourcing work. It will also take a small amount of time to create these videos, in comparison to the long amount of time it takes to hire or outsource work.

High-quality: Modern video creation tools are equipped with professionally designed props, characters, and scenery—as well as plenty of effects—so your training is always polished. They also offer customisation options so you can create learning that is useful for your team.

By creating video training, you're able to prepare your workforce and company for the rise of automation without compromising on cost or quality. We'll now break down how you can build video training programs to teach employees the three skills that McKinsey predicts will be the most valuable in 2030.

Social and emotional skills

Research predicts that as more skills are handled with AI and robotic automation, companies will want more employees who bring these skills to the table – skills that machines are a long way from mastering. McKinsey estimates that 24% more working hours will be spent using these skills in Europe & the USA by 2030. Stacy spoke about how using video to help employees develop these skills is ideal. This is because you are able to create scenarios that demonstrate the positive behaviours that you're trying to teach. As an example of this, Stacy showed us a video that Vyond created to teach employees about resolving issues with coworkers.

This video offers strategies for managing emotions at work and shifting to a positive mindset. Use of facial expressions to convey emotions in the video and showing both 'do' and 'don't' situations gives employees a clear understanding of how they should act in a particular scenario.

Technical skills

McKinsey predicts that 55% more working hours will be spent using technological skills by 2030. As more and more companies start to deploy automation, robotics, AI and other new technologies, a skills shift will be created as companies will require employees with advanced technical skills to manage these new technologies.

Stacy spoke about how video content is well equipped for helping employees build these vital skills. Unlike text-based manuals, video allows employees to engage with the product so they can learn how to interact with its given features. Adding narration to videos is another useful element as it allows you to explain how a product functions while showing it in action.

Consider this example on how to set up Sonos beam, it uses a simple explanatory video while demo-ing the setup process. Sonos have deployed a series of quick 'how-to' videos while keeping the content engaging and easy to follow for employees.

Sonos: Setting Up Beam

Higher cognitive thinking skills

By 2030, McKinsey estimates that 8% more working hours will be dedicated to using higher cognitive skills. Demand for skills, such as creativity, critical thinking and decision making, is related to the need for employees to be aware of market trends that affect a company's operation. With video, you can show how this type of thinking is used in practice.

As an example of this training, Stacy showed us this video from Scriberia.
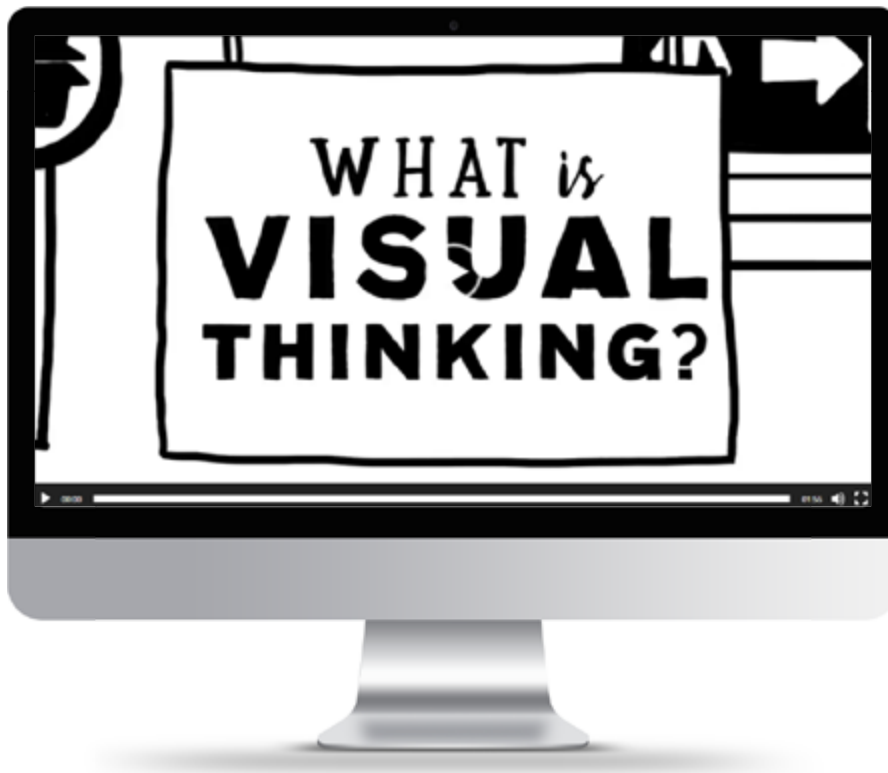
The video demonstrates to employees how to employ visual thinking in the workplace to make thinking and communicating easier for everyone. The video makes the visual thinking process easier to understand through the use of fun animations and scenarios. Stacy shared a few tips on how to produce training content for building higher cognitive skills such as:

• Creating videos that employees can use to complete higher cognitive tasks.

• Using infographics, such as charts and graphs, to visually explain how to interpret figures when creating video content that focuses on data analysis.

Preparing your employees for the future of work

For organisations, there is a clear response that is both cost-effective and sustainable: upskilling employees. Hiring and outsourcing work is both costly and time-consuming. As a quick and budget-friendly alternative, companies can create their own training programs.

This solution allows businesses to quickly adapt to changes caused by automation with employees they know and trust. Using the training tactics in this resource, you can start upskilling employees at your company by building video training programs.

You can watch the thought-provoking session that Stacy delivered below.
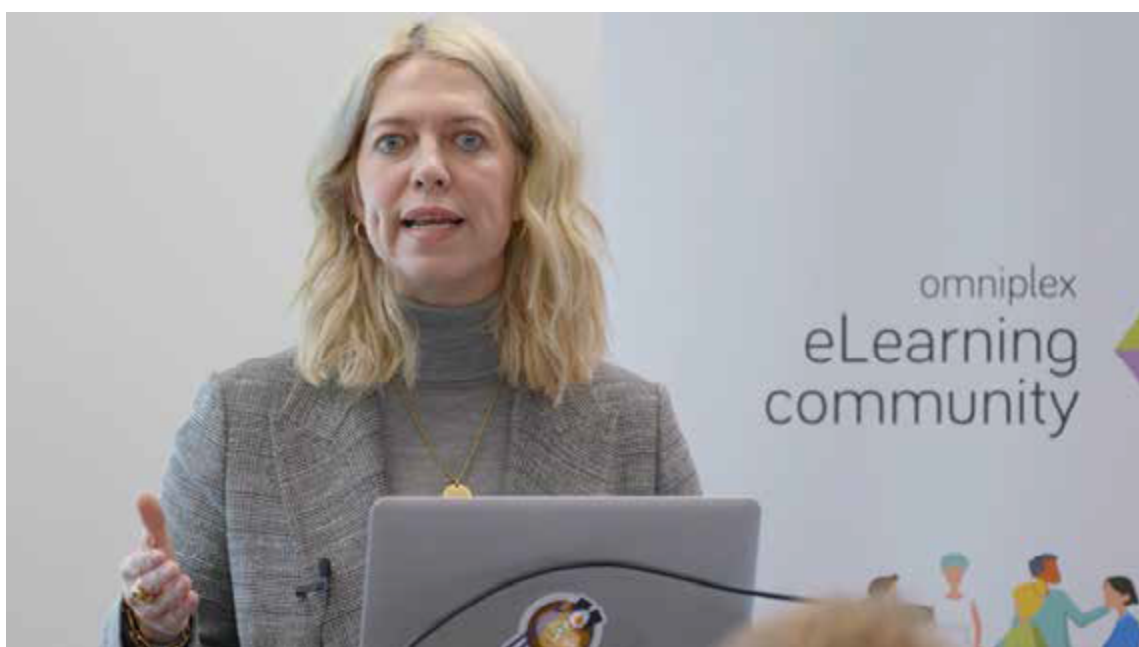
About the speaker: Stacy is the head of marketing for Vyond (formerly GoAnimate), the quickest, simplest, and most cost-effective solution for producing and sharing a professional-looking video. She has over 20 years of B2B and B2C marketing expertise for a variety of technology companies. Stacy is passionate about emerging technologies and how marketing must respond to an ever-changing array of devices and channels. In the last ten years of her career, she's been focused on new media, content marketing, and how multi-channel strategies can support, enhance and lead initiatives for forward-thinking organisations like GoAnimate, Shopkick and Mblox.

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