



CUSTOM VIDEO WIDGET FOR SUMTOTAL

What it is and why you need it



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FOREWORD

Using video in your learning efforts is one of the best ways to increase learner engagement. Studies have shown it is the single most engaging way to hold a learner's attention.

- **One minute of video content is worth 1.8 million words (Forrester)**
- **Learners remember up to 95% of audiovisual content, compared to just 65% of visual content or a mere 10% of text content (eLearning Industry)**
- **62% of millennials would rather learn via video than via text (Animoto)**

Video is more than just an extra learning method; it changes the way we learn by providing a richer learning experience. Videos encourage a more active form of learning and have been shown to increase learner motivation and even lead to higher marks on assessments (Willmot et al., 2012).

The benefits of using video in your learning efforts are undeniable. Corporations benefit from higher learner attention and retention, while learners benefit from a more valuable, more beneficial education. It's a win-win all around.

One of the easiest ways to incorporate video into your learning is to use a custom video widget on your SumTotal platform. In this mini-guide, we'll walk you through what's involved in creating such a widget, the types of content that it can support, and some sample use cases.

If you are interested in developing a custom video widget for your SumTotal platform, get in touch. We'd love to help.

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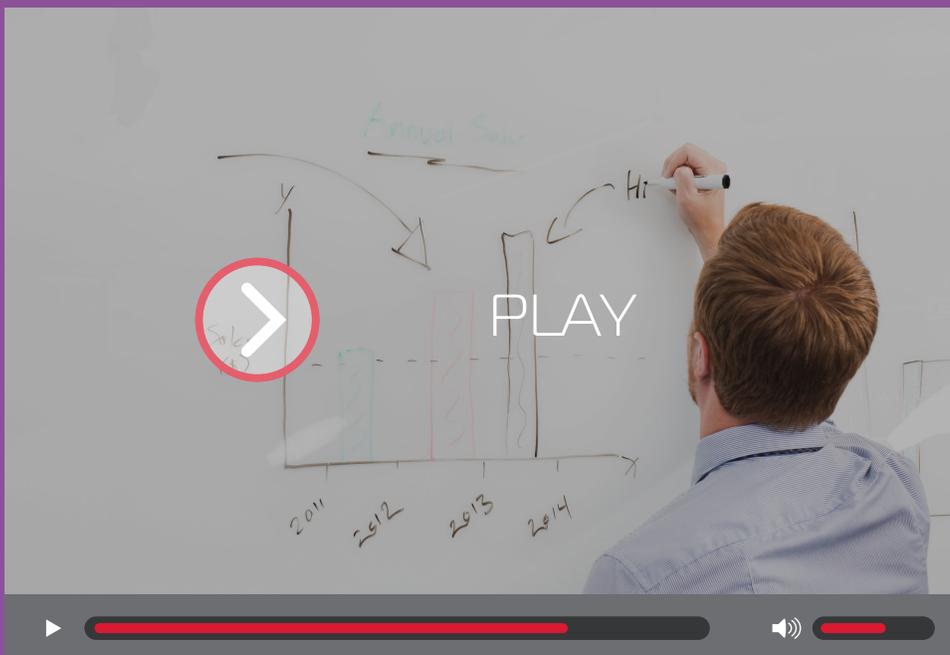
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VIDEO WIDGET: AN OVERVIEW

SumTotal News Pages are highly customisable, and custom widgets are some of the simplest yet most beneficial ways to provide extra value to your learners through a personalised experience.

SumTotal widgets enhance the usability of your learning platform, so users feel more inclined to engage with your learning content. Among the wide range of widgets available, a video widget offers one of the single most engaging ways to hold and maintain a learner's attention.



A custom video widget enables users to browse and watch a playlist of videos. Those videos can be hosted on an external site, like YouTube or Vimeo, or can be uploaded to a private, internal playlist within your SumTotal News Page. Best of all, any new videos uploaded to the playlist will automatically be presented in the widget -- no extra step necessary.

In addition to helping you create a custom video widget for your SumTotal learning environment, Earthly can help you produce in-house videos that contain specific messaging to support organisational objectives.

CONTENT TYPES

The content shown to users in the video widget of their personalised SumTotal News Page can be customised depending on their behaviour.

Different playlists (and their relevant videos) can be shown to different users depending on their system role, job title or another characteristic. **The opportunities are endless**, and we can work with you to filter content as per your needs.

- **System role-based content:** E.g. learner vs instructor vs administrator
- **Job title-based content:** E.g. sales representative vs sales manager vs field manager

You can also change the widget label for each of these groups.

To facilitate this, we map different roles or job titles to different playlists. This can be changed at any time with a simple modification of the widget's code.

Doing this ensures users have access to the most relevant video content for their role or title, enhancing their overall learning experience.



"Where my reason, imagination or interest were not engaged, I would not or could not learn."

— Sir Winston Churchill

USE CASES

Not sure what type of video content you could use in your custom SumTotal video widget? Here are some examples to inspire your efforts.



1. Sales Motivation Videos

Sales motivation videos can be used to motivate, encourage and energise your sales team. They are a unique type of sales training video that focuses less on the technical aspects that must be learned and more on the motivations behind sales.

This type of training is particularly useful if you're trying to encourage your team to close more sales, but without resorting to more aggressive techniques.

There are some great sales motivation videos already available on YouTube. You might also want to consider creating your own video featuring key company figures (like the C-suite) for a more personal touch.



2. Sales Closure Technique Videos

Sales closure technique videos, on the other hand, focus on the more technical side of sales. Once learners have been motivated, these videos can be used to teach them specific techniques they can use to close more sales in less time.

Many industry leaders have uploaded some fantastic sales closure technique videos that can be added to your widget's playlist. Alternatively, ask some of your top salespeople to share their tips in an internal video.



3. Best Practice Videos

Similar to sales technique videos, best practice videos teach your learners a particular skill. Because playlists can be customised or filtered according to system role or job title, you can easily showcase best practice videos that are relevant to each learner.

Doing a quick search on Youtube or Vimeo for the subject matter (e.g. “HR best practices” or “marketing best practices”) is sure to give you a whole selection of ready-made videos to choose from. Alternatively, get your managers or top performing team members to contribute their own personal best practices in an in-house video.



4. Lessons Learnt Videos

Lessons learnt videos are almost the opposite of best practice videos, but they have similar benefits. This type of content allows learners to learn from other peoples' mistakes, ideally preventing from committing them themselves.

This type of content is best produced internally. Ask your C-level executives or employees who have been with your organisation for a long time to contribute their lessons learnt to a video series. You can also look through the videos of industry leaders to see whether they've uploaded any relevant videos.

"An organization's ability to learn, and translate that learning into action rapidly is the ultimate competitive advantage."

— Jack Welch, former CEO of General Electric



5. Corporate Videos

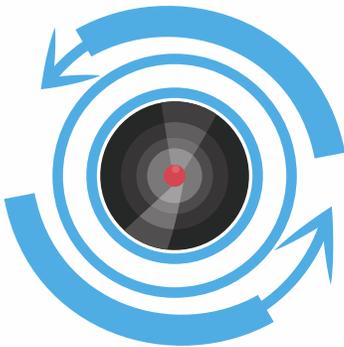
Corporate videos can be a great way to motivate employees and spread a universal message among all employees and staff. Video-based narratives can drive the adoption of company culture. They are also useful as part of onboarding programs or whenever a change needs to be mass-communicated or team moral needs a boost.



6. Customer Stories

No matter your industry, videos showcasing customer stories are an excellent tool for educating sales representatives. Sharing the stories of customers who have successfully used your product or service has three key benefits:

- It can reinforce the benefits of your offering
- It can help sales representatives understand how best to use your product or service (so they can communicate it to customers)
- It lays the path for upsell opportunities



7. 360-Degree Video

360-degree videos are a relatively new form of video content and, as an industry, we are still learning all of the great opportunities that come with using it as part of L&D efforts.

These videos offer a much more immersive experience, allowing learners to see a situation from several angles and gain a much more realistic perspective of various scenarios.

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BENEFITS

No matter your industry or the size of your organisation, video content can undoubtedly have a place in your learning efforts.



*Learners tend to remember up to **95%** of material presented in an audiovisual context, compared to just **65%** for visual content or **10%** for text-only content (according to eLearning Industry).*

Beyond these statistics, the benefits of using videos on your SumTotal News Page are many.

Accommodates different learning styles

There are five main learning styles: visual, logical, verbal, physical and aural. Video benefits those who prefer to learn visually and aurally, and may also accommodate the logical and verbal learning styles depending on the video's content.

Keeps employees engaged

Video is one of the most active forms of learning. It's the next best thing to in-person learning delivery, particularly as they can evoke greater emotion and drive connection.

It provides insight

Video content allows you to present complex subject matter in a straightforward way, providing greater insight for the learner. As reported by Forrester, one minute of video content is worth 1.8 million words.

Improve knowledge retention

Research has shown that watching video is can increase knowledge retention by anywhere from 25% to 60%.

ABOUT EARTHLY

Earthly Systems is a global SumTotal post-production services provider.

We are a team of passionate people who promise to change your world for the better by combining SumTotal with our world-class services to train and elevate your workforce. We are the only global SumTotal-exclusive post production services provider.

We help organizations around the world gain maximum value from SumTotal investment— by optimizing SumTotal within their organizations. We are here to help you take advantage of the power of SumTotal, with specialized services that are catered to your current — and future — business needs.



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