



# Everything you need to create training videos is already in your pocket

Deploy video and adapt your workforce in 3 days, not 6 weeks



## The workforce is under pressure to adapt faster than ever

Businesses are under intense pressure to reskill and upskill their employees in order to not only survive, but thrive. While organizations have been grappling with this issue for many years, it became even more apparent as the COVID-19 pandemic progressed. Businesses suddenly had to upskill their workers as health and safety protocols changed quickly, and the demand for ecommerce and curbside pickup exploded.

While some businesses met or even exceeded performance targets in this time of uncertainty, others were forced to close their doors. The pandemic only accelerated an increasing need to build an adaptive workforce as quickly as possible — a challenge that will stay with us even after the pandemic is over.

### DID YOU KNOW?

*54% of all employees will need re-skilling and up-skilling in the next three years.*

*World Economic Forum Report*

## Why are some organizations thriving, while others aren't even surviving?

When it comes time to deliver new training and task guidance based on evolving protocols and increased customer demands, many businesses experience a lag time that gets in the way of their ability to quickly pivot.

Traditionally, it takes weeks or even a month to produce new training materials, like instructional videos, and deploy them to employees. By the time workers get their hands on these training videos and materials to reskill or upskill, it's simply too late for the business to compete effectively.

The winning businesses in this scenario have accelerated the pace of video creation and deployment, using atomized training video or small snippet instructional videos. These videos are created in just days in the workplace, and then consumed by employees on their smartphones or tablets in the flow of work.

## It's the medium, not the message

The printing press distributed knowledge and ideas faster and wider than ever before. The words and ideas on the page weren't necessarily new, but the accelerated exchange of them changed the world completely. Atomized video doesn't alter the training message, but greatly accelerates the pace at which it's created and deployed to workers.

And as a result, workers can consume contextualized video clips, produced in their own working environment, to quickly adapt to shifting circumstances and job duties — with no lags in productivity.

*“Tech-enabled guidance and training will have the benefit of unlocking a greater pool of labor supply, which is now more relevant than ever. With the pace of change of the economy only increasing, reskilling and upskilling labor is of pressing importance.”*

— Pete Flint, Managing Partner at venture capital firm NFX

## Why status quo training content is too long (and doesn't work)

Most traditional workplace training looks the same: a corporate trainer arrives from head office to run a session, or they schedule a week-long Zoom orientation for new hires or employees moving to new roles. The trainer delivers a dump of knowledge upfront, outside the context of the working environment, followed by a LMS session. New hires watch 15-minute videos and retain very little from them.

Or, they spend their evenings reading through long manuals and ebooks. No one steps foot in their physical workplace.

### The medium businesses use to deliver training fails because:



Once workers are on the floor, they realize they've retained very little of what they read in those long manuals or clunky LMS, because they weren't learning in the context of their work environment



There's often a delay between when skills are taught and when they must be put to use, due to supply chain changes or increases in customer demand. During that delay, workers forget what they have learned and can't easily re-watch their training material.

## Workers on the floor are unproductive

When employees don't retain what they learn in training, they don't know what next action to take to complete their tasks. They waste valuable time looking for a manager to help them or searching through those same training manuals and PDFs. These extra steps create frustration for employees, who end up quitting, which drives up employee turnover rates.

Employees need digital access to learning, in the flow of work, based on materials that can easily be reshaped or adjusted by learning leaders as circumstances, roles or tasks change. They also need to learn in the context of their job, which results in better retention. Smart Access places scan-to-learn stickers strategically around the work environment. After scanning the sticker with their mobile device, the worker has immediate access to atomized training videos that are relevant to their immediate tasks or a nearby piece of equipment.

### DID YOU KNOW?

*Employees retain more when they learn in the context of their job.*

## What steps to take to build a modern, adaptive workforce



Provide access to easy-to-digest micro content including quick videos produced by workers themselves.



Appeal to the modern worker who's comfortable doing most of their learning digitally on a mobile device.



Facilitate micro-learning in the flow of work that's contextualized to a worker's location, position, skill level and the time of day.



Equip employees with the in-the-moment training they need to swap duties and stay safe when co-workers are absent or protocols shift.

## Why does action-ready video work best for front-line workers?

Today's modern workforce has been using social media for at least a decade, affecting the way they communicate and influencing their daily habits, communication style and interests.

The rising popularity of YouTube, TikTok and Instagram Stories has shown us the power of atomized videos that offer clear instructions on how to complete a task from start to finish.

Employees expect to consume the same types of video when they're on the store floor or in the warehouse, about to complete a task. And not only do digital natives, who make up the modern workforce, know how to consume these videos, they know how to create them.

**VIDEO IS KING WHEN IT COMES TO TRAINING**

*Workers are 75% more likely to watch a video than they are to read printed materials.*

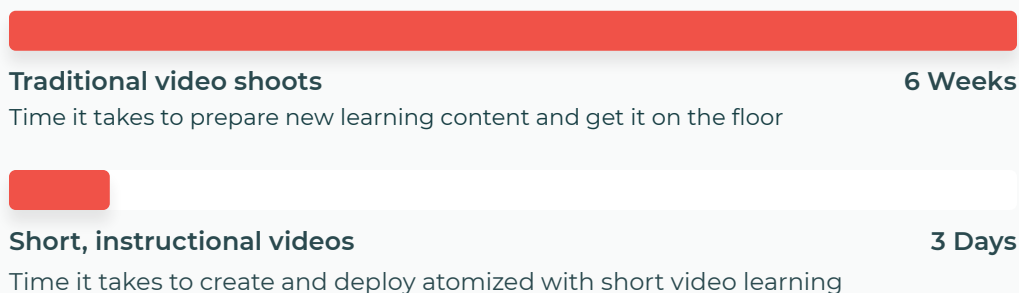
*Source: Forrester Research*

## Traditional video shoots are slow and complicated

While many businesses know the value of video, traditional video shoots for training videos are expensive and take a lot of time, especially as we continue physical distancing. It could take as long as six weeks to fly to a location, shoot a new training video, edit the footage and then deploy the material to the frontline.

This considerable effort delays getting knowledge out and can make retailers resistant to adapting and improving operations in the first place.

## Escalate speed to delivery



## THE SOLUTION

# Introducing Smart Access Go-Roll™

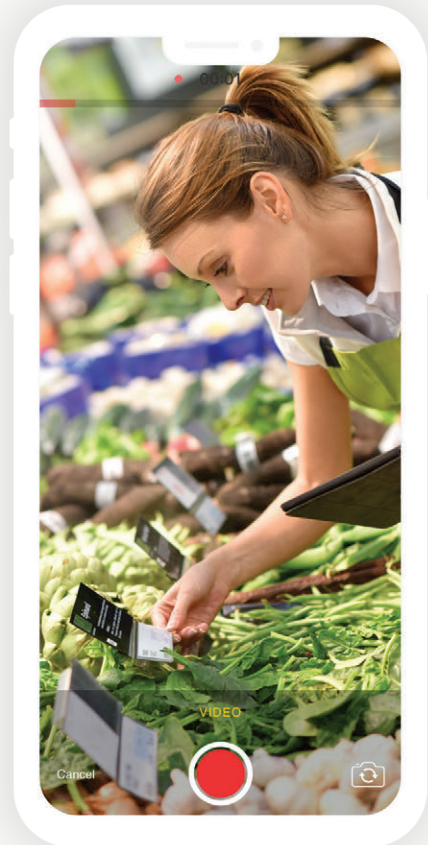
Go-Roll equips organizations to gather, edit and distribute micro videos in just days, so frontline workers can rapidly learn and adapt to shifting standard operations procedures (SOPs) and health and safety protocols.

If learning leaders are willing to let go of their rigid process of producing the “perfect” training video, and embrace the authenticity and speed of user-generated content, new videos can be created and deployed on a highly accelerated timeline.

## THE PROCESS

### Get how-to video to your frontline in 3 days

- 1 Learning or instructional leaders prepare a shot list for the how-to video.
- 2 The shot list is assigned to a frontline worker to capture video mini clips with their smartphone or managed device. Videos are kept secure in the application, on the cloud, and can't be shared outside the app.
- 3 Leaders view the shots, cut what's not useful, tag and save them with the option of a short text explanation per mini clip.
- 4 Leaders push how-to videos to the store or warehouse floor through the Smart Access application.
- 5 Frontline workers immediately access videos relevant to their working context, location, position and skill level, as well as other content related to their specific task.
- 6 As workers watch content, their usage is tracked at the mini-clip level. The Smart Access machine learning algorithm serves up related content to support their learning journey and fill knowledge gaps



LET'S GET STARTED

## Ready to adapt your frontline faster than ever?

It only takes 30 days to see the impact of a Smart Access pilot on your frontline's productivity. We can help you build an adaptive workforce with learning tools that are easy to update and deploy, so they reach your frontline as soon as they need it.

Book your demo at [www.smartaccess.io](http://www.smartaccess.io).



Record video clips about the new espresso machine and upload them immediately.

*“With technology advancing at an ever accelerating pace, L&D leaders can delay no longer: human capital is more important than ever and will be the primary factor in sustaining competitive advantage over the next few years.”*

— McKinsey



Deploy training to the frontline in minutes on how to properly foam milk.

## About Smart Access

Build an adaptive workforce with Smart Access. Our workforce productivity platform helps retailers to rapidly onboard, upskill and adapt worker roles by providing next generation learning, direct to the store and warehouse floor. Smart Access provides task guidance to workers' mobile devices, in an actionable format that's tailored to location, personalized to the individual, and delivered in the flow of work. We transform hard-to-process information into real-time task direction that ensures frontline workers do the right work and learn continuously as operations shift.

Find out more at [www.smartaccess.io](http://www.smartaccess.io).



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