

## DVD FAST FORWARD

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### Client Requirements

- add value to an informal and stimulating learning environment
- set benchmarks for specific situations and skills, relevant to the particular Client
- provide a vehicle for interactive learning through customised exercises
- motivate participants and their managers through direct involvement
- support “*blended learning*” approaches (web, video, e-coaching etc)
- support “*train-the-trainer*” models for sales coaching and leadership

### Typical Scope

Video and DVD resources are an important medium for learning, provided they are used in an interactive manner. Videos are produced using an expert camera crew and editing facilities, and we advise that the Client’s own sales and management staff are used as actors. In this way, highly relevant videos are prepared, closely in-tune with the Client’s current priorities. Each scene is quite short, focusing on a particular aspect of skill (illustrating both the “*right*” and “*wrong*” way it should be handled). During training, we follow this sequence:

- brief participants for exercise (provide handouts)
- show video scene demonstrating “*wrong*” or “*how not to*” approach
- conduct exercise (usually in syndicate groups)
- informal practice or role-play session
- critique discussion and feedback
- show video scene demonstrating “*right*” or “*how to*” approach
- review

The overall result is highly-polished, yet totally believable, illustrative material, which can be used on formal training, for modular train-the-trainer programmes, or for in-house refresher sessions. Participants tell us that they find these videos one of the most informative and helpful parts of training and Clients consider them to be a very cost-effective way to establish competency benchmarks.

### Project methods

- specification of video material, based on learning objectives
- construction of outline scenarios (rather than formal scripts)
- “*scripting workshop*” with actors to tailor the scenarios
- rehearsal sessions as necessary, with “*ad-libs*” encouraged
- direction and on-set production provided by **harrison consulting**
- in-studio editing and packaging of finished product to Client specification

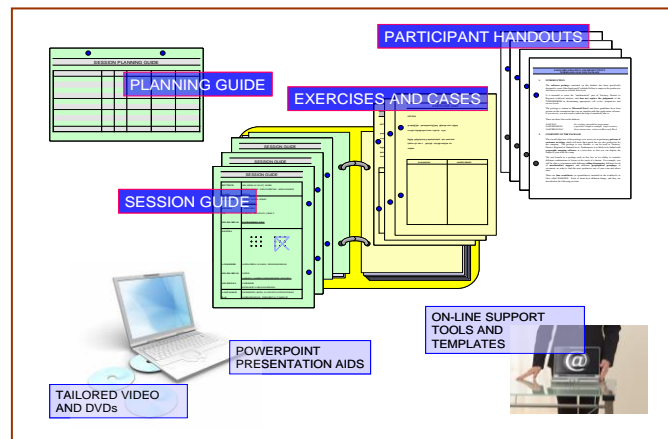
## CUSTOMISED VIDEO AND DVD: CASE STUDIES

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This is a highly specialised area of **harrison consulting's** work, and many major Clients have taken advantage of our expertise and unique approach. Industries covered include food, retailing, chemicals, paint, greeting cards, cosmetics (and many more), and topics include selling and negotiation skills, presentation skills and the full range of management.

Many large organisations have asked us to follow the integrated approach illustrated in the diagram shown on the right. We refer to this as “*Total Training*”, and it is particularly cost-effective for large sales teams.

The emphasis is on a train-the-trainer approach, and the video material is important to provide a frame of reference for the participants, and to give the trainer confidence.



In a more specific illustration of the value added by tailored video, a major Australian greeting card company asked us to develop a video-based case study around the topic of poor performance. Through a careful integration of hand-outs, statistics and video, we were able to illustrate many of the pitfalls which face the untrained manager in counselling and motivating poor performers.



In a further example, a Chemicals client asked us to produce reinforcement packages for self-paced learning. We incorporated video material, to keep it relevant, interesting and stimulating for the “*trainee*”, and we built a self-administered set of exercises into the package.

All of these examples added significant value to highly tailored and polished programmes of training, and were seen by clients as a perennial resource and a worthwhile investment. For further information, feel free to download the related backgrounders on Training Needs Analysis and “*Total Training*”.