

Engaging Busy Teams with Online Video Learning

What actually works (and why)

People don't disengage from learning because it isn't useful. They disengage because it feels too long, disconnected from their work, or easy to forget. High-performing organisations design learning to fit *how people really work*.

The 7 Principles That Drive Engagement

1. Keep it short and focused

- Videos under **10 minutes** perform best
- One clear idea per video
- Short content reduces resistance: *"I don't have time"*

Tip: A 1-minute video + 1 question beats a 30-minute course

2. Link learning to real work moments

People engage most when learning helps them **right now**.

Use learning: - Before a difficult conversation - Before a team meeting - During onboarding
- When problems arise (customers, stress, communication)

3. Make learning visible

Learning that can be *seen* gets used more often.

Effective approaches: - Dashboards showing progress - Assigned or in-progress learning surfaced on login - Shared team visibility and celebration

4. Managers are the biggest engagement lever

When managers use learning, teams follow.

Managers don't need to train — they just need to: - Play a short video - Ask one reflective question - Refer to learning during coaching



5. Talk about learning (briefly)

A short discussion creates more impact than silent viewing.

Ask: - “What stood out?” - “Where could we use this?” - “Who’s tried this before?”

6. Provide structure first, choice second

People engage more when learning is guided.

Best practice: - Assign a pathway or theme - Then allow personal choice within it

Avoid: large libraries with no direction

7. Focus on application, not completion

Modern organisations care less about *finishing* and more about *using*.

- Encourage experimentation
- Revisit ideas over time
- Reinforce shared language and techniques

The Key Takeaway

The most effective learning doesn’t add work — it fits into the work people already do.

Short, visible, practical learning used regularly will always outperform long, one-off training.

LearningPlanet New Items:

Resources page on the website: <https://www.learningplanet.tv/resources>

1-minute action sheet: [Download here](#)

New Dashboard for users

Add your content

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