

# Training Videos & DVDs: Cracking the Competition with Continuous Learning

The last decade has seen the exponential growth of technology, and with it, changes in business and the economy. This leaves no choice for the individual professional or individual business: one must change and grow with the times or become obsolete.

The key to staying current or even ahead of the game is continuous education and training. There is no way around it. Professionals must embrace new technology and the changes that come with it, or they will never have an edge over the competition. No matter what industry you are in, knowledge of that industry will double in only two to three years. In five years, 90% of your business knowledge will become obsolete. Everything changes, updates, and innovates, and the modern professional must do the same- if for no other reason than because the competition will.

Commitment to continuous education and training may not guarantee victory over that competition, but without it, you are certainly guaranteed failure. Individuals make the business. The business does not make the individual. Just one key employee can make or break a company.

Training is the best investment a business can make. Investment in training more than pays for itself. Motorola, for instance, which always invests about 5% of their gross revenue on training, claims to reap about thirty dollars for every one they spend. All companies that make up the top 20% in revenue spend a minimum of 3% on training. Training is crucial.

Training, however, does not always get the attention it deserves. The modern professional has too little time and too little resources. He or she is not fully committed to the importance of training. The long training programs lasting 2-3 days once a year that many companies rely upon are proving ineffective. Managers do not understand the proper way to train. Training materials are often not practical, detailed enough, and are always expensive.

Until now.

Training videos and DVDs can solve all of these problems. On simple, effective, and affordable videotape or DVD, all of the information you need presented when you need it presented will be at your fingertips. In the office, at home, on business trips, or wherever, you will have all of the tools you need to boost performance and productivity. Task specific and ready to be applied rather than forgotten, DVDs and videos are the easiest and most effective way to train.

Firstly, DVDs and videos are short and focused. No switching between subjects or unnecessary banter- only targeted information that will be applied in a timely manner. Use these videos and DVDs before the skills taught will be applied. Watch them at morning meetings before interacting with clients, making a sale, or using complicated software. Training videos and DVDs are practical. The ideas presented can be applied immediately- at the job site as soon as the video is finished.

Training DVDs and videos can be used in a variety of ways. Train employees according to their specific needs as situations arise, upgrade existing employees through consistent training, and/or train new hires. Whichever you choose, rest assured that video learning is proven to be most effective. People absorb 5-10 times more information by watching video than by reading or listening alone.

In order to guarantee training success, it is important to follow a few simple guidelines:

- Designate a separate room for video training- preferably with a u-shaped table so that everyone can see and take notes.
- Commit to the training sessions on a regular basis. Always start on time.
- Discuss the topic before the video/DVD is played.
- Ask questions when it is over.
- Ask employees for an action initiative- a promise to change one of their practices based on what they have learned.
- Follow-up with employees and review what they have learned.

With these simple measures, employees will absorb more information and employers will see more results. Train employees effectively and easily with video-based training.

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