



# Transform Your Training Manuals into an Engaging Visual Learning Strategy

Discover how using a visual learning strategy can help you scale content creation, boost engagement, increase skill development, and accelerate meaningful results.



Let's be honest. Training manuals are not anyone's favorite way to learn. They are static, unengaging, and often do not lead to strong knowledge comprehension or retention. That being said, your manuals are not a waste!

However, did you know if you turn your manuals into visual and video content your training materials will now be learned faster, retained longer, and provide real impact to those you are upskill and train?

In this guide, you'll learn how to create and apply the right video strategy for your training content with lots of Powtoon examples thrown in to help you get inspired.

#### We will discuss:

- ✓ The Power of Visual Learning (Video vs. Training Manuals)
- ✓ Transforming Training Manuals into Engaging Video Content
- ✓ 5 Best Practices To Ensure A Successful Visual Learning Strategy
- ✓ When to Use Video
- ✓ Expert Tips to Keep in Mind
- ✓ Case Study: Footlocker - Video Learning at Scale
- ✓ The Payoff: Training Manuals Transform to Engaged Learning



# The Power of Visual Learning (Video vs. Training Manuals)

As L&D professionals, we've all seen the reaction when you hand over a training manual to an employee. It doesn't feel great knowing that the content you develop to keep employees safe or advance their knowledge is reduced to a box for them to tick. But, you can change the negative perception associated with your learning materials. Leveraging your existing content is perfect for creating bite-sized, engaging videos that increase knowledge retention and meaningful behavioral change.

The fact is, 65% of your workforce are visual learners. Not to mention, written information in the form of PDFs, emails, and presentations fails to provide value.

This is where visual learning comes in:

- ✓ **It's fast:** You can package all your information into a two minute video.
- ✓ **It's engaging:** Learners can visualize the ideas and concepts, making them more memorable.
- ✓ **It's accessible:** Learners can view it from anywhere, anytime.

So, how do training manuals compare? Today's learners are pressed for time and attention, with distractions like social media, emails, and other workday interruptions. Together combined, this causes content fatigue and can be overwhelming.

The result is that most learners are struggling to find time to read a full-length manual during the day. Here's why:

- ✓ **It's time-consuming:** The text-heavy content is way too long to maintain focus.
- ✓ **It's boring:** There is zero digital or human interaction.
- ✓ **It's not memorable:** It ticks the box without driving real change.

## Powtoon Videos are Proven Performers:

### 2X Better

Knowledge  
Retention

### 2X Better

Engagement  
over Traditional  
Video

### 3X Better

Engagement  
vs Powerpoint  
or Manuals

### 3X Faster

Onboarding  
Times

Whether delivered in a physical or virtual setting, it's important to make sure your learning experiences are visually engaging.

Instead of relying on text-heavy manuals, old-school PowerPoints, and outdated training materials, we propose a new approach that leans on visual learning and engages employees on a much deeper level.

## HOW CAN POWTOON HELP?

Built for L&D teams, Powtoon makes learning videos easy to create, flexible to manage, and quick to distribute. In practice, this means that your L&D team can deliver effective programs at scale. Over 40M+ people are using Powtoone to transform complex and scattered information into powerful videos.

# Transforming Training Manuals into Engaging Video Content

You probably have one or two training manuals used in your current learning and development strategy. These manuals may be used for a variety of purposes, including cybersecurity awareness, diversity and inclusion training, and more. Try making a positive impact by repurposing your training content into a video and see how your employees respond.

## 1 Build Out Bite-Size Videos for Rapid Comprehension

Let's start simple. Nobody wants to watch a 54 minute long video on workplace safety. Your learners will get bored in the same way they do with a 67 page training manual. So, break down your manual into sections that can be viewed in 4 minutes or less. Then, turn your new series of videos into a course or playlist for easy viewing at your learners convenience.

*"With Powtoon, we can easily create videos that tell a story and immerse employees in an experience or environment. The result is a very engaging video that works much better than a PDF document." Tibco*



# Your Existing Manuals Are Your Script

Let's use the excerpt from a safety training manual below. While the content inside your training materials may be very important, it relies on your learner to use their imagination. However, using this content as your script, and creating an animated video showing them what you mean, will improve your knowledge comprehension significantly. Using point one below, you now have your script!

## **Scene Title:** Make the Situation Safe

**Scene:** A window is broken. Wind is coming in. Maybe add some snow for additional effect. Have your character act out the voiceover while it is happening.

**Voiceover:** "During an accident you will want to first make the situation safe. Remove the source of the hazard first to ensure others are not injured. In this case, grab a broom and clean up the broken glass to ensure nobody gets hurt."

In the event of an accident:

1. **Make the situation safe.**  
If it is possible to safely remove the source of an ongoing hazard (electric current, broken glass, leaking gas etc.) then do so first.
2. **Render immediate first aid.**  
Make sure casualties are safe, then administer immediate first aid if appropriate, following the guidelines covered in your 'out of hours' training. If you have not had out of hours basic first aid training, or separate first aid training you should seek the help of a First Aider or someone who has. First aid boxes can be found in all laboratories and some offices. They contain the names and contact numbers of trained First Aiders. You may also seek the assistance of any clinically trained colleague.
3. **Summon assistance.**  
If emergency assistance is required, ring 2222 (RHH & NGH), 4444 (UoS) or 999 depending on the building you are in to report the details of the incident and ask for the service required e.g. ambulance, fire brigade etc. If the hospital is unable to provide specific assistance (with a chemical spill for instance) it is also worth contacting the University's Emergency Control Room on 4444 (24 hr.).

## LEVERAGE POWTOON TO CREATE:



Onboarding Videos



Compliance Training Videos



Training for New Technologies



Diversity, Equity, and Inclusion Training



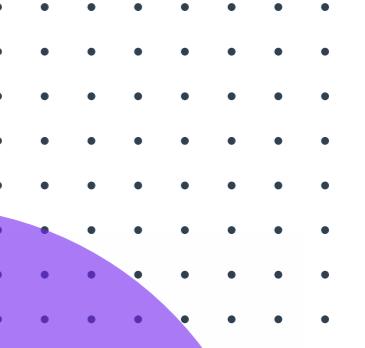
Customer Service Training



Workplace Sensitivity Training



Any Other Video You Need!



3

## Don't Create Static Videos

Motion is key to keeping your learners engaged. Don't create a static talking head video combined with a PowerPoint. This will get you slightly more engagement but will not be the optimal experience, nor will it save you that much time. With the same effort, you can create an animated video that tells your story so nothing is left to the imagination and your learners can engage in the story. Once they are engaged, you will begin to see real impact.



### HOW CAN POWTOON HELP?

Powtoon's PowerPoint integration allows you to easily upload an existing presentation and transform it into an engaging video. So how does it work? Simply import your PPT file and watch as it converts to a video format. Then, customize your new video with royalty-free footage, images, animation, characters, voiceover, or music before exporting it.



### Pro Tip:

Upload your brand kit into the Powtoon Studio beforehand to seamlessly update brand colors, logos, fonts, and more across your presentation in a single click.

# 5 Best Practices to Ensure a Successful Visual Learning Strategy

1

## Have a Clear Course Plan & List of Desired Outcomes

Before you start creating content, take some time to define a course plan that outlines a clear timeline for the learning lifecycle of your training program. Then, create a step-by-step plan for how to achieve the desired outcome that includes:

- ✓ All resources, tools, and POCs to interact with throughout the journey
- ✓ Defined milestones along the timeline
- ✓ List of clear success metrics or KPIs for each milestone
- ✓ High level story boards to get you started

### Pro Tip:

Powtoon Enterprise users take advantage of our professional services to kick start their creation process. Our team of experts can create corporate templates for you according to your priorities that your whole team can leverage and customize.

Before diving in and creating your video content, it's important to map out your visual learning strategy. Below are some tips you should consider in order to ensure a successful learning course.

2

## Turn Bulky Documents Into Engaging Videos

Research has shown that learners only retain only 10% of what they read. The days of sitting down and spending hours flipping through hundreds of pages or courses in 4 hours classroom settings are in the past.

Learning has evolved, especially when it comes to the workplace. Your bulky manuals or text heavy presentations and PDFs can be easily condensed into videos. With learners 75% more likely to watch a video than read text, your thick stack of materials can now be your new training video. This offers a more engaging experience to your learners while helping them move more swiftly in the learning process.

### Pro Tip:

Creating new learning materials from scratch can be time-consuming. Using Powtoon, you can efficiently customize and update your existing learning videos on a weekly, monthly, or quarterly basis. Add graphs and charts, engaging animation, and edit them on the fly.



## 3

## Set a Final “Success Grade” to Measure Overall Results

Since you now have defined success metrics or KPIs for each milestone, this is a good foundation to now determine how many of these metrics are successfully achieved by setting a “Success Grade”. A good rule of thumb is if the overall “Success Grade” of the learner is 70% or higher for the course. Anything less than 60% is an indicator for adjusting your content strategy or integrating more collaborative learning.

### Pro Tip:

Your L&D team invests valuable time, energy, and resources into all kinds of initiatives. Help them show off their results in a visual, digestible, and inspiring way with Powtoon’s video infographics to present the results of your latest program or initiative. The structure is simple: introduce your project, state your goals, and reveal whether the results matched expectations. Don’t forget to show off to your management team.



## 4

## Create a Library with Defined Categories and Labels

If your company has large amounts of content, or even if you’re just starting to build your learning library, it’s essential to keep your video library organized. Your courses can be built of a number of documents, links, and videos for a trainee to comb through. Having defined naming conventions based on the subject of the course, tagging by topic, and scenario of use in place makes your content library more accessible and easy to search through for all trainees.

### Pro Tip:

Easily manage your videos with folders in the Powtoon Workspace. Organizing your videos in folders is just like organizing anything else – just group your learning videos by course or topic so that you can find what you’re looking for quickly and easily! Plus, you can share them with your teammates for easy access to materials directly in your LMS or content hub.



## 5

## Devise a Clear Distribution Strategy

With so many technical tools, apps, and platforms used everyday, like MS Teams, Slack, WhatsApp, and beyond, it’s important to set clear guidelines on which platform or app is used and for what purpose. This helps define your learning culture and also sets the stage for how your learners can best utilize communication tools at hand to get the best learning experience.

### Pro Tip:

Seamlessly integrate your existing tools with Powtoon – PowerPoint, LinkedIn, email, Slack, your LMS or LXP, and more. Then, publish your videos directly to your learners’ favorite platforms to give them access to learning materials all in one place.

# When To Use Video

Now that you have a framework on how to approach your visual learning strategy, it's time to start creating video content! But how do you determine when it's best to use video? Here are our tried and true tips.



## ◆ 1 Sharing Your Company's History, Culture, and Organizational Structure



Using video to dynamically express the history, culture, and organizational structures of your company, its mission, vision, and goals is a great way to engage your employees.

Having videos covering these topics can help onboard new employees and set the tone of the learning culture, empowering them to take on their learning journey with more confidence and motivation.

*"Powtoon has enabled us to quickly create and deliver content in a format that resonates with our mission to inspire and empower youth culture. Through short, engaging, visual storytelling we are able to get training into the hands of our store teams in as little as 1-2 weeks depending on the subject matter."*

- Jennifer Baker, Senior Manager, Retail Learning & Development at Foot Locker

## ◆ 2 Providing Training & Tutorials for New Tech Tools and Platforms



Getting accustomed to everchanging tech tools used in your company can feel overwhelming. When a new employee is joining the company or a new software is being introduced company-wide, a video tutorial is a great way to show all the features of a tech tool or platform.

By creating a screen recording video, it's simple to make a software demo with a voiceover to show your team the ropes of a new tool. Plus, you can also enhance the demo video with onscreen text and animation to highlight major takeaways. An interactive video with access to direct support of existing teammates or a department specific guide is a good way to use a video and make learning a new software engaging.

### Our Recommendation:

Kick off your software integration with an engaging video template. This template will help to introduce a new software in your company to your employees. Explain how & why you'll use it, and how it can improve your business! Don't forget to try Powtoon Capture for Business for all your screen recording needs.

## ◆ 3 Implementing Change Management



It's natural for organizations to grow and scale. But introducing new changes in a digestible way can be challenging with clunky presentations and complex concepts. Using a video to showcase your organization's change journey, new goals, and structures can be done simply with a video.

### Our Recommendation:

New systems and processes can be highly disruptive to business, yet introducing change is necessary for organizations to innovate, evolve, and stay competitive — especially in this new world of remote work. Use this change management video template to ensure your employees smoothly transition into new processes, technologies, and systems.

## ◆ 4 Simplifying FAQs



After having several employees go through a training course or onboarding program, make sure to take note of the questions that come up. Those questions, especially ones that are asked many times, are a great jumping off point to create an FAQ video. This helps ensure the best use of time of your team and resources while avoiding redundant meetings or communication.

### Our Recommendation:

Help learners understand upcoming organizational change with this whiteboard template full of FAQs. Explain complex updates within your company in a simplified whiteboard video. Got more questions you think your learners will want to know? Simply duplicate slides to add their burning questions.

# Expert Tips & Tricks

Now that you know the best instances when to use video and when not to, we've put together a list of tips and tricks gathered from the experts to keep in mind throughout your learning strategy planning. The tips below will help you successfully keep the balance between video and human interaction and creating relevant, scalable video content.

## Keep the Human Touch Alive:

Maintain a balance between video engagement while keeping the human touch present and consistent throughout the employee development journey.



## Add Contact Details:

At the end of each video, be sure to provide contact details and names of people to reach out to with questions to make sure the human touch is present.

## Reimagine Bulky Documents:

Identify opportunities to create an engaging video by asking yourself, "can this training manual have a better impact if it was a video?".

## Be Mindful of Learning Styles:

Keep in mind, each individual has a different learning style. If most of the videos in the training course cover a topic broadly, it's important to keep doors open for specific or technical questions that can be asked and addressed in person or over Slack.

## Know Where to Use Which Type Of Video:

For example, recording your screen to explain a concept is better suited for sharing on Slack or Microsoft Teams. An animated video can also work well on your collaboration platform of choice, while a long-form video is better suited for your LMS or for sharing over email.

## Section Off Long Videos:

For longer videos, identify all of the themes and compress each one into titled sections. This helps section off long videos into smaller "chapters" which are much easier to digest. Also make sure to pause to summarize key learnings for each chapter.

## Keep an Open Feedback Loop:

Employees are great sources of feedback when they are on the learning end of the video. Keep a feedback loop open by following up with a survey or having a 1:1 meeting when they are going through a learning program can provide critical information on how to improve your video content and learning strategy moving forward.

# How Powtoon Can Help You Streamline Your Content Creation

Visual training videos are just the beginning. Powtoon's video creation platform empowers your team to create, manage, and distribute powerful, on-brand videos to onboard, upskill, and reskill learners. Powtoon makes it easy to scale content creation with the freedom of unlimited design styles. From microlearning, training videos, digital signage, and more, here's how you can deliver inspirational learning experiences every time.

## Turn your training content into brilliant videos – at scale

Save hours on creating videos from scratch with 100s of professionally designed training video templates made for training, eLearning, microlearning, and more.

- Customizable design
- Customizable animation
- 1M+ stock images, videos & music

## One video, infinite designs

Transform any existing training video or presentation – in any design style – to repurpose your work and complete your vision.

- Custom layouts
- 1000s of design combinations
- Shareable folders

## Stay on brand

Have access to the right font, color, and logo every time. Easy-to-use without losing control of your brand needs.

- Font, color, and logo upload
- Save company templates

## Train, explain, engage

Easily record your screen and camera to share eLearning videos that inform and engage employees in the hybrid workplace.

- Screen & camera recording
- Enhance with animation
- Share to any channel

## Collaborate with teammate

Get in sync with your team by simultaneously editing, adjusting, and giving feedback on training content.

- Shareable link
- Manage user permissions
- Shareable folders

## Unlimited video storage

Give your team the freedom of unlimited video storage to keep your information, media, and data safe – in one secure location.

- Free trial for new team members
- Enterprise-grade security
- ISO-certified cloud

## Personalized characters

Build your own diverse characters that represent your employees. Customize hair, clothing, facial expressions, and animated gestures.

- Hair & face customization
- Branded outfit control
- Full diversity & inclusion

## Share to your authoring tool

Easily integrate Powtoon with your LMS! Upload your training videos directly to Canvas, Articulate, Rise, 360Learning, Kaltura, and more.

- Integrate with your LMS
- Made for any device

# Case Study: Foot Locker - Video Learning at Scale

Foot Locker is a leader in the footwear industry, who's purpose is to inspire and empower youth culture around the world by fueling a shared passion for self-expression and creating unrivaled experiences.

With approximately 3,000 retail stores in 27 countries across North America, Europe, Asia, Australia and New Zealand, training the company's in-store personnel in a way that reflects its values and diversity is essential.

Powtoon's library of characters and branding elements helps Foot Locker enhance their in-store experience and create a common visual language across videos, emails, presentations, and other training collateral. The team uses Powtoon's animated backgrounds to bridge between virtual and physical.



Diverse characters  
created



Employees  
trained



Regions  
engaged

Using Powtoon's video creation solution allowed Foot Locker to graduate from training by static binders to training by experiential visual learning across 3,000 locations and 27 countries. It helps enhance their in-store experience and create a common visual language across all learning materials company-wide.



Before Powtoon, creating learning content was labor-intensive and didn't effectively get messages across to global employees.

With Powtoon, Foot Locker's L&D team scaled their content by taking learning materials traditionally put into a binder and turning it into engaging, bite-sized video content with audio, voiceovers, and characters moving on screen.

Foot Locker even uses characters to emulate its diverse employees and create a deeper sense of belonging. As a company celebrating youth culture.

*"Footlocker focuses heavily on diversity, inclusion, and belonging. Training materials where everyone looks like a cookie-cutter wouldn't work for us. Powtoon's visual learning platform really enables us to create these dynamic characters that can be from all different geographies, body types, heights, and ethnicities, so everyone who takes this training feels connected to the video!"*

- Jennifer Baker, Senior Manager,  
Retail Learning & Development at Foot Locker

In order to ensure consistent employee performance and customer satisfaction, Foot Locker created a hiring training video. By using video, this training content was made accessible to frontline workers across 27 regions. The impact? More high-performing employees that match the company values, meet the customer expectation, represent the Foot Locker brand.



# The Payoff: Training Manuals Transform to Engaged Learning

Video is an incredible tool to make learning engaging. So, what kind of results can you expect? With the right learning content strategy, learners are likely to retain 95% of video content. The key thing to remember is to have a balance between community learning and visual learning. Videos are supplementary tools that L&D teams are bringing to the table to ensure engaging learning experiences that boost knowledge retention and skill development. With visual learning customized for your company, your L&D team can grow your employees and business simultaneously.

So, how can you get started? Powtoon is the visual engagement solution that gives L&D teams the flexibility to create, manage, and distribute all kinds of videos and visual learning content in one place. Powtoon can help you identify your learning and development needs and determine the best solutions to meet your L&D goals. If you're interested in seeing how video can assist with your learning and development programs and improve your corporate learning results, we encourage you to book a call with our team.

Contact [business@powtoon.com](mailto:business@powtoon.com) to learn more

