

How Organizations are Using Video in 2021

Executive Summary

In 2017, The Learning Guild reported on how video was being used by members to support learning and talent development. This is a follow-up report, derived from a survey made available to members in late 2021.

The way video is defined, how it is produced, what it is used for, and how it is integrated into the learning strategies varies. As such, this survey sought to understand the use of instructional video in organizations at a broad level in order to paint a picture of how this powerful modality is supporting organizational learning today.

It's no longer novel to include video produced within the training department in an organization's learning strategy. Rather, it has become the norm. This survey highlights some interesting trends around accessibility, topics best suited for video, average length of videos, and challenges organizations are experiencing.

To download the full report, [click here](#).