



WHITEPAPER

# Make your training pop

– when and why to use Vyond for learning that sticks

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## Introduction

Let's face it – no one wants to sit through another sleepy slide deck or endless compliance lecture. Modern learners expect more. More relevance, just-in-time learning and above all – more control over how and when they learn.

That's why training videos have become a go-to format for organizations that want to boost engagement, reduce costs and deliver knowledge at scale.

But making an effective video isn't just about the recording. It's about crafting learning experiences that are concise, creative and deeply connected to your learners' needs.

A training video can be used to:

- Onboard new team members
- Demonstrate tools or systems
- Explain soft skills and behaviours
- Deliver compliance and safety training
- Standardize knowledge across regions or roles

In this guide, we'll show you how to design and produce training videos that are as impactful as they are efficient – using AI-powered tools like Vyond to bring your ideas to life in minutes instead of weeks.





## Three reasons training videos are a smart move

### 1. Boost engagement in a world of distractions

Between back-to-back calls and buzzing notifications, attention is in short supply. Training videos cut through the noise with visual storytelling, relatable scenarios and built-in variety. Videos activate multiple senses and support different learning styles. It's the difference between "I saw it" and "I got it."

### 2. Cut training costs while scaling your reach

Say goodbye to expensive venues and travel budgets. With AI tools like Vyond, you can quickly update, personalize and reuse content across teams and time zones – without extra spend. Create once, share endlessly.

### 3. Maximize time and on-demand learning

Short, on-demand videos let learners access information in the flow of work – when they actually need it. Whether it's five minutes before a client call or in the middle of a shift, training becomes timely, not tedious.



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## What makes a training video effective?

It's not just about what you show – it's how you shape the experience. Great training videos have a few things in common:



### Clear objectives

Know what you want the learner to do differently after watching. Design around that goal.



### Sensory variety

Use visuals, voice, music and movement to bring concepts to life.



### Concise content

Keep it focused. Cutting the fluff respects your learners' time.



### A moment of surprise

Hook them early. Use a stat, story or scenario that disrupts the expected.



### Relevance

Tailor your message to your audience's world. Real people. Real problems. Real solutions.



### Room to reflect

Invite learners to pause, consider or choose – turning passive watching into active thinking.



## Types of training videos (and when to use them)

### Animated videos

Perfect for explaining abstract ideas or building scenarios. Cost-effective, quick to update and never dull.

**Pro tip:** Great for onboarding, role-play scenarios and product walk-throughs.

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### Presenter-style (talking head) videos

When you want to show a real face – or a virtual one – this format creates a sense of personal connection. Just be mindful of pacing and visuals to keep things engaging.

**Pro tip:** Great for announcements, testimonials and leadership messages.

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### How-to and screencast videos

Perfect for “show me how” content. Clear, step-by-step visuals make it easy to follow and repeat

**Pro tip:** Great for systems training, software guides and process walkthroughs.

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### Interactive videos

Turn your learners into participants. With interactive videos, they can practice handling common problems and dilemmas in realistic scenarios that simulate decision-making.

**Pro tip:** Great for compliance and leadership training.

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### Text-based videos

Quick, clean and budget-friendly. Rely on motion graphics and bold text to get your point across fast.

**Pro tip:** Great for updates, reminders and internal comms.



# How to make your first – or next – great training video

You don't need a production crew or fancy studio. Vyond is an AI-powered platform that makes training videos easy to create and update.

## 1. Set your goal

What's the one key message or action? Define it. Align it with your business goals. That's your north star.

## 2. Plan your story

Even short videos need structure. Sketch a quick storyboard. Write a script that's clear, conversational and focused.

## 3. Pick your video type

Choose the format that best fits your message and audience. Vyond makes it easy to switch or mix styles. Use characters, humour or surprise to boost engagement.

## 4. Create with AI tools

Vyond's built-in AI features make it simple to generate scenes, scripts and assets – all from a text prompt. Want a safety video with a warehouse backdrop? Just ask.

## 5. Edit and enhance

Tweak visuals, adjust voiceover and add music or subtitles. Keep it tight, accessible and on-brand.

## 6. Share it where it matters

Upload to your LMS, share in Teams, embed in onboarding flows or email it to managers. Meet your learners where they are.





## Build better learning with better tools

- The future of training isn't about more content. It's about better experiences.
- Training videos don't have to be long or hard to make. With the right approach – and the right tools – they're quick to create and easy to reuse, while still delivering training that's relevant and ridiculously engaging.
- Vyond makes it possible. With AI-powered tools, a rich asset library and a platform built for business, creating impactful training videos has never been faster or more fun. And that's what learning should feel like.







## All digital learning solutions in one place – and the help you need to make it work

TicTac Learn is the leading provider of digital learning solutions in Northern Europe – helping people, businesses and organisations grow is in our DNA. We're committed to making an impact.

We offer digital learning solutions for companies and organisations of all sizes, regardless of the stage of digital transformation.

We have hands-on experience from most industries. Whether you need complete project solutions or just parts thereof – we're here to help. Always offering you the most efficient and user-friendly software to achieve your educational goals.

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