The Essential Hybrid Training Playbook

How to Build a Future-Proof Hybrid Learning & Development Strategy

Panopto®

Playbook Contents

Hybrid Training is a Business Imperative

The pandemic has forever changed how we work and learn. Not only have organizations discovered the strategic possibilities of a distributed workforce, but employees have also come to expect flexibility and choice in how they communicate and collaborate.

Even as companies around the world return to physical offices and facilities, supporting both in-person and remote employees will be essential to thriving in a competitive business environment. Hybrid is here to stay.

Companies adopting an ongoing hybrid working model

73% US[1]

65% Europe[2]

58%
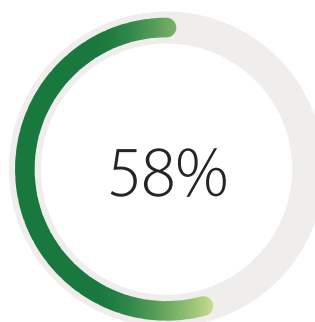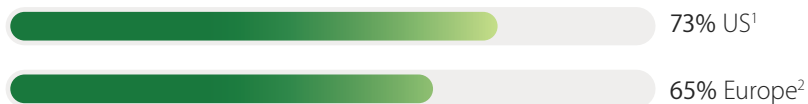
Companies concerned that they are not aligned with employees on hybrid work expectations[3]

This evolution of work has highlighted the strategic value of L&D.

As hybrid work challenges long-held ideas and expectations around engagement, productivity, and career development, learning and development (L&D) teams are uniquely positioned to reimagine how organizations tackle today's toughest challenges and navigate the uncharted waters of tomorrow.

Training managers have the opportunity to develop a strategic culture of hybrid learning – and Panopto is here to help.

Whether you're new to hybrid learning or ready to scale your existing hybrid training programs, we hope this playbook serves as both an inspiration and actionable guide to help you develop a future-proof hybrid L&D strategy.

Are You Ready For Hybrid Training?

Take our 3-minute quiz to discover your hybrid training readiness score and how to strengthen your strategy moving ahead.

1 How does your team deliver training curricula?

a. We take an ad-hoc approach to training delivery. Sometimes we have an asynchronous (on-demand) pre-read but most of the time we're on a Zoom call.

b. We proactively design curriculum delivery based on the type of training and employee needs, using a combination of synchronous and asynchronous methods.

c. I'm not sure what asynchronous means. We approach in-person and remote training the same way, often repeating sessions for each group of learners.

2 How well do you understand your workforce's learning style?

a. Very well – we know what percentage of staff are in-person and remote, their preferred digital devices, and what they hope to achieve from training.

b. I don't know how, when, or where my employees prefer to learn.

c. Somewhat – we know our workforce demographics but aren't sure how or with which devices and tools they prefer to learn.

3 Does your team record training?

a. No, I'm not sure how or where to record training.

b. Always. We record formal sessions and informal social learning moments and automatically save them in a secure, searchable library.

c. We record formal training and upload it to our internal cloud when there's enough time and bandwidth.

4 Is your training available on-demand?

a. Yes – employees have access to training at the speed of need in our searchable video learning library.

b. We save a few Zoom training recordings in Sharepoint but employees have trouble quickly finding the right content.

c. We don't store or share our training.

5 How integrated is your training tech stack?

a. We use Microsoft Stream because it's included in Office 365, but fragmented functionality and additional licensing costs are a burden.

b. Managing multiple tools is a real headache. Juggling e-mail, printed materials, video recordings, and our LMS takes up a lot of my team's time.

c. Our single, comprehensive video library integrates seamlessly with our corporate LMS and conferencing tools. Recording training is automatic, secure, and easy.

6 Do you encourage social and experiential learning?

a. Most of our training is formal content. We might have employees record offboarding videos when they leave the organization.

b. Our training is a combination of formal content delivered by professional trainers and informal, social learning between team members.

c. All of our training is formal content. Purchase or production costs take up a lot of my budget.

7 How do you measure the ROI of your training?

a. We use feedback surveys but don't have quantitative metrics for how employees engage with training.

b. We measure success by the number of courses delivered. Proving ROI to leadership is always an uphill battle.

c. We use a combination of qualitative surveys and robust video engagement analytics to make the business case for L&D at the organization.

8 Are your training tools aligned with IT and Procurement?

a. Yes – IT and Procurement see the strategic value of my tech stack.

b. Not quite – we talk about tools but bandwidth and security are always an issue.

c. Who looks after IT again?

Tally Your Points

#	a	b	c
1	1	2	0
2	2	0	1
3	0	2	1
4	2	1	0
5	0	1	2
6	1	2	0
7	1	0	2
8	2	1	0

13-16

Hybrid Hero

"Hybrid" is your middle name. Your purpose-built curriculum leverages asynchronous and synchronous methods. All of your training is available on-demand in a secure, searchable video library.

Take your hybrid training to the next level and discover best practices in an upcoming webinar.

7-12

Hybrid Hopeful

Great start! You're recording training to support hybrid workers, but they struggle with fragmented tools and content discoverability. It's difficult to prove the ROI of your training to leadership.

Keep reading this Hybrid Training Playbook to optimize your approach and demonstrate its strategic value.

0-6

Hybrid Hesitant

Need a hand with hybrid? Don't worry, we're here to help. The first simple step is to start recording your training.

Get your free Panopto account to instantly record and share training videos that employees can view when and where they need it most.

Panopto®
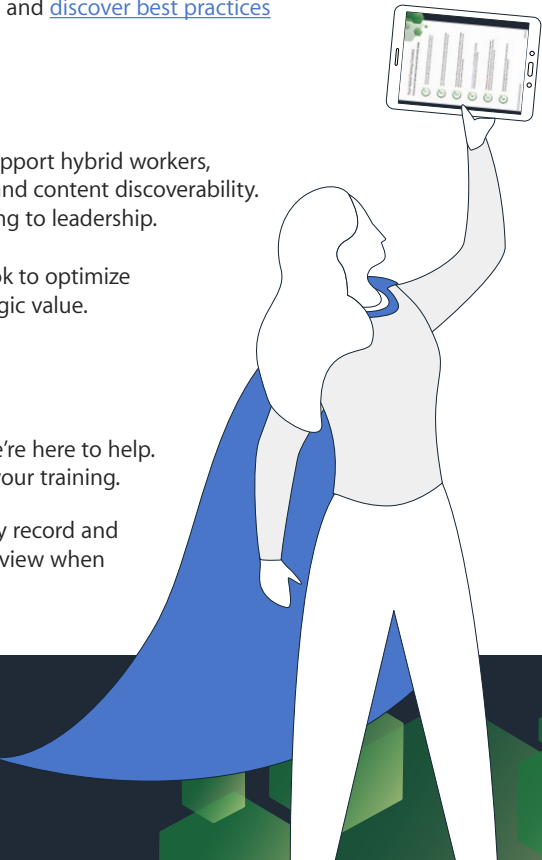
# 6 Steps to Building a Future-Proof Hybrid L&D Strategy

Align Training Goals with Organizational Goals

From closing the skills gap and reducing staff turnover to improving productivity in a workforce stretched thin, companies are increasingly looking to L&D teams to solve strategic business problems. Yet a majority of leaders don't believe their learning programs align to their business goals.

The first step to developing a robust L&D strategy is understanding your corporate strategy: What are your organizational KPIs or OKRs? What metrics are business units held accountable for? Most importantly, what does hybrid work look like for your organization?

L&D is essential to business resilience in an uncertain future.

L&D plays a key role in driving corporate culture and business resilience. Establishing training programs that are consistent with organizational goals and hybrid working norms are table stakes to setting up your team – and business – for success.

60%
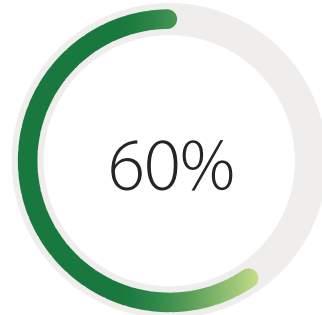
Companies that **do not** believe their learning strategy is aligned with their business goals.[4]

The L&D team at Canon Solutions America initially deployed Panopto to support their training programs, but quickly found that it had substantial value in sharing knowledge across the wider business.

"Panopto has become a driving force behind a massive digital transformation at Canon Solutions America – it's taking our entire organization to the next level. It's not just a training tool. Panopto is quickly becoming our primary solution for sharing information throughout our entire organization and with our customer base."

"If we hadn't had Panopto when COVID hit, our training operations would have been at a complete standstill. We wouldn't have accomplished what we did, and ultimately, both our business and our customers would have suffered from it. Panopto has been the one technology that's kept our business on track throughout the pandemic."

- Eric Hill
  Senior Product Training Specialist, Canon Solutions America, Inc.

Take Action:

Revisit your organization's goals and KPIs for the year. Does your L&D strategy reflect corporate objectives? Do your training programs complement your company's approach to hybrid work?

✓ **Step 1**

Hybrid employee device usage[5]

Tablets
13%

PCs
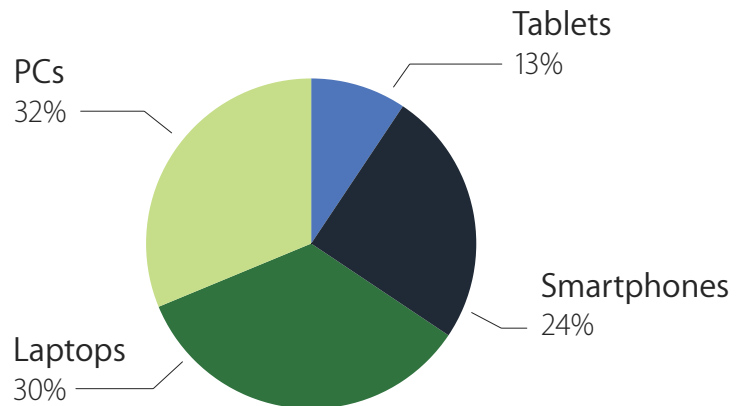32%

Smartphones
24%

Laptops
30%

Understand and Empathize with How Employees Learn

How, when, and on what devices employees consume information has changed. A distributed workforce needs information in the flow of work, but just what that flow looks like is different for in-person, remote, and hybrid employees.

Before you can craft a successful hybrid training strategy, understand the challenges your employees face when training, learning, and accessing the right information to do their jobs.

Listen to your employees: What are their primary pain points? Are they struggling to find information and previous training at the speed of need? Do they prefer to learn synchronously or asynchronously? What devices do they use to work and how much time do they spend on each?

236

Productive hours lost per year on duplicating work[6]

57%
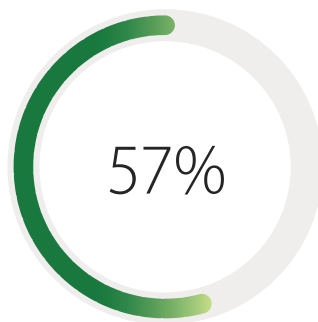
Distributed employees who rank quickly finding information as a top challenge in their work[7]

Employees want flexibility and choice in how they work and learn, but they also expect a consistent experience with the tools and processes they need to succeed. It's a delicate balance.

The training teams at Hubspot and SK Telecom recognized that their employees were struggling to collaborate and learn across time zones, teams, and tools. They partnered with Panopto to help employees capture, share, and easily access essential knowledge to remain productive in a distributed context.

"We've always had issues with our Zoom recordings. People struggled to find the right recordings quickly, and we needed a platform that would make it easier to manage them. Once we got Panopto, we saw an even bigger win in having a video portal. We didn't realize how important our video assets were to our company - it's like a lightbulb went off."

- Johny Jacques
  Senior Collaboration Engineer, HubSpot

"Our employees are discovering that real-time video conferencing tools aren't always the best substitute for face-to-face collaboration. We need more flexible video communication and collaboration solutions to stay productive and focused on our work. And thanks to Panopto, we can collaborate and exchange ideas just as effectively through asynchronous video, without disrupting our flow of work."

- Jeong-min Seo
  Manager of the Competency Culture Group, SK Telecom

Take Action:

Ask your employees how they prefer to work and learn. Whether it's a formal company-wide survey or a casual brainstorm by department, listen to your workforce – their answers might surprise you.

**Step 2**

Embrace Flexibility and Trust

The rapid shift to remote work demonstrated the incredible adaptability of the workforce. Many people have not only sustained but improved productivity and innovation in a distributed environment. A large part of this success can be attributed to greater flexibility and agency in how employees work and learn.

Flexibility can actually enable consistency across the hybrid training experience by allowing employees to take control of their learning experience. When, where, and how your hybrid employees best learn will be different for each individual. Training programs that allow for synchronous and asynchronous methods entrust learners with the ability to customize their training experience, improving engagement and outcomes.

The benefits of flexibility aren't only for employees. A more flexible training model can help reduce costs and shorten training schedules by optimizing synchronous classroom time. It also enables training programs to scale by empowering learners to take control of their training experience rather than relying on instructors alone.

Reimagine how and when employees learn.

Employees are more engaged, motivated, and productive when they can drive their own training agenda – working when, where, and how they are most effective.

75%
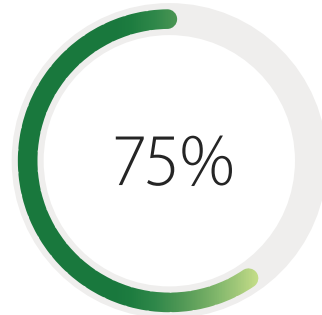
Knowledge workers who expect greater working flexibility[8]

SK Telecom used Panopto to adapt their traditional, classroom-based training to a dynamic digital model that provides consistent, searchable, on-demand access to training recordings.

"We were able to use Panopto more extensively [during the pandemic] to expand employee training and development...More importantly, we were able to maintain the continuity of education. People used to believe that you could only get a quality education inside a classroom, but now SK Telecom employees can easily see the value of anytime-anywhere online learning."

- Jeong-min Seo
  Manager of the Competency Culture Group, SK Telecom
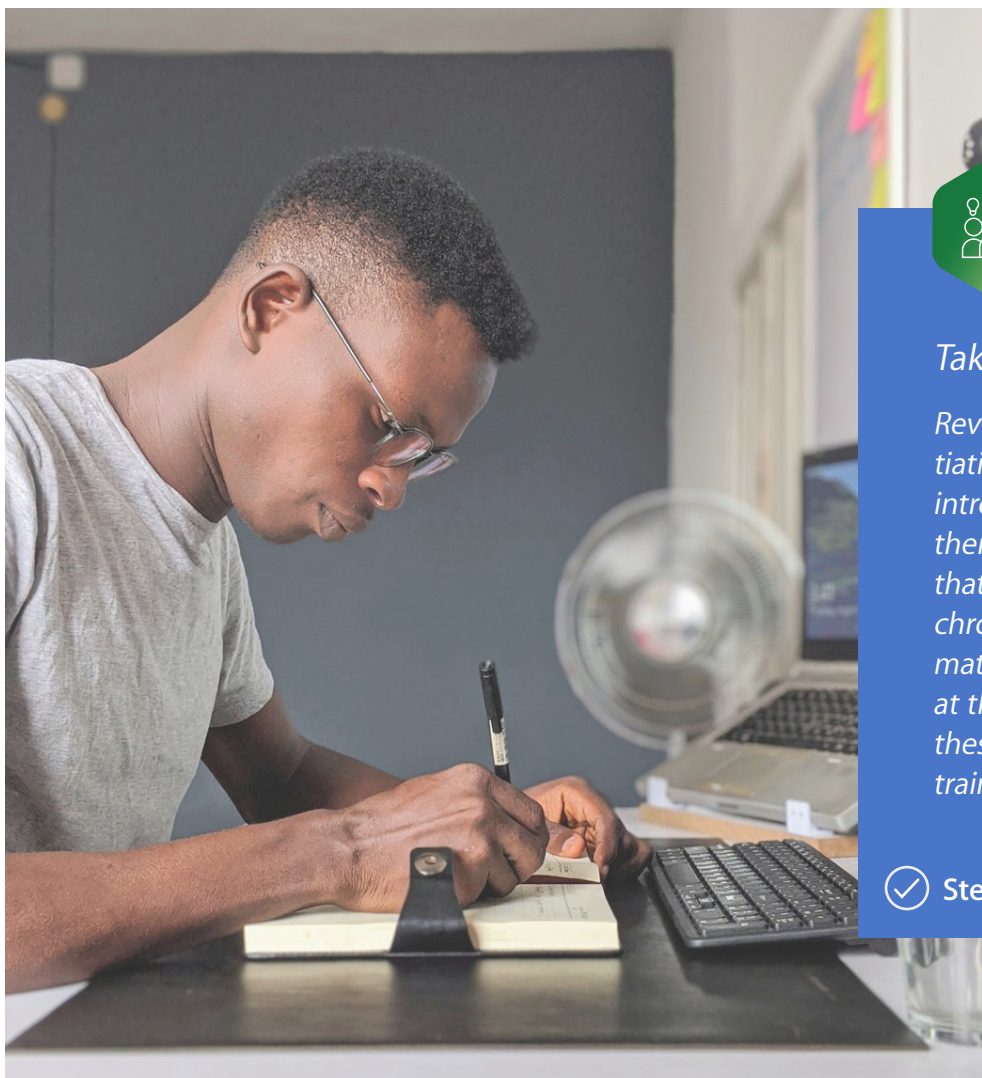
Take Action:

Revisit your latest training initiative and identify one way to introduce greater flexibility. Are there aspects of the curriculum that could be delivered asynchronously? Could recorded material help employees learn at their own pace? How might these changes optimize your training schedule?

✓ **Step 3**

Determine the Right Tools to Support Learning Needs

The ad-hoc tools and processes that were "good enough" during the early days of the pandemic will no longer serve the long-term hybrid business landscape. While flexibility and choice are paramount to evolving models of work, at a tactical level employees need consistent, reliable tools and processes to thrive in a hybrid environment.

Video is the foundation of how we share knowledge in a distributed world. Your employees are already recording and using video, but where does all this collaboration and information go? If you're like many organizations that are not recording their training, it simply disappears. The backbone of a robust hybrid learning tech stack is the video learning library.
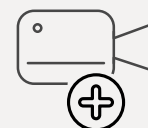
66%

Employees continuing to use video meetings more frequently than prior to the pandemic.[9]

86%

Employees who want video meetings to be recorded and archived for later access[10]

52%

Executives who strongly agree that their organizations should enhance communications through video technologies[11]

Video Learning Library 101: Build Your Own "Corporate YouTube" in 5 Steps

1. **Meet employees where they are**
   Where do your employees currently access information? Choose a comprehensive video learning library that integrates with your essential communication tools like an enterprise LMS and CRM or video conferencing platforms like Zoom, Teams, or Webex (p.s. Panopto integrates with all three plus collaboration tools like Slack).

2. **Embrace imperfection**
   High production doesn't always equal high quality. Employees want authentic, relatable content that addresses their pain points. Don't worry about glossy professional production. Instead, focus on recording informal training that adds real value to your workforce. Oftentimes, your best content creators are current employees and subject-matter experts.

3. **Automate content discoverability**
   An enterprise LMS, CMS, or intranet are all text-based tools. Saving your videos in Sharepoint or Cornerstone requires time-consuming tagging, labeling, and organization in order to optimize discoverability – and that still barely scratches the surface of all the information inside a video. A robust video learning library like Panopto automatically captures and indexes every spoken and written word in a video, creating a training search engine that allows employees to instantly discover precise topics and comments across your entire training library.

4. **Evangelize your training library**
   Show, don't tell, the value of your video learning library. Lead by example: record a flipped announcement to introduce the tool, identify a training champion in each team or business unit to help promote it, and set up challenges or games to get employees using video. Demonstrating both the ease and real business and productivity value of a video library will help build a culture of video learning in your organization.

5. **Track employee engagement**
   Who is watching your videos? How often? What content is most useful to them? A video learning library provides valuable analytics that help you make data-driven improvements to your training programs. We'll dive deeper into measuring training effectiveness on page 17.

Tools have cultural impact.

From Asana to Zoom and every letter in between, employees are juggling more digital tools than ever. Yet these tools aren't always deployed with strategy or intention. Carefully consider the technology and processes implemented in your hybrid or distributed workplace to ensure an integrated, consistent experience that improves, rather than hamstrings, productivity and culture.

L&D leaders at Qualcomm and Aucnet turned to Panopto as a single comprehensive solution for any employee to easily share knowledge with video.

Take Action:

Start using Panopto to instantly record and share videos that employees can search and view when and where they need it most.

⊘ **Step 4**

"When I first found Panopto, I thought 'Wow, we could create all this video ourselves, and it would be easy. This could open up our world'... Today our team has come to expect video as part of our training programs. Alongside instructor-led classrooms and our coursebooks and self-study guides, video makes it possible to watch and rewatch the class on-demand, learn who the subject matter experts are, and collaborate more internally."

- Dana Sanderlin
  Former Director of Product Management, Qualcomm Inc

"We wanted to utilize video in our internal operations more than ever before. By using video for manuals and internal study sessions, we can accelerate the sharing of internal know-how and make communication smoother. That's why we wanted to democratize video, making it easier for anyone to create and use."
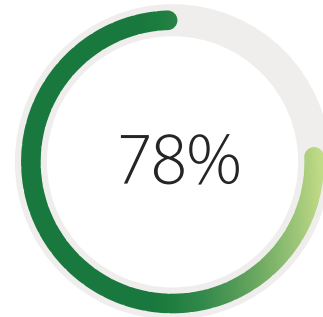
- Hiroyuki Dan
  Digital Transformation Dept, Aucnet
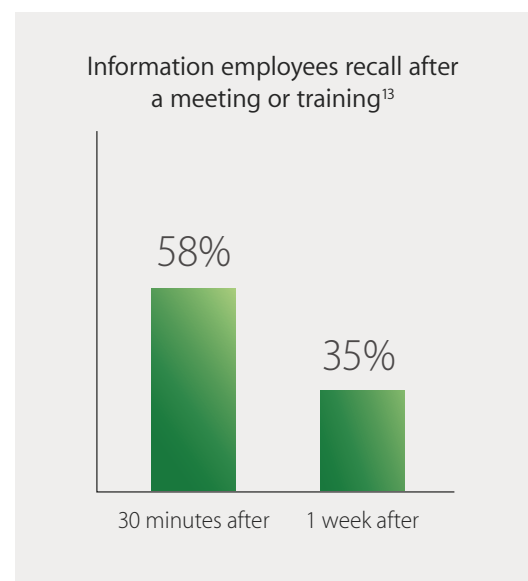
Build a Culture of Continuous Learning

Training doesn't stop at the end of a course. According to the 70:20:10 model of learning, only 10% of learning should be delivered formally, 20% through social and observational methods, and 70% through experiences. In other words, the most effective way to learn is **to do.**

In a hybrid environment without spontaneous learning moments, enabling intentional social and experiential learning becomes even more important. Video is a great way to encourage informal knowledge exchange like peer-to-peer learning, on-the-job instruction, brown-bag sessions, and microtraining or microlearning.

Consider how different learning approaches might support your training goals. Does your team record or capture informal learning moments to share or review? Are there opportunities to repurpose training content in unique ways to improve engagement?

78%

L&D professionals who agree that most learning is not used after the program is conducted[12]

Information employees recall after a meeting or training[13]

58%

35%

30 minutes after   1 week after

Video Training Plays

10 Ways Video Can Support More Consistent and Effective Continuous Learning in Your Organization

- New-hire onboarding experiences
- Basic tool and skills training
- On-demand training for frontline employees
- Sales enablement, rep training, and role playing
- Compliance training
- Product and equipment demonstrations
- Management and leadership coaching
- SCRUM, stand-up, and post-mortem capture
- Town hall and live event distribution
- Offboarding and institutional knowledge preservation

Training isn't linear. Support continuous learning experiences that reinforce key information.

Knowledge is only as useful as it is accessible. Qualcomm and Framatome partnered with Panopto to help turn their training videos and social learning moments into searchable intelligence that employees can continue to access, on-demand.

"For a technical subject, the ability to search the actual spoken and on-screen content becomes critical. When you're in a training session that might last a day or even a week, the point isn't really to remember - it's to see how things work and learn where things are, and achieve an understanding along the way. Panopto helped us ensure our recordings would be resources our people could go back to, find the information they need, and get back to solving the task at hand."

- Dana Sanderlin
  Former Director of Product Management, Qualcomm Inc

Nuclear equipment and services supplier Framatome uses Panopto to help employees create and share on-site technical videos and orient to new software, reducing the cost of professional training production and fostering a more collaborative working culture.

"Peer-to-peer knowledge sharing is just as important [as formal training]."

- Paulin Dourde
  Administrative Manager for Video Platform, Framatome

Take Action:

Challenge your team to record and share one social or experiential learning moment. Easy, informal knowledge exchange helps foster a culture of continuous learning that supports workforce innovation and resilience.

Step 5

Measure and Iterate on your Hybrid Training Strategy

We get it – measuring the impact of L&D is challenging. Qualitative learning outcomes are often hard to translate into the quantitative metrics you need to demonstrate improved productivity and justify your budget. Employee surveys are useful, but it's actionable data that drives real process improvement.

Recording your training is one of the most effective ways to understand the impact of L&D across a hybrid workforce, helping you demonstrate the value of training and make informed improvements to programs. By recording training, you can:

- Track engagement with individual lessons as well as overall training courses

- Identify viewership trends such as when and how often learners access training

- Discover particularly useful or challenging material to improve or build on

- Follow the progress of individual learners and broader learning groups

Establishing training metrics can feel daunting, but take it step by step. In an ever-evolving hybrid environment, incremental innovation is an effective way to set achievable goals that drive strong results over time.

50%
Organizations that **do not** track employee feedback on training programs[14]

70%
Organizations that **do not** track any other training metric beyond employee feedback[15]

89%
Organizations that **rarely** measure the learning outcomes desired by executives[16]

81%
L&D professionals who **don't** have data that shows they make a difference in their organization[17]

"The price of light is less than the cost of darkness."

- Arthur C. Nielsen
  Market Research Pioneer

Whether you're scaling existing training programs or proving the ROI of a new initiative, data is your strongest advocate for building a business case for your L&D efforts.

SK Telecom relies on Panopto's video analytics to measure training engagement and derive actionable insights to help improve and optimize their L&D programs.

Take Action:

Start small – record one module of your next training course with Panopto and follow the engagement metrics. How many employees are completing the course? Which parts of the lesson are they revisiting the most? Does this data align with your expectations?

✓ **Step 6**

"SK Telecom employees now watch more than 100 hours of video a day on average, with a total viewing time that's 50-times greater than the hours of video we've recorded. Panopto has also helped us cut the cost of offline training in half."

- Jeong-min Seo
  Manager of the Competency Culture Group, SK Telecom
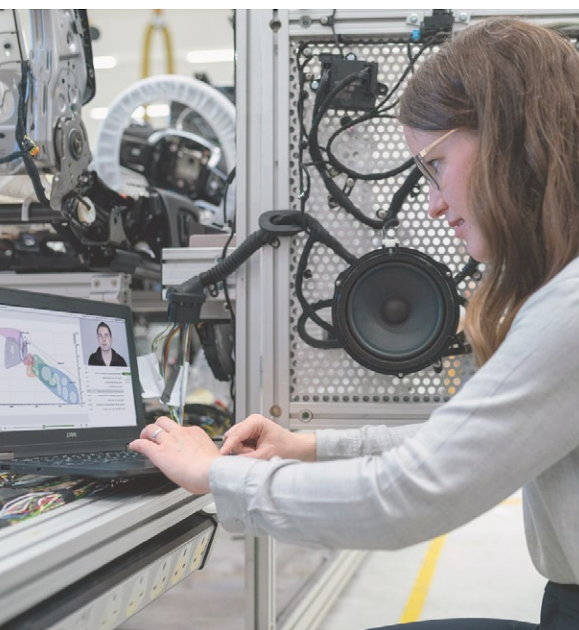
Nuclear equipment and services supplier Framatome wanted to digitize how they share knowledge across their company. Responsible for maintaining 380 nuclear reactors around the world, Framatone knew the stakes were high for getting their training programs right.

To test their new approach, the company selected 150 employees from sites across Europe and the US to receive training through Panopto. Following the completion of a rigorous 6-month pilot, Panopto was launched across the company.

"Panopto quickly became one of the most appreciated tools for users. We felt we had a real partner in Panopto."

- Jean-Paul Taravella
  Project Manager for the Knowledge Program, Framatome

Your Hybrid Training Checklist

6 actions you can take today to improve your hybrid training strategy

1 Revisit your organization's KPIs and goals for the year through the lens of how L&D can play a role in driving toward these outcomes.

2 Don't make assumptions about your employees' working style. Instead, have open and honest conversations with them about how they learn best.

3 Test and learn. Shifting to a hybrid training model won't happen overnight. Rather than boil the ocean, experiment by delivering just one course module asynchronously.

4 [Get your free Panopto account](#) and try recording a searchable, on-demand video for your training library.

5 Challenge your team to record and share one social or experiential learning moment. Asking your team to record a video about a personal passion point is a great way to facilitate trial, as well.

6 Follow the engagement metrics of your videos from step 4 and 5. Does the data align with your expectations? What might you change?

Opt into Better Workforce Productivity with Panopto

Panopto helps businesses and universities create secure, searchable video libraries of their institutional knowledge. Since 2007, the company has been a pioneer in video capture software, video management, and inside-video-search technology. Today, Panopto's video management system is the largest repository of expert learning videos in the world. Headquartered in Seattle, with offices in Pittsburgh, London, Hong Kong, Singapore, and Sydney, Panopto has received industry recognition for its innovation, rapid growth, and company culture.

FREE TRIAL

See Panopto yourself
panopto.com/try
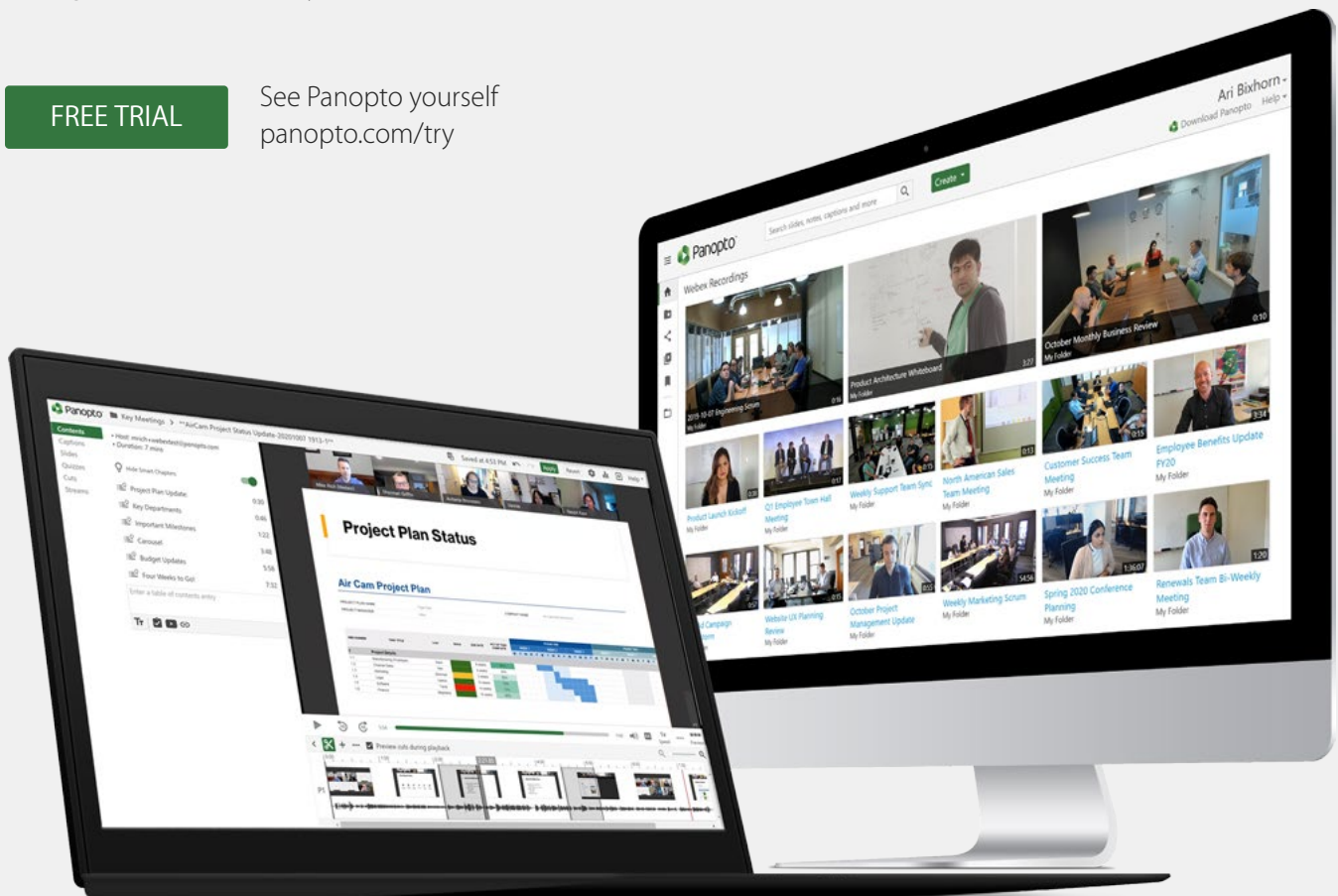
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