

How will video change the workplace?

5 trends to watch in 2020

Let's Begin



Introduction

For the last few decades, video technology has changed the ways we work and live. Thanks to more widespread accessibility and adoption of easy-to-use (and in many cases, free) video conferencing tools, that trend isn't slowing down anytime soon. As we enter a new decade, what changes and trends might shape the future of work? We spoke to several futurists and technology experts to learn about their predictions for 2020 and beyond. In this eBook, we'll share five trends to watch when it comes to video in the workplace.

Trend #1:

Video will enable the rate of distributed, flexible work to soar

The rates of remote and distributed teams grew significantly over the past ten years. Will that upward trend continue this year? All signs point to “yes.” One of the biggest driving forces is better, more widely available video conferencing technology. According to research from [Owl Labs](#), 96% of respondents agree or strongly agree that video conferencing is useful for improving the connectedness of remote team members.

“Video in the workplace has become so prominent that the number of remote jobs will significantly increase as a result,” says Sean Pour, co-founder of [SellMax](#). “As small businesses, in particular, invest more in video technology, they won’t need to have an office necessarily. This was a trend in 2019, but we will see it more so in 2020.”

Joey Price, HR thought leader and the CEO of [Jumpstart: HR](#) says this trend will benefit businesses in tangible ways far beyond cost savings, as the prevalence of video opens up opportunities to hire and recruit from a broad pool of talent.

“These days, the best companies know that the right employee for your business isn’t always in your backyard. With remote workers on the rise, companies keep in touch with video conferencing for everything from meetings to planning sessions to quick small talk. Video improves the employee experience by helping people feel connected and reduces the language barriers of email and text.”





What should businesses do now to prepare for the growth of distributed work? Here are three quick tips.

Tip #1: Get your employees in the habit of turning their cameras on for meetings. Have employees who are camera shy? Remove any anxiety by setting clear expectations. Establish guidelines for when and where video is expected, and don't overlook details like dress code. Example: Are ball caps acceptable, or is professional attire preferred for video meetings? Set the ground rules to eliminate guessing and help your team members avoid any awkward video moments.

Tip #2: Ensure your internal communications strategy includes plans for engaging with team members who don't work in HQ. Weekly emails, team messaging apps, and intranets are all great ways to keep

employees in the loop and to shine a spotlight on the great work that distributed and remote employees are doing. When possible, get leadership involved, too. Your culture of communication starts at the top.

Tip #3: Looking to invest in new video technology? Consider a tool that integrates with other forms of communication. According to [OwlLabs](#), 46% of businesses are considering switching to a new videoconference provider in the next year. If your company falls in that category, evaluate tools that do more than enable video conferencing. Studies show that employee adoption increases when video tools are easy to use (and when team members have fewer tools to switch between and use, in general). "Video needs to be a part of a broad source of artifacts of work that drive effectiveness and show evidence of productivity," says TJ Hoffman, COO of [Sibme](#).

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As remote teams become more common, collaborative and cloud-based video software will become more important. In the next decade, people will need ways to work together on video projects and share videos fully online instead of emailing huge video files back and forth. Collaborative software for recording, editing, and sharing videos will cut out the delays of asynchronous work and allow people in different time zones to more easily work together on videos.

— Julia Enthoven,
Founder & CEO of [Kapwing](#)



Trend #2:**Video will transform HR, recruiting, and candidate experience**

Perhaps more than any other department in the business, HR is experiencing the most changes as a result of video. Not only is the talent pool widening thanks to more opportunities for remote work, but the way companies recruit, interview and onboard is changing, too. In a tight job market, the competition is fierce, so more and more talent acquisition teams are turning to videos to help bring their brand to life for job applicants, to spice up traditional job postings, and more. And job seekers are cashing in on videos to help differentiate themselves from the rest of the applicant pool, too.

“Videos will change recruiting activities on both the company side and the candidate side. More candidates will create interview videos to share their background, personality, and interests on camera,” says Julia Enthoven, Founder, and CEO of [Kapwing](#). “In 2020, companies will also invest much more in videos that showcase workplace culture and benefits, explain the interview process, and emphasize the faces of the team. Videos are more credible and dimensional than photos, so they help both sides better understand and evaluate the other.”



A growing number of companies are using video to conduct job interviews, too. **Sixty-three percent of human resource managers use or have used video interviewing recently in the hiring process,** and 13 percent plan to increase their use of video. While HR thought leader Joey King agrees that this trend will continue to grow in popularity this year, he does caution HR leaders and hiring managers to consider the ethical implications, especially related to diversity and inclusion. “More companies are leaning into ways to optimize candidate selection and hiring, but employers have to take caution. Video Interviewing is legal, for sure, and it can be a good thing. Still, companies should be sure they are not discriminating based on race, gender, sexual orientation, or other protected classes.”

One way to remove any bias from the interview process? Standardize questions and create a rubric upon which to evaluate candidates. While these should be components of any interviewing process, they become even more critical as companies use video instead of the phone for initial screenings. Ensuring that every interviewer is asking the same questions, and using the same scoring mechanism to evaluate applicants can help make the process as subjective as possible. It’s also more effective—particularly when companies align questions with core values and ask questions that reflect desired on-the-job outcomes.





New to interviewing rubrics? Here’s an example of a basic model.

Sample rubric for scoring interviewees

Scoring scale: 1–5 (per interview question)

This candidate answered the question thoroughly, articulately, and in a way that suggests they’ll be successful in the role.

- 1. Strongly disagree
- 2. Disagree
- 3. Neutral
- 4. Agree
- 5. Strongly agree

Overall impression score: 1–5

- 1. I definitely would not hire this candidate
- 2. I probably would not hire this candidate
- 3. I have mixed feelings about this candidate
- 4. I probably would hire this candidate
- 5. I definitely would hire this candidate

Notes/Observations:

Total Score:

Instructions: Tally up all the scores for each interview question and add in the overall impression score to come up with a total score. Average each interviewers’ scores for each candidate to determine overall rankings. It’s also a good practice to include examples of what a 1,2,3,4, or 5 answer might look, specific to the questions you’ll be asking and scoring. Be sure to provide guidance on the types of answers you’re looking for, so everyone who’s part of the interview process is on the same page.

Trend #3:

Employee and customer training will leverage more video

According to [Social Media Today](#), viewers retain 95% of a message when they watch it through video. Knowing that's true, it makes sense that corporate trainers are turning to videos to augment employee learning. From cutting costs associated with in-person training to scaling learning programs across distributed teams and boosting learner retention, the benefits are numerous.

Thanks in large part to the growing popularity of apps like YouTube, Instagram, and TikTok, more and more employees of all ages would rather watch videos than read an article to learn new skills. The shorter the video, the better. This trend even extends to the C-suite, as [59% of executives would rather watch a video](#) than spend time reading content.

"Video is not just for marketing and sales; every area of your business can benefit from leveraging video," says [Jimmy Newson](#), Marketing Director of the New York Marketing Association. "You can turn repeatable processes like employee onboarding,

client onboarding, internal training programs, and those boring procedure manuals into compelling, easy-to-share, and consume content."

Betty Rodriguez, People Partner at [FitSmallBusiness.com](#), has been watching this trend take shape over the last several years, too.

"I can read an article or watch a short (less than five minutes) video recorded by a trained representative who is guiding me through the steps. For my learning style, visual demonstrations, coupled with why and how things are done has been beneficial," she says. "I am finding that by providing so many recorded examples of how to use a tool, I reduce the number of questions or calls to my client reps."

Companies can extend video training to customers, too. Particularly when it comes to sharing new product features and onboarding both new employees and customers, video offers a powerful medium for step-by-step tutorials and education.



“People always have how-to questions, and increasingly, they are going to video training and tutorials to answer those questions. It’s very understandable. It’s always easier to show how to do something than to describe how to do it. From creators on YouTube who post free tutorials to professional e-learning platforms such as LinkedIn and Skillshare, this trend will just continue to grow,” says Kenny Trinh, Managing Editor of [Netbooknews](#). “Brands and businesses can take advantage of this by creating their own content to teach people how to use their products. As companies post videos of their brands, they can position themselves as the experts to go to regarding technical questions while promoting their products.”

If your business is looking for ways to create more video content for your training library, an excellent place to start is by leveraging your existing videoconferencing tools. Not only can you host live, virtual lunch and learns or webinars, but you can also record quick screen sharing sessions and micro-tutorials to distribute to your team.

“Videos for micro-learning may be the fastest growing trend right now. Short-when-you-need-it videos are building e-learning libraries like crazy,” says Ira Wolf, President, and Chief Googlization Officer at [Success Performance Solutions](#).

Trend #4:

Video will foster belonging, better collaboration and a stronger sense of inclusion

Enabling better collaboration is a priority for almost every business. And today's leaders are also striving to create cultures of inclusion and belonging. When used correctly, video can enable all of the above.

Sixty-four percent **of companies expect to increase their investment in Diversity and Inclusion efforts in 2020**, and the demand for professionals with the skills and training need to lead the strategy is surging. Betty Rodriguez, People Partner at FitSmallBusiness.com, sees video at the core of these initiatives, particularly when it comes to inclusion.

"The results of video conferencing stretch beyond collaboration on work-related projects and events, it creates a sense of belonging among teams, and it holds people accountable to play their part," she says.

TJ Hoffman, COO of [Sibme](https://Sibme.com), a web and mobile platform that facilitates sharing video, spends his time helping teams grow professionally

by watching one another work. He's witnessed the power of enabling team members to ask each other questions and give feedback in real-time, meeting with video, both synchronously and asynchronously. The results? Deeper collaboration and a better feeling of connectedness.

Another key consideration: the powerful ways in which **video evens the playing field for employees or customers with disabilities**, making the employee and customer experience all the more inclusive.

The good news, when it comes to creating video content to use across the business? As video becomes more important and more common, a higher percentage of the workforce will become video creators.

"Rather than hiring a team of professional video editors, companies will invest in software and training that makes multimedia creation more accessible to all of their employees," says Julia Enthoven, Founder, and CEO, Kapwing.

Trend #5:**Video will help companies boost revenue**

The final, and perhaps most exciting trend to watch, is the way video is helping companies drive revenue—both from a sales and marketing perspective. Keynote speaker, consultant, and Marketing Director of the New York Marketing Association, Jimmy Newson, has been watching this evolution over the last decade. He expects to see more traction in the year ahead.

“Video is playing a huge part in helping bridge the gap with sales and marketing for businesses big and small. First of all, anywhere you can leverage content, video can also be employed,” says Newson. “I’m referring to blog posts, email copy, landing pages, web pages, and marketing and sales collateral. Video brings to the table something that static text and images can’t, an emotional journey. Video educates new prospects, guides newly acquired leads through a journey, and delights current customers. When it comes to revenue generation, videos are being used not only to generate interest via video ads, they are also leveraged on sales pages and thank you pages for upsell possibilities.”





Another way video is changing marketing? The burgeoning influencer industry, which is no longer just about celebrities. Savvy marketers are turning to brand ambassadors—often within their own organizations—to promote and sell products via video.

“More customers and employees are looking for ‘the face’ of the organization on social media and video campaigns,” says Joey Price.” Over 70% of customers say they make decisions to buy after first consulting social media.”

Leveraging video conferencing tools to live stream via YouTube or record testimonials to distribute across other channels offers a massive opportunity for businesses of all sizes. And by using existing business tools, like 8x8 Video Meetings, to record this content, brands can nimbly and quickly create compelling videos at little or no cost.

In terms of sales, video is also becoming a more widely used enablement tool—not just from a marketing perspective, but from a client pitch and meeting perspective.

“Communicating face-to-face online, demonstrating software, screen sharing, and even leveraging live customer testimonials via video meetings is a game-changer for sales teams. Whenever I set a meeting with prospects and leads, I try to do it via video conferencing rather than a standard phone call. These meetings close deals,” says Newson. “Incorporating video into your sales and marketing strategy is a lot easier these days with the advancement of technology. Video usage at work is an upward trend, and with the consumption of video online, it’s only going to continue to get bigger.”

Bringing it all together

As more and more businesses fully embrace video and videoconferencing technology at faster rates than ever, we expect to see transformations occur across the organization—from HR to Marketing, Sales, and every area in between. Employees and customers alike will expect to see companies communicate in the same way they're used to in their personal lives—meaning more opportunity for personalized, human, and real-time connections. Ultimately, this will result in increased revenue and improved employee and customer experience. Whether your company is just beginning to use video or looking for a new video conferencing platform, 8x8 Video Meetings is here when you need it. Best of all, it's free without any minutes restrictions.

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