

ardent

Ardent Learning Videos

Why Use Video to Meet Training and Learning Objectives?

The current generation of workers is visually sophisticated and expects information to be available on-demand, when and where they want it, in an agile and mobile digital format. Frequently, learning videos are relatively short and in a pressed for time work environment, presenting concepts in easily digestible chunks just makes sense.

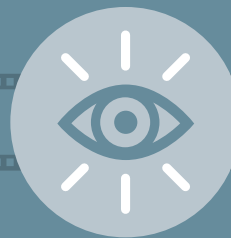


Video Supports Learning Theory

At Ardent Learning, all of our work is supported by proven learning theory. You may have heard that people remember only 10% of what they hear, 30% of what they read, and 80% of what they see.



More memorable than plain text copy



Suitable for keeping learners engaged



Accommodates a wide variety of learning styles

Where Does Video Work Best?

We believe video can be effective in explaining just about anything, but we've found these topics to be a perfect fit:

- ➔ How-to or How-not-to
- ➔ Customer service
- ➔ Sales
- ➔ Onboarding
- ➔ Product training
- ➔ Channel education



See more at:
www.ardentlearning.com

ardent
be brilliant