

Quick Guide

Using Video To Deliver Your Leadership Message

Video has become an increasingly important and popular communication medium. With mobile phone technology improving continuously, creating short engaging videos has never been easier.

As a medium, video is a great way to engage audiences. It displays non-verbal communication better than other mediums, providing a powerful opportunity to trigger an emotional response in viewers and build trust. Video also helps to bridge the gap for employees working remotely. The short story? People find videos more engaging and more memorable than any other content type.

93%

of human communication is made up of visual content

5x

People are 5x more likely to retain the information they see and hear

(Edgar Dale’s theory, The Cone of Experience)

75%

People are 75% more likely to watch a video than reading text

(According to Forrester Research)

Follow these easy steps to create videos that help deliver your leadership message.

1. PLAN YOUR MESSAGE

The first step is to plan what you want to say and the outcome you want your message to support. A useful framework is to consider what you would like your audience to **think**, **feel** and **do** once they have viewed your video.

The next step is to structure your message using this simple framework:

BEGINNING	MIDDLE	END
Greet & introduce your topic (WHAT)	WHY is your topic important?	HOW will it impact your audience?
		it will impact your audience?
		WHAT should they do about it?
		WHAT can they expect from you?

How long should a video be? TOP TIP – Keep it short

The ideal length of a video will depend on the topic or kind of message you are conveying and could range from 30 seconds for a quick introduction to 3 minutes for a more serious business update. For most cases, you should aim for your message to be 90 seconds or shorter.

If you have a specific social media platform in mind, follow these guidelines for best results:



1-2 minutes



30 seconds



45 seconds



30-90 seconds

2. THINK ABOUT THE DELIVERY

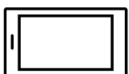
The ideal is to create a video experience where the viewer feels that you are speaking to them directly as if you were having a one-on-one conversation with them. Follow these basic guidelines to help fine-tune your delivery:

1. Just be yourself – this will help you come across as personal and authentic
2. Think of a single person who represents your audience. Look directly at the camera and imagine you are talking to that single person.
3. Vary your voice as you would in a normal conversation.
4. Think about the kind of tone and energy you want to bring to your video.

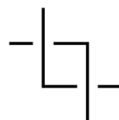
3. FILM YOUR VIDEO

It is natural to feel nervous or uncomfortable the first few times you make a video. The more often you do it, the more comfortable you will become. Don't spend time worrying about being perfect, being your authentic self is far more engaging.

Here are a few basic guidelines to help your video look more professional.



Orientation – Film your video in landscape (horizontal) and use the camera on the back of your phone for better quality footage.



Frame the shot – Place the camera at your eye level (if the camera is too high or too low your features will appear disproportionate).

Frame yourself in the middle of the screen, allowing equal space around you.

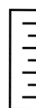
Don't stand too close to the camera.



Background - choose a background that is pleasant but not distracting. Be careful of standing too close to a wall.



Lighting – Aim to have even light on your face. Avoid standing in front of a bright window or wall.



Posture – Don't slouch. Sit upright. Good posture and calm body language convey confidence and signals that you engaged.



What to wear – Choose clothing with a solid colour instead of patterns or prints. Avoid light pastel colours or whites against a very light background.

Start and end the video with a clean shot and remember to speak slowly and clearly for the best result.

4. TOOLS AND EQUIPMENT

All you need to get started is a smartphone, but the following items can help you to achieve a more professional outcome.



A tripod or mount to help keep your camera steady



A lapel/ lavalier microphone to record your voice.

If you need help in remembering your message, you can download one of the many free autocue apps available. We recommend that you only use the app as prompt and avoid reading your full message. Reading could make your eyes appear shifty and can create distance between you and your audience.