

How Video-Based Practice & Coaching

ARE TRANSFORMING
EMPLOYEE PERFORMANCE



The Power Of Practice	3
The 5 Principles Of Deliberate Practice	4
What Is The Difference Between Active Practice & Passive Learning?	5
What Is Video-Based Practice?	6
Automated Workflows & Personalized Learning	7
How AI & Machine Learning Have Simplified The Process	8
Real World Examples	9
Conclusion	13

IF YOU
NEVER PUSH
YOURSELF
BEYOND YOUR
COMFORT
ZONE, YOU
WILL NEVER
IMPROVE.

— K. Anders Ericsson

THE POWER OF PRACTICE

In the book *Outliers* by Malcolm Gladwell, he asks the question, “What makes high-achievers different?”

The answer is practice.

Gladwell proposes the 10,000 Hours Rule.

“The 10,000-hours rule says that if you look at any kind of cognitively complex field, from playing chess to being a neurosurgeon, we see this incredibly consistent pattern that you cannot be good at that unless you practice for 10,000 hours, which is roughly ten years if you think about four hours a day.”

Many brilliant minds have devoted hours of research to the importance of practice for skill development, including K. Anders Ericsson, who did a study considering the 10,000 hours rule and what other factors might play into success.

Ericsson’s research revealed that there’s another important variable that Gladwell doesn’t focus on: how good a student’s teacher is.

Practice IS still important, and it’s surprising how much it takes to master something complicated.

However, Ericsson’s research suggests that someone could practice for thousands of hours and still not be a master performer. They could be outplayed by someone who practiced less, but had a teacher who showed them just what to focus on at a key moment in their practice regimen.

Thus, Ericsson devised a concept called Deliberate Practice, which he shared in a book called *PEAK: Secrets from the New Science of Expertise*.

The principles of Deliberate Practice can easily be applied to any skill you’re hoping to improve; and, they’re also the foundational concepts we used when building **Rehearsal, our video-based practice and coaching platform**.

THE 5 PRINCIPLES OF DELIBERATE PRACTICE

1. Push beyond your comfort zone.

Growth lives in the gray area where we're making mistakes and pushing ourselves out of our comfort zones. With video-based practice, Rehearsal puts learners in the frame of performance and gives them space to practice, fail, and grow. When they push themselves, they are upskilling, not just refining existing skills.

2. Specify goals that are well-defined.

With Rehearsal, you can include text-based instructions or a grading rubric that clearly defines what you want your learners to get out of the practice. Instructions can be as specific as needed—even going video frame by frame. With machine learning, learners can even be checked on whether certain keywords were mentioned as part of their assessment criteria. When we clearly define the expectations, it shows the learners where to focus their practice.

3. Focus intently on practice activities.

We're all guilty of skimming reading materials or playing training videos in the background while we work on other tasks. However, video-based practice enables the learner to re-watch their video before submitting it and, if needed, film a new version that better fulfills the training criteria. This behavior allows learners to evaluate their total performance—assessing themselves on metrics such as eye contact, tone, pacing, and body language.

A learner can film as many takes as needed, but they can only make one final submission per scenario. Knowing another person in their organization will be reviewing their performance later emphasizes the importance of improving.

4. High-quality feedback is critical to success.

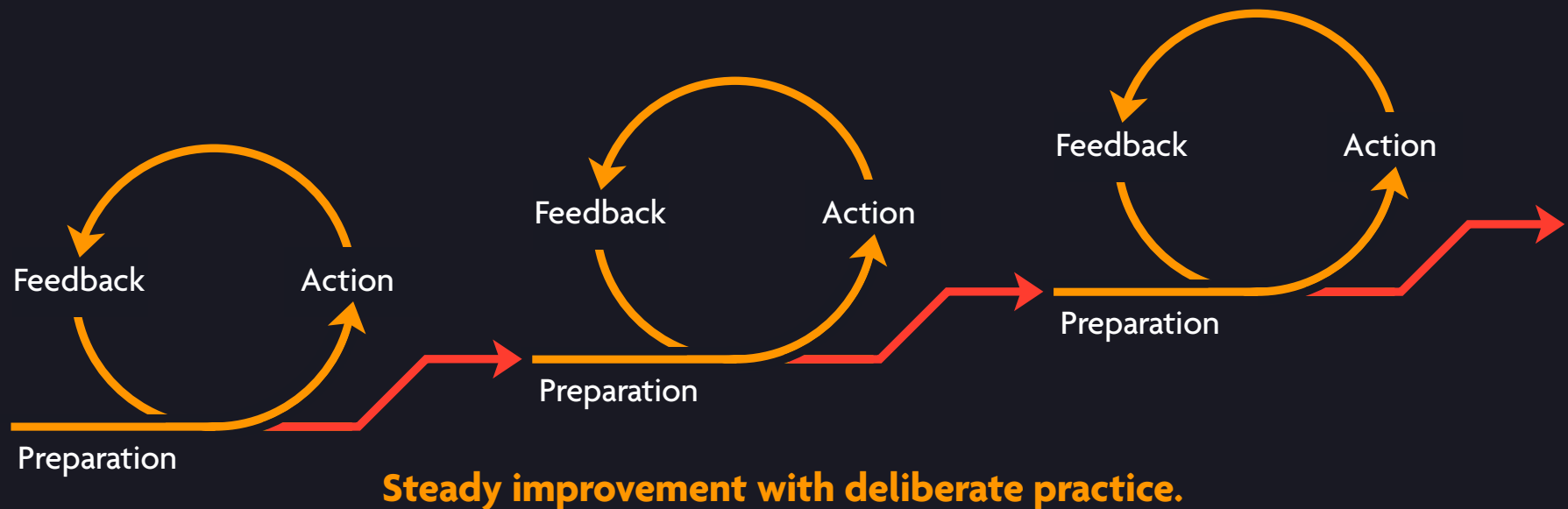
As Ericsson pointed out in his research, the feedback from your coach is just as important as the number of hours spent practicing. With video-based practice, a mentor can review a video when convenient and prepare

and deliver in-depth nuanced feedback on each learner's video, further improving learner performance. Mentors can leave both written and video comments to identify exactly what a learner needs to work on. Mentors or managers can record a video to include with their feedback as an example of proper performance, and prompt a learner to retry their submission.

5. Mental models can become reality.

The first four steps of Deliberate Practice allow your workers to create mental models that they can rely on when they're out in the field or in front of an audience.

In summary, **practice** helps you develop a skill. **Deliberate practice**, with targeted mentorship, helps you improve the skill. It's a continuous loop of preparation, action, and feedback, over and over. Learners experience steady improvement with deliberate practice.



WHAT IS THE DIFFERENCE BETWEEN ACTIVE PRACTICE & PASSIVE LEARNING?

We want to upskill our workers—to help them gain new skills, and have a way to document their proficiency. Many of our traditional forms of training are what we would call “passive learning.” However, in order to truly accomplish and prove skills acquisition, we need to actively practice our new skills.

Let’s take the example of learning how to ride a bike.

Passive learning:

- Watching a how-to video on YouTube
- Watching videos of mountain biking or the X Games
- Reading an article or book about bike riding
- Taking a quiz on bicycle parts
- Talking to biking experts

Active practice:

- Getting on the bike and riding it

Which strategies do you think would help you learn to ride a bike most proficiently?



WHAT IS VIDEO-BASED PRACTICE?

In today's corporate training world, speed to competency is a significant factor. How do we get workers on the path to productivity and success faster?

It goes back to those mental models that we build through deliberate practice.

Rehearsal, built off of the foundations of deliberate practice, emphasizes and ingrains mental models in its learners.

Mentors can create video-led scenarios, based on different skill sets, and assign those scenarios to learners. Learners can then practice on whatever device they're comfortable with (e.g., computer, tablet, mobile app). Once they're satisfied with the video, they submit it, and the result goes back to the mentor for further coaching and feedback. There's also an option for machine learning feedback.

VIDEO-BASED PRACTICE IN 3 EASY STEPS

- 1 Receive a Scenario
- 2 Submit a Video Response
- 3 Receive Feedback

THE PLATFORM IS GREAT!

I had one student tell me he roleplayed a certain scenario 20 times because he kept watching himself and didn't like it. You just don't get that in a classroom. I have received quite a few comments just like that. We have ended up using it a lot more for home office training as opposed to our field sales force as well.

— Todd Scott, Manager,
Agency Building Education at Ameritas Insurance

AUTOMATED WORKFLOWS & PERSONALIZED LEARNING

Rehearsal includes a powerful feature called Intelligent Journeys. This provides several different gates (listed below), which determine how learners advance after submitting a video. By creating assignments with various gates, it's possible to create automated learning paths and provide additional training to those that need it.

Auto Complete allows users to advance to the next scenario without waiting for feedback. This can be useful if you want to break down a complex assignment into small microlearning chunks. Learners practice each part and then submit a video of the whole process for final review.

Mentor Feedback is the primary coaching method that requires mentor feedback from someone in the company.

Self-Grade allows the learner to grade themselves and automatically advance to the next scenario. This is a way to scale video practice to a large audience without placing too many demands on the mentors. Mentors can use this as a confidence score rating and creates another opportunity for coaching.

Text Analysis uses AI to automatically identify the language spoken, generate a transcript, and provide immediate feedback to the learner (see next section). It can also look for required keywords; and, if a specified threshold is not reached, branch to additional training.

Choose a Gate

Gates are events and activities that can be added before and after scenarios. Some gates can prevent learners from moving on until a threshold is met.



Auto Complete

Automatically mark learner responses as "complete" once they're submitted.



Mentor Feedback

Mark learners responses as "needs review" in the Review tab. This gate uses the scenario's criteria.



Self-Grade

Allow learners to self-grade their response against the scenario's grading criteria



Text Analysis

Analyze the audio of learner responses for the presence of up to 25 keywords.



HOW AI & MACHINE LEARNING HAVE SIMPLIFIED THE PROCESS

Modern technology makes video-based learning possible, and Rehearsal takes full advantage of today's tech innovations. Along with automated learning—built with text analysis, progress gates, and branching scenarios—Rehearsal incorporates AI-based feedback into the learning flow.

Assignments can be configured to evaluate learner responses through AI text analysis. The response is analyzed for the average pace, the time spent speaking

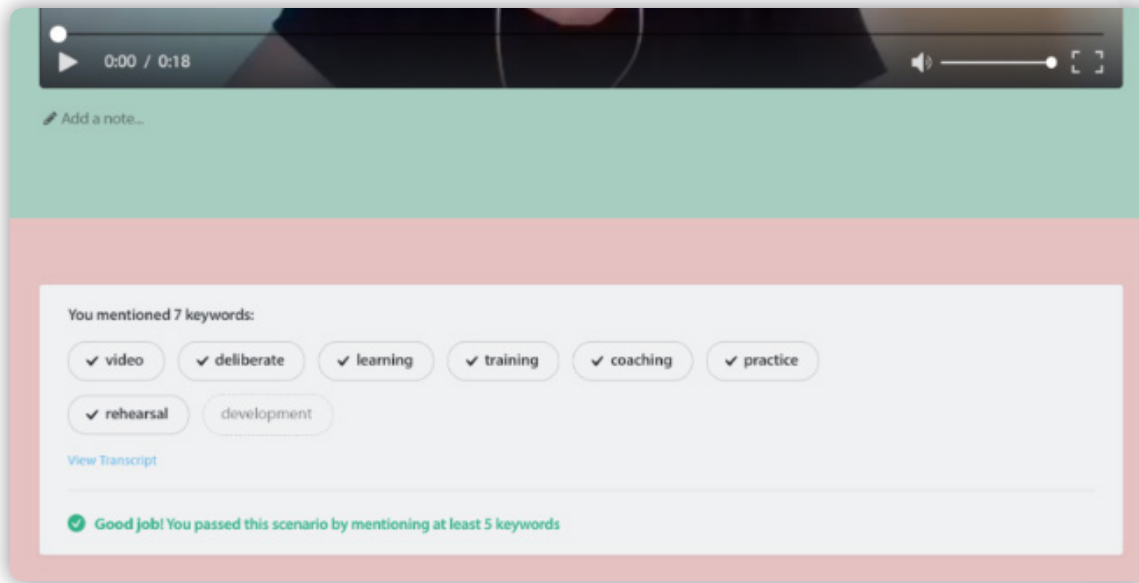
vs pausing, the total word count, and if any questions were asked. An AI Confidence metric is also displayed, based on the average confidence of the transcription analysis AI, and each word it transcribed. This is to help remind learners and mentors to validate the accuracy of the transcription and its AI analysis.

With the AI text analysis feature, learners can also get immediate feedback on keywords and keep their progress on track without waiting for mentor review. Once a response has been analyzed, learners receive a message that they have either passed the scenario or need to try again.

Based on the results, Rehearsal can adjust the learner's path.

Rehearsal automatically detects the language spoken and creates an audio transcription. Keywords that were used are highlighted. Learners can use this information to improve their communication. Mentors can also see this data, giving them an opportunity to provide feedback and suggestions.

With this AI and machine-learning feedback, organizations can easily simplify and scale video coaching and feedback across global audiences.

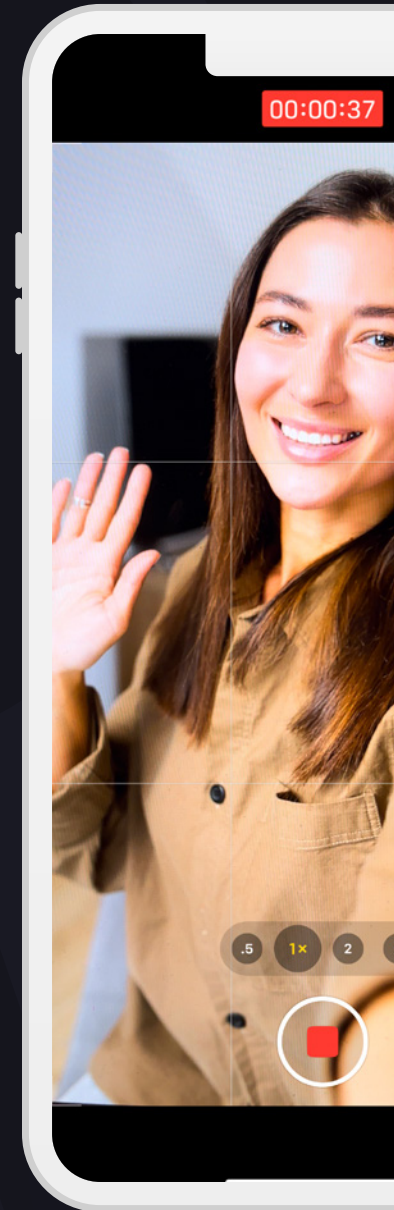
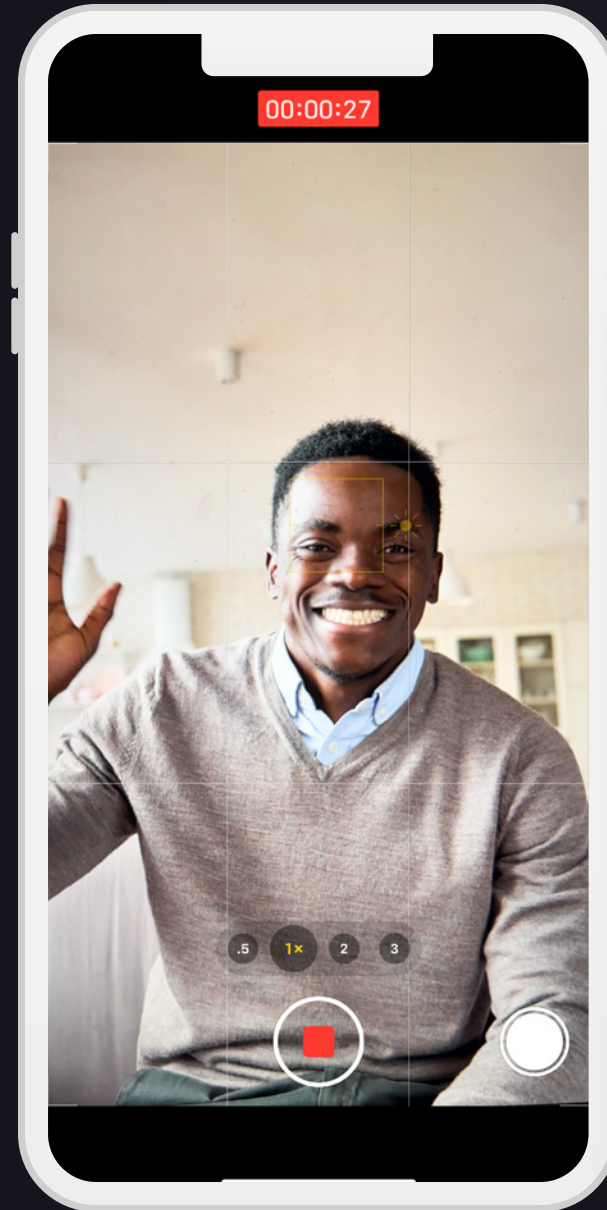


REHEARSAL'S AUDIO TRANSCRIPTION SUPPORTS ENGLISH, CHINESE, FRENCH, GERMAN, JAPANESE, KOREAN, & SPANISH LANGUAGES.

The spoken language is automatically detected and transcribed.

Real World Examples

Across many industries, including sales, healthcare, retail, financial and more, workers are becoming better communicators by using Rehearsal. The following examples provide a snapshot of the kinds of results Rehearsal clients experience.



Including video-based practice and coaching led to a 71% increase in orders and \$1.39 million dollars in additional revenue.

THAT'S A 749%
RETURN ON
INVESTMENT!

VERIZON (SALES)

Verizon created 3 training groups of new sales associates to evaluate the effectiveness of video-based training against a typical corporate-style training program.

Group 1: 423 sales associates

This group received no formal training and no video-based coaching. The reps simply hit the ground running.

Results: \$871 of new revenue per sales employee

Group 2: 440 sales associates

This group received Verizon's standard formal training, but no video-based coaching.

Results: \$3802 of new revenue per sales employee

Group 3: 515 sales associates

This group received Verizon's standard formal training and video-based practice coaching.

Results: \$6,494 of new revenue per sales employee

verizon✓

Moving to a virtual program with video role-play instead of in-person training resulted in a

**REDUCTION
OF 68% IN
TRAVEL
EXPENSES.**

PAYCHEX (ONBOARDING)

The financial industry has a high turnover rate. For this training, Paychex's goal was to increase employee retention. They turned a 16-week in-person onboarding program into a 10-week mostly virtual process that included Rehearsal's video-based practice and coaching.

The new program drove a 41% increase in speed to competency, which Paychex believes contributes to the 8% increase in employee retention. Confident employees who experienced sales wins earlier were more likely to stay with the company because they felt they were succeeding there. In turn, this led to a 10% increase in business revenue.

PAYCHEX[®]

IT'S BECOME
CLEAR THAT
PRACTICE
DOES MAKE
PERFECT...
IT'S WHERE
LEARNING
REALLY STICKS.

— Katie Petty, 3M eLearning Specialist

3M (TECHNICAL SALES)

With highly technical products and a clinical sales approach, 3M needs to ensure its 1,000+ sales reps can effectively communicate key benefits of 3M products. Their sales process often requires in-depth sales discussions with medical professionals.

3M implemented Rehearsal to provide reps a platform to sharpen and retain clinical knowledge and product information.

Thanks to the introduction of Rehearsal, 3M has seen more accurate and consistent messaging, and has greater confidence in the effective delivery of those messages. 3M credits these improvements to the creation of a safe place within Rehearsal, where reps can make multiple attempts prior to submission, practice internally, and additionally receive clear, individualized, asynchronous coaching and feedback. Now, reps who are still learning aren't "practicing" with actual customers, which can jeopardize not only individual sales, but customer relationships as well. Reps are forming lasting skills which can be delivered with confidence and accuracy when it matters most.



CONCLUSION

Video-based practice and coaching combines the best elements of mentorship and in-person coaching with the benefits that modern technology brings to an online learning environment.

Your workers can dramatically improve their sales demos, product messaging, and soft skills by repeatedly rehearsing how they would respond to workplace scenarios. Feedback from peers, mentors, or AI shows them exactly what areas need improvement.

Lastly, intelligent journeys, content branching, and insightful reporting tools make managing and automating your video-based practice and coaching program a breeze.



Rehearsal

SEE REHEARSAL IN ACTION!

Access a video walkthrough or request a live, personalized demo.

[LEARN MORE](#)

