YouTube Belt

Training employees with video content
Overview

- Why video?
- Developing your academy
- Tools
- Other video content
- Housing your academy
Developing your academy

Assets
Courses
Curriculum
Academy
All Staff

- Orientation video
- Core values speech
- Customer service
- Basic product knowledge
- Food handlers training
- Knife safety
Sales

- Customer service - advanced
- How to use the POS
- How to use the scale
- How to handle a customer complaint
- How to take a basic cake order
- How to take a wedding cake appointment
Production

- Dishwashing 101
- Cake building and icing
- Basic cake decorating
- FIFO and food safety
- How to receive an order
- Recipes!
Almond meringue sandwich cookies with a variety of delicious fillings

$1.25 ea
Tools
Mobile phone

- Easiest to use
- Good video
- Not so great sound
- No sound inputs
- Storage limitation
- $
HD Professional

- Great video quality
- High quality sound
- Sound inputs
- High file storage
- $$$$$
Home video camera

- Easy to use
- Good video quality
- Sound inputs - check
- Moderate file storage
- $$
Omnidirectional mic

- Good universal mic
- Cumbersome
- XLR or mini jack inputs
- Accessories
- $
Lavaliere mic

- Good sound quality
- Mobile - especially wireless
- Limited users
- $$
Headset mic

- Good sound quality
- USB or mini jack inputs
- Good for voiceovers
- $
Sound recorders

- Professional quality
- High storage volume
- XLR inputs
- 2 channels
- $$
Other video content
Presentations

- Powerpoint, Keynote, Prezi
- Record voiceover within presentations
Video Capture

- Software downloadable from the Internet
- Great for showing how to work any computer based application
Housing your academy
YouTube

- Easy to upload
- Create a channel
- Playlists for departments
- Non-video docs not supported
- No fees
DropBox

- Easy to upload
- Interface not as friendly as YouTube
- Allows for adding other files: docs, photos, etc.
- Annual fee for added storage
Schoox

- Designed to be an online academy
- Build courses with a curriculum
- Step-by-step advancement
- Monitor employee’s progress
- Monthly fee
Questions
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