

CrossKnowledge CEO Videocasts

Get inspired by the testimonies of great leaders

Product sheet



Share in the experience of major business leaders with CrossKnowledge CEO Videocasts™

CrossKnowledge CEO Videocasts, comprising a video library of more than 150 films, were made in association with the Fifty Lessons company, and feature around 100 chairmen, managing directors and financial directors of the biggest companies in the world, including Dell, Reuters, Cisco and Microsoft. These executives talk not only about their successes but also their failures, their doubts, the challenges they have had to face, all in a very personal tone and always including anecdotes that are sometimes scarcely believable but always highly instructive. These are exceptional products for all managers aspiring to progress in their field.

provide a keen perspective on all aspects of management and leadership, especially on change management and talent management, but also on innovation management, corporate social responsibility and strategic thinking.

Story-telling is a powerful tool which is at the heart of the CrossKnowledge Videocasts. The anecdotes and stories told in these videos make a real impact on learners, allowing them to memorise key principles of management or leadership by providing a memorable example which they will retain and be able to put into practice when a similar situation occurs.

The personal testimonies of the leaders

Target audience and benefits

CrossKnowledge Videocasts are aimed at anyone interested in the subject of the video. They may be of particular interest to:

- business leaders and managers faced with major strategic and tactical challenges who do not have much time for training;
- experienced managers with a leadership role;
- and also first-time managers who may find the videos highly inspirational

These videos will have a positive and motivating impact on a new generation of leaders who have grown up in a media-dominated world and expect training courses to have a substantial multimedia component.

Benefits and options for use

CrossKnowledge CEO Videocasts complete the CrossKnowledge Sessions products by tackling leadership-related themes that have not yet been introduced in the sessions or by complementing those themes that have been dealt with in the CrossKnowledge Sessions by giving the point of view and experience of a manager with hands-on experience in the subject in question.

They can be integrated into a training programme (ideally in the initial stages of the training) in the same way as other CrossKnowledge products to encourage learners to develop their managerial skills and leadership behaviour.

These products will be highly attractive for business leaders, managers and Generation Yers and can be uploaded as a stand-alone product to a social media site. Being short, powerful and rich in content, they will drive traffic to these sites, encourage peer-group discussion

and exchanges of views, and increase the time spent by visitors.

Among the leaders interviewed:

Examples of Videocasts:

“Encouraging risk-taking”

Shelly Lazarus, CEO of Ogilvy & Mather Worldwide;

Theme: Developing collective performance

“Adapting your leadership style to each individual”

David Brandon, Chairman and CEO of Domino’s Pizza;

Theme: Developing leadership skills

“Getting the best out of a team”

Michael Dell, founder, CEO and Chairman of Dell Inc.;

Theme: Leading a team to success

“Delegating responsibilities to progress more quickly”

Robert Herbold, Chief Operating Officer and Executive Vice President of Microsoft Corporation;

Theme: Delegating

“Be persistent”

David Michels, former group chief executive of Hilton Group;

Theme: Developing talent

For an unrestricted number of learners, CrossKnowledge can offer, on an annual basis, a selection of up to 25 CrossKnowledge Videocasts. The entire video library can also be offered to the entire company or to a limited number of users.

Mobile learning

They can also be exported, as stand-alone products, to mobile devices in either read mode or push mode (to encourage all learners to view the video).

CrossKnowledge CEO Videocasts accessible from such a platform can be viewed with all major types of smartphone (iPhone, iPad, BlackBerry etc). The short, powerful videos thus add value to the platform, build interest, increase traffic and help to further underlying strategic aims of the tool.

Custom Videocasts

CrossKnowledge can also film business leaders for their client companies. For more details on this service, see the CrossKnowledge Custom Videocasts product sheet N°58.

Languages covered

This series is available in English, currently with English and French subtitles (there are 154 subtitled videos).

Other authorized languages : Italian, Spanish, Dutch, Japanese.

Other languages are available on request, in two formats:

- subtitled (subject to a feasibility study when a language using diacritics is required)
- dubbed



Technical features

CrossKnowledge CEO Videocasts are independent CrossKnowledge Learning Objects that relate to the themes and subthemes in the CrossKnowledge catalogue. They open in CrossKnowledge player and have a standard length of 5 minutes.