

# CrossKnowledge Faculty Videocasts

## Inspire change

Product sheet



### Benefit from expert advice on all topics of management and leadership through CrossKnowledge Faculty Videocasts

The idea behind CrossKnowledge Faculty Videocasts is simple: film internationally renowned experts giving advice and talking about the most important lessons that they learned in their careers. The purpose of these videos is to coach and help managers at all levels within the organisation, but especially to encourage senior managers to make use of distance learning tools.

Integrated into training programmes (and ideally the early stages of a programme), **these videocasts inspire all who watch them to learn and to change their attitudes.** Subjects range from leadership and personal

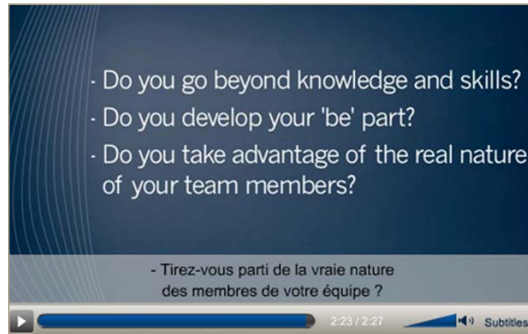


development to more strategic subjects such as mergers and acquisitions and changing organisational culture.

CrossKnowledge Videocasts are based on a very precise pedagogical format:

- they are very short (maximum 3 minutes)

- they include a story (many studies have demonstrated the pedagogical power of story telling)
- they end with a lesson or challenging questions and/or tips and tricks of the trade, to help you put the advice into practice



So they are more than just run-of-the-mill interviews with journalists, or experts from speeches that can be found easily elsewhere on the Internet. Each recording has been carefully prepared in conjunction with the expert.

Speakers include:

**Kim Warren, London Business School, expert in international strategy**

- Keys to a successful strategy;
- Beating your competitors;
- Risk management: don't cross the line.

**Jacques Horovitz, IMD, expert in service strategy**

- Client-orientation: the best strategy to gain competitive advantage;
- Is low cost the opposite of quality of service?

**Nigel Ewington, Cambridge, CEIBS, expert in intercultural management**

- No intercultural skills, no international business;
- Have you given yourself the resources you need to attain your international ambitions? ;
- Be aware of the influence of your own culture.

**Scott Snook, Harvard Business School, international professor of leadership development**

- Leading in a new world of complexity;
- Manage beyond knowledge and skills.

**Robert Dilts, world expert in vision and leadership**

- Achieve success thanks to leadership;
- Be bold when creating your vision! ;
- The changing face of leadership.

**Target audience and benefits**

CrossKnowledge Faculty 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**

They can be integrated into a training programme in the same way as other CrossKnowledge products in order to encourage learners to further develop their management skills or leadership behaviour.

These products will be highly attractive for business leaders, managers and Generation Yers and can be uploaded as stand-alone products 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.

### Mobile learning

They can also be exported, without CrossKnowledge Player, to mobile devices in either read mode or push mode (to encourage all learners to view the video).

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

### Languages covered

This series is available in English, with subtitles in 6 languages:

- French
- English
- Spanish
- Dutch
- Italian
- Japanese

Other languages available on request, available in two formats:

- subtitled
- dubbed

### Technical features

CrossKnowledge Faculty Videocasts are independent Learning Objects that relate to the themes and subthemes in the CrossKnowledge catalogue. They open in CrossKnowledge Player and have a standard length of 3 minutes.