

fuse

The power of great content, delivered in
context, at the point of need



**THE 12
COMMANDMENTS
OF CONTENT**

Content for learning that supports higher performance

INTRODUCTION

Having an army of engaged learners that view learning as second nature doesn't have to be an L&D manager's pipe dream: organic, inherent, engaged learning is completely possible if you have the right content.

As Brandon Hall found in its recent research, there are 'high impact' companies really driving the effective learner experience using multiple pathways and learning opportunities available to all employees, regardless of level or role.

It makes sense. As consumers, people are accustomed to quickly finding information and answering questions via what they find in YouTube videos, and learning at work needs to emulate this experience. Long, clunky SCORM based courses are a thing of the past, and if companies want to maintain engagement amongst learners in such a way that results in demonstrable company growth, content needs to be strategically designed.

What's common amongst these companies is that **they make content really count when it comes to empowering learning.** The research shows that video content is their top choice for knowledge delivery, with 79% of them using it regularly and consistently.



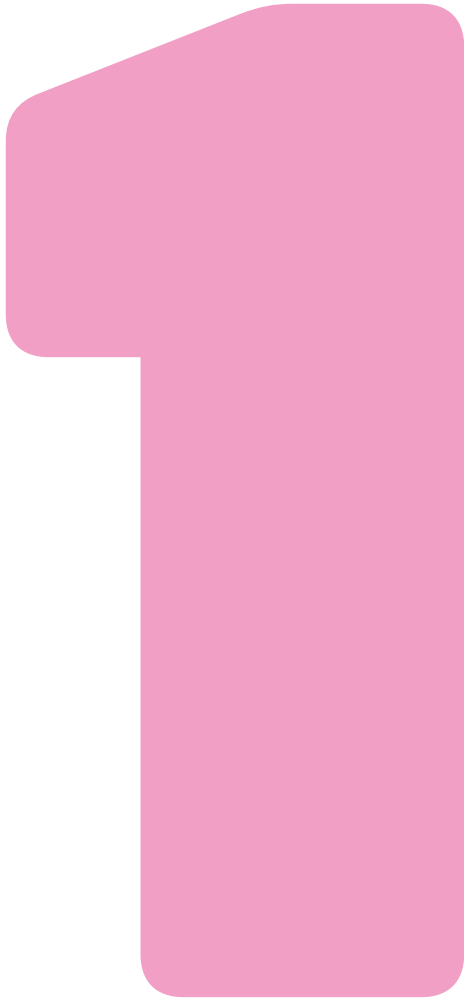
Luckily, there is help at hand. The Fuse content team is made up of fantastic animators and Digital Media Designers. We act as a media production company that generates thousands of videos each and every year in educational content for our customers, while also offering consultancy, content refreshes, and content creation workshops for those customers that want to master creating content themselves.

Our Mobile First Storytelling course is legendary, and features key insight into the theories, philosophies and beliefs we've developed.

After dedicating so many years to crafting and refining the content capturing and production process, we wanted to share what we have learned. In true Fuse fashion, we have bottled it into 12 specific techniques in our Fuse Content Strategy that we believe are fundamental to building engaging content that drives employees back to the platform.

Read on as we unveil our 12 Commandments of Content, and learn all about the essential practices, techniques and strategies that will get tacit knowledge outside of the heads of your experts, and into the flow of work to turn skills into habits that support higher performance.





CONTENT FORMATS IN TUNE WITH WHAT PEOPLE LOVE

When it comes to these 12 commandments, we're not talking ethics and worship here: we're talking best practice for content. The first commandment in the Fuse Content Strategy is: 'content formats in tune with what people love.'

In an enterprise learning setting, people tend to want to consume learning the same way they want to consume their entertainment media. Whether it's kick back relaxing time or learning in the flow of work, people really love bite-sized videos, articles, rich media articles, podcasts or infographics.

Creating learning content that people love is fundamental to the Fuse knowledge engine, which is based on the principle

that building engaging content will drive employees back to the platform. This is key: for it to work, people want to have to keep coming back again and again. Fuse customer [Avon is a perfect example of this.](#) An incremental increase in monthly visits to the platform - the difference between low frequency (1 to 2 visits per month) and medium frequency (3 to 4 visits per month) - showed dramatic uplifts of +320% in aggregate sales over a 6 month period.

You won't find any **SCORM** at Fuse



We don't do SCORM courses. We don't script anything. Our USP is capturing tacit knowledge from experts in the business. For example, if you have a sales team and you want to build some soft sales skills content, we ask, who are your best salespeople? And then we talk to them, we interview them in the same way a journalist would so that we capture a passionate, concise and engaging messaging. And then that is overlaid with animations and possibly music or sound to reinforce the messaging. If it's not Fuse doing this for customers, it's done in-house by Fuse customers because we also teach users who want to produce content exactly the way we do it. ””





“BITE-SIZED” IS THE KEY

Commandment number two is that videos and articles must be bite-sized: this means they should not take longer than 3-5 minutes to watch or read. Ten years ago, companies were making videos that were eight minutes long, and no one watched them. So, our rule of thumb is that if a video is more than five minutes long, it needs to be two videos.

We want learners to ‘snack’ on educational content, the same way people snack on social content.

Everything is bite-sized, and as often as possible, we mix in a variety of live footage, animation and music to keep things compelling.

Vodafone is a great example of how well bite-sized learning can work. When the company introduced the Fuse platform, it re-designed much of its key classroom training to be bite sized. Employees began accessing these bites when they had a few minutes of downtime, and the immediate result was that learning engagement surged.



RE-USABLE. STRUCTURE, DISCOVERY, SEARCH.

Third in the commandments of the Fuse Content Strategy is that content must be re-usable in structure, outside specific learning paths if needed so that learners have access to it at a point of need. And don't forget, in Fuse, if there is a great piece of knowledge, embedded in a video in a course - a relevant snippet that answers a question - we can bring that piece of knowledge to the fore. With great search and discovery, learners don't have to watch an entire course to find what they are after.



What this also means is that if there is a piece of content in a learning plan, and someone wants to change to another learning plan, instead of changing an entire course, they can search to locate that one piece of content, and simply change it in isolation, and it dynamically changes everywhere else (something that isn't possible in a SCORM course.) This works really well in particular with video files.

DIGITAL FIRST CAPTURE

4


Here's what used to happen many years ago before companies realised there was a much faster way to create and get content signed off:

Imagine you're a company that wants to do a sales enablement programme. The old way of producing this would be that a third party vendor would spend loads of time gathering knowledge, and then they'd script all that knowledge into a big, clunky and unloved SCORM course.

These courses could cost tens of thousands or even hundreds of thousands of pounds or dollars to make, but the real problem is how long they take to make and get signed off by the right levels of people in the business, and to go through the various quality gates.

Our digital first capture is different. Instead of going away and scripting big SCORM courses, **we start directly with the subject matter experts and capture the knowledge we need, and get it signed off by them. And then it can go wherever you need it to go: on a website, in your learning platform, in a video.** We can film or record these people quickly and then they can sign the content off in days rather than months, at considerably less cost.

Removing these many sign off points and quality gates is really making the difference between traditional SCORM courses and the Fuse content methodology. We've also kept track of time over the years, and have found that the digital first capture method usually ends up taking only 5% of subject matter expert's time, regardless of whether it's audio or video capture.



5 MOBILE FIRST DESIGN

Mobile first design is as simple as it sounds, but the impacts of a mobile first strategy can be astonishing.

Most businesses understand this and whether it's videos or articles, most companies understand that they can't hinder people by making content that ties them to their desks. Seventy percent of video content in the world is consumed via mobile, so it only makes sense that all learning content really needs to be produced with a mobile first strategy in mind.

HILTI NAILS MOBILE FIRST DESIGN IN A BIG WAY

Fuse clients have countless examples of great mobile first content, but one company that has really embraced the 'content on the go, in the flow of learning' concept is [Hilti](#).

The developer and manufacturer shifted from a traditional classroom-based course model (where modules often took up to ten hours to complete) to a mobile, social and video based model where employees could learn in the flow of work from their mobile devices as and when they needed help.

The results speak for themselves, and employee engagement via mobile was a big part of this. What we've learned? You know you've made it when people are consuming learning content on the way to and from work. The business performance results of the mobile first strategy were also pretty impressive!

82%

learning
engagement

50,000

platform views per
day

80%

of sales targets achieved
in three months

(from 27% in six months)

15%

increase in sales
conversion

HILTI

ONE KEY THEME PER SCREEN

(and no passive imagery thanks!)

Our team of designers apply a real visualisation process to each and every piece of content they make to highlight the key learning messages in the best possible ways to increase engagement and achieve learning outcomes.

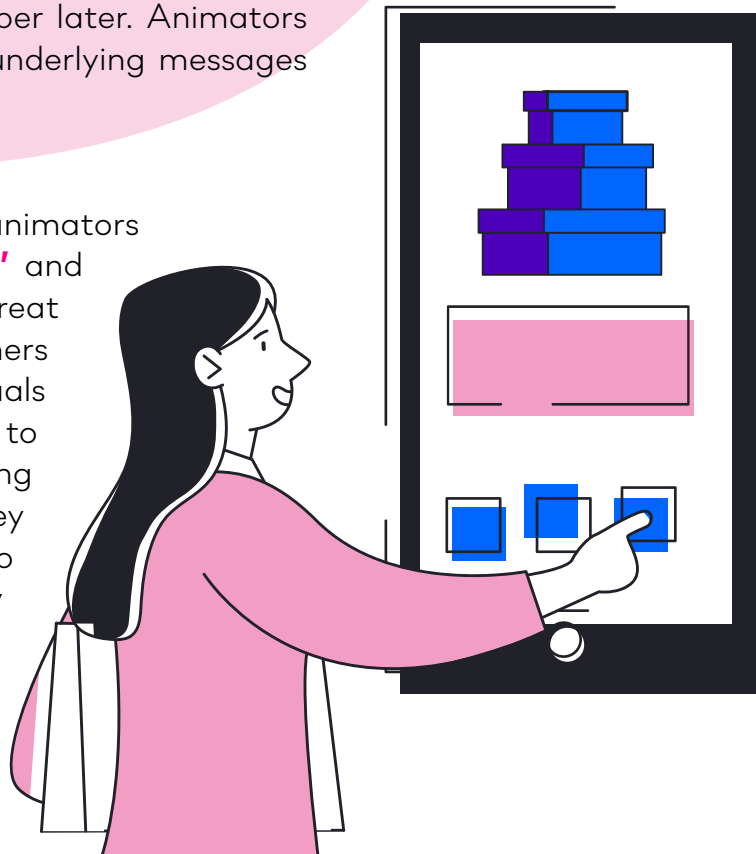
Our key rule of thumb is 'one key theme per screen, and no passive imagery.' Case in point, consider it this way:

If you were trying to teach someone about photosynthesis, you wouldn't just show someone a plant or a flower.

That would be passive and ineffective. To be engaging, you need to show us the sun shining through.

Animation is the strongest form of proactive imagery you can use. It helps audiences to consume key messages that they are more likely to remember later. Animators understand exactly how underlying messages need to be visualised.

At Fuse, we call our animators **'Digital Media Designers,'** and our team is able to take great narratives that videographers have captured and use visuals that allow every learner to process their understanding of the messages. They combine this with audio to increase people's memory capacity so that the content is remembered, and easily recalled.



A JOURNALISTIC APPROACH

Commandment number seven is probably the one we talk about the most. There's a reason that Fuse content comes off as authentic, passionate, concise, and unscripted, and why it resonates an emotional connection with audiences. It's all down to the journalistic approach we use to gather knowledge and turn it into amazing content.

However, like journalists, we're not usually experts on the subject matter we're covering.



It's the people within the business that are the true experts, and with our journalistic approach, we simply ask them about it intelligently until we understand it. We embrace that curiosity and shoot them questions, unscripted, and get answers, unscripted. The way we bring out the passion and the authenticity of an internal SME, producing content that resonates so much better with their audience.

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CURATION:

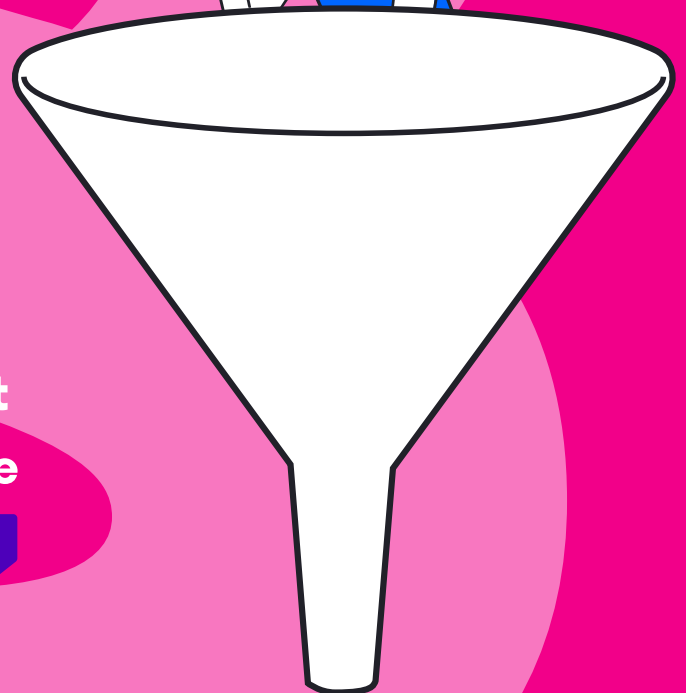
so that you can
find what you need




Curation is explained in
commandment eight in
the methodology as:



we must provide
structure and context so that
employees can find it and use
it quickly and efficiently. 




Aggregation is the collection of related content items (which is often automated) that can then be displayed or linked to. It's rooted in efficiency, however, on its own it can cause what we call 'choice fatigue' (think Netflix) because it may return too many results because it simply collates content into a library.

Curation on the other hand is the action or process of selecting, organising, and looking after items in a collection or exhibition. It's a thoughtful process and one that shouldn't be automated. Unlike aggregation which can often be automated, in learning platforms, curation is usually performed by humans.
 

Rhys Giles,
 Product Manager, Fuse

Getting the relevant pieces of content together may be the job of the admin of a given community or within certain job roles or departments so that the content that's in there speaks directly to anybody that belongs in the community. This means that people will be interacting and learning from content that has been carefully curated by the right people so that it's the most relevant content. It's a foundational part of the content strategy and one that our users find extremely useful.

THE CORRELATION BETWEEN FREQUENCY AND ENGAGEMENT

Commandment number nine states that there's a direct correlation to the frequency of new content and engagement levels. Libraries of new content do not create daily learning habits: new daily interesting, concise and relevant content do.

That's why if there's one phrase you'll hear again and again at Fuse, it's 'a regular drumbeat of content' - it's probably still echoing in the virtual halls of Fuse as we speak! A regular drumbeat of content is like the lifeblood of a good content and learning strategy, and it's the key to sustaining engagement.

“Vodafone has been a great example of content that has been successfully designed to engage, and this is entirely down to how useful the content is. The company regularly updates the platform with useful, bite-sized content. They understand that it is key to have quality content that is visually engaging, authentic and delivered with the right strategy and medium in mind.”



Steve Dineen,
President and Founder, Fuse

Scandic Hotels, a Fuse customer, also does a good job of highlighting the ‘frequency’ commandment and its correlation with engagement. [It changed its culture by empowering its 18,000 staff to make learning content.](#) Its food and beverage team in particular is full of SMEs all too happy to show their peers how to make the perfect omelette or concoct the perfect cocktail, and it’s done quickly and easily.

Whether it’s our team content developers working on the content, or your team taught by our developers, Fuse is all about empowering SMEs to make that content production second nature, which means it’s going to be that much easier to make it a consistent part of working life.

10 WATCH THE JARGON, THANKS

Commandment number ten is all about **watching your language.**

Imagine you’re making a video with a scientist about prescription drugs, and the scientist wants to make one video for fellow scientists, and another for the general public.

The jargon and the language used for the scientists is surely going to be a lot different than what the general public will understand. They understand that Sildenafil is what the public knows as Viagra, and that Alprazolam is the actual name of the Xanax sometimes used for flight anxiety. In the scientific video, it makes sense to use the clinical names, but in the video for the public, it makes a lot more sense to use the brand names that many people are already familiar with.

It's all about making your content consumable to your specific audience. On that point, **it's also useful to explain how Fuse thinks about audiences, or 'communities' as we like to call them.**

Communities may be focused around job roles, teams, or departments. We teach our customers how to curate content and map it to communities, so that certain bits of content are only visible to certain communities.

It means that at Scandic hotels, the food and beverage community can view all the content dedicated to cocktail mixology and omelette making mastery, without having to wade through the boiler maintenance strategy that the facilities community may want to consume, or the health and safety videos specifically for the building maintenance community.



The end result is that users feel they have a highly personalised learning environment that speaks directly to them, and not a broad ecosystem of unrelated roles or departments.

11

TITLE, TIME, THUMBNAIL... CLICKBAIT

The penultimate commandment: publish your content in the correct way. The rules of YouTube and Facebook also apply to corporate learning. When content is published, it just won't do to have a bunch of metadata showing in text, and a video in an unflattering frame.

What learners really want is an engaging title, good tags, the date of the video and a cool image for a thumbnail that makes them want to click on

And don't be scared of a little clickbait while you're at it. Some of our most viewed videos have successfully used a bit of clickbait in the title to draw those learners in, and it works, time after time.



DELIVERY IS EVERYTHING

Last, but not least: delivery. No effective content strategy is complete without a clear and defined way of making sure content gets into the hands (and minds) of learners without barriers, or friction. It's not just a 'build it and they will come situation,' and with bite-sized learning, Fuse has broken down the massive barriers that exist when knowledge lives within cumbersome and time consuming courses.

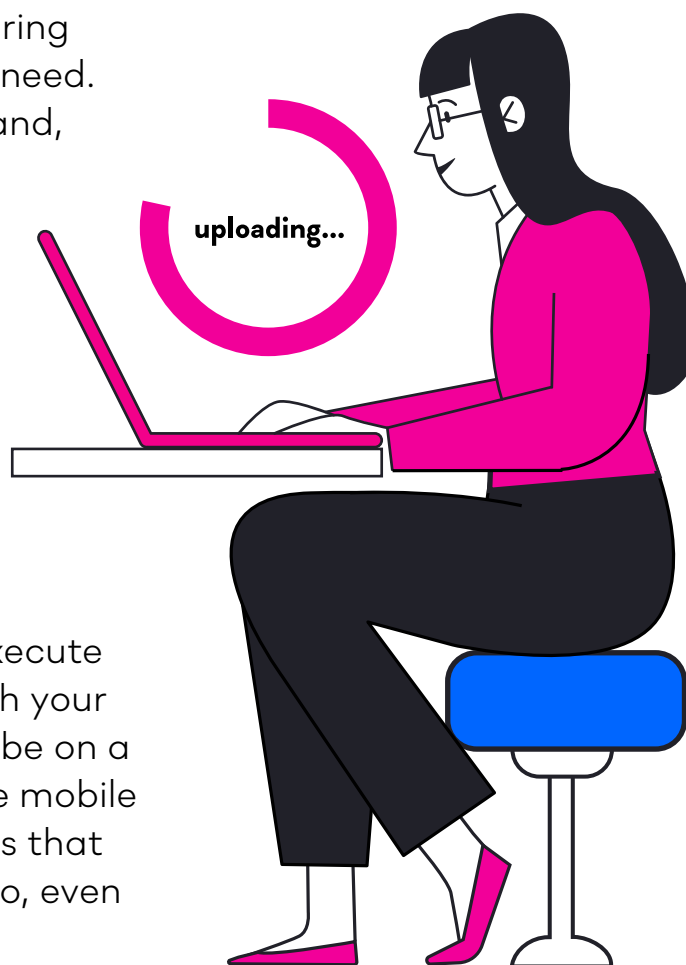
Without these barriers, learners can 'learn in the flow of work' - ie, we want you to learn on the job and as you work, getting your knowledge at the point of need. We can't claim it's an original theory I'm afraid - Josh Bersin and Marc Zao-Sanders have done a lot of research on it and do a great job of explaining it in [this article in the Harvard Business Review](#), from 2019, when the idea was introduced:

“ Learning in the flow of work is a new idea: it recognises that for learning to really happen, it must fit around and align itself to working days and working lives. Rather than think of corporate learning as a destination, it's now becoming something that comes to us.

Through good design thinking and cutting-edge technology, we can build solutions and experiences that make learning almost invisible in our jobs. One could argue that Google and YouTube are two of the earliest "learning in the flow" platforms, which we now take for granted. ”



What it goes to show however is that we're in good company when we say we are dedicated to delivering knowledge at the point of need. So, if you need to understand, for example, how to make an anchored link in HTML, we don't expect you to drop everything and take an HTML 101 course. We want you to view a one minute video on Fuse that shows you exactly how to do it, so that you can execute on the task and get on with your day. And if you happen to be on a bus while this happens, the mobile first commandment means that you can consume as you go, even on the move.



Secondly, we've also fine tuned our search functionality to be highly precise, because we don't want the time spent searching for knowledge to be a barrier, or to outweigh the time spent learning.

With AI and Machine Learning, Fuse is 'learning' more about each individual learner every day, and it's predicting what learners may need to know even before they need it. This predictive functionality is helping to make knowledge as easily available as possible, removing all barriers and friction.

MAKE YOUR CONTENT DRIVE HIGHER PERFORMANCE TODAY

From our favourite journalist approach to content capture, to the importance of content curation, our team is happy to discuss strategy with you at any time - either as producers, or as coaches - if you feel your team could benefit from our content strategy and production workshops. Get in touch with us [here](#).

We hope you've enjoyed the ebook and getting the inside scoop on the difference between good content that may be compelling, and great content that is actively engaging and improving company performance.

THE 12 COMMANDMENTS OF CONTENT IN A NUTSHELL

1

Content formats in tune with what people love: Bite-sized videos, articles, rich media articles or podcasts that learners can consume on the go.

2

Bite-sized: Videos and articles no longer than 3-5 minutes

3

Re-usable: Structured for easy drag and drop re-used, as well as discovery and search. Content must be reusable outside specific learning paths if needed so that learners have access to it at the point of need.

4

Digital first capture: Removal of a half dozen sign off points and quality gates in comparison to traditional methods of creating e-learning content. Reduced cost and time. Most importantly, it should only take 5% of your subject matter expert's time, whether it be video or audio.

5

Mobile first design: All content must be produced with a mobile first strategy in mind.

6

One key theme per screen and no passive imagery: Animation increases retention as well as engagement. When using animation and visualisation, audiences can then consume the key messages that they can remember later.

7

A journalistic approach: Authentic, passionate, concise, unscripted. This resonates as emotional connection with your audience and portrays authenticity.

8

Curation: We provide structure and context so that your employees can find what they need quickly and use it efficiently. It's called 'knowledge at the point of need' or 'learning in the flow of work.'

9

No jargon: Make your content consumable for the specific audience and community you're speaking to.

10

Frequency: There is a direct correlation to the frequency of new content and engagement levels. Libraries of content do not create daily learning habits: new, daily, interesting, concise and relevant content does.

11

Publish your content in the correct way: Title, time thumbnail: The rules of YouTube and Facebook also apply to internal learning and outcomes.

12

Delivery: No effective content strategy is complete without a clear strategy for getting content in the hands and heads of employees, with no barriers, and no friction.

ABOUT FUSE

Fuse is the learning and knowledge platform that sparks active engagement and ignites people performance. It is used by more than 120 enterprises around the world, including Vodafone, Panasonic, Scandic, Avon, Mazda and BAE, and connects people with the knowledge and expertise they need to acquire new skills and achieve high performance at work.

Additional resources

Learn more about Fuse on the [website](#).

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