

# DIGITAL WORKPLACE VIDEO: Strategies To Advance Company Goals Through Video





# DIGITAL WORKPLACE VIDEO:

Strategies To Advance Company Goals Through Video



INTRANET REFRESH

# VIDEO STRATEGY

- Break through the clutter
- Strategy for when to Invest & when to use Low Budget Options
- Distill your message into 2 minutes or less
- Versatile Medium



VIDEOSCRIBE

CAMTASIA

# THINK VISUAL



INTRANET REFRESH



# VIDEO STRATEGY







**YouTube**

# IN VIRTUAL

The screenshot shows the 'insideLM' intranet homepage. At the top, there is a navigation bar with links for HOME, PAY, BENEFITS & CAREER, TOOLS, NEWS & EVENTS, COMMUNITIES & PEOPLE, ABOUT US, and A-Z INDEX. A search bar is also present. Below the navigation, the main content area features a large image of a CH-53K helicopter in flight. The headline reads 'CH-53K Completes Lift Milestone as First Aircraft Nears Delivery to USMC'. To the right of the image is a 'LEADERSHIP CORNER' section with a profile of Tim Fouts, titled 'Being All In: A Capture Manager's Perspective'. Below this is a 'QUICK LINKS' section with links for 'Join the Journey', 'LMPeople', 'My TEMPO At a Glance', 'Sikorsky Integration', and 'Submit Local Announcements'. At the bottom, there is a 'EUREKA STREAMS' section with a video thumbnail for 'RMS News Now'.

This screenshot shows a different view of the 'insideLM' intranet. The top navigation bar includes a user profile for 'Hello, Gentry Edwards' and a 'No Current Alerts' notification. The main content area is dominated by a large blue banner for the 'LOCKHEED MARTIN MATCHING GIFT PROGRAM' with the text 'DOUBLE YOUR DONATION DOUBLE YOUR IMPACT'. Below the banner, there are several content blocks: 'Aeronautics' with a 'WIND' graphic, 'F-35 Weekly Update' for May 3, 2018, and a 'Leadership Corner' section featuring Darren Hill and the article 'The "Golden Rule"'. At the bottom, there is a link for 'Employee Perspectives'.

# INTRANET REFRESH

# DIGITAL W

## Strategies To Advan

# TAKE HOME TOOLS

Slides don't bore people: bullets bore people



VIDEOSCRIBE



CAMTASIA

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# THINK VISUAL





You **Tube**



You **Tube**



# VIDEO: Through Video

## ENGAGE & CONNECT

Clients do not come first.  
**Employees come first.**  
If you take care of your  
employees, they will take  
care of the clients.

- Richard Branson



AMERICAN CANCER  
SOCIETY 2018 HIGHLIGHTS



EMPLOYEE  
SPOTLIGHT



# EDUCATE & INFORM



You **Tube**



You **Tube**

employees, they will take care of the clients.

- Richard Branson



AMERICAN CANCER  
SOCIETY 2018 HIGHLIGHTS

EMPLOYEE  
SPOTLIGHT

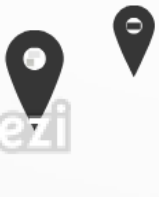
# EDUCATE & INFORM



NEWS BLAST



SOCIETY TALK







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# EDUCATE & INFORM



NEWS BLAST



SOCIETY TALK

7

# WHAT'S NEXT?

Employee Generated Content  
Streaming  
High Production Value at a Low Cost

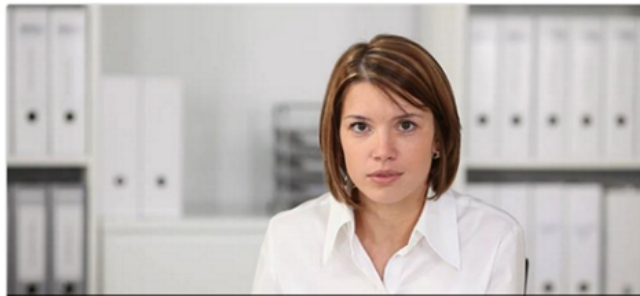




# WHAT'S NEW

Employee Generated Content  
Streaming  
High Production Value at a Low Cost

### Featured



**New Employee Welcome**  
5 days ago 25:20



**Diversity in the Workplace**  
5 days ago 12:15



**Manager Training - Critical Conversations**  
5 days ago



**Compliance Training**  
5 days ago 21:16



**Project Update - October**  
5 days ago 6:18



**Project Update - November**  
5 days ago 7:25



**Our Company Culture**  
5 days ago 4:32



**Network Security Overview**  
5 days ago 21:49



**Engineering Strategy Meeting**  
5 days ago

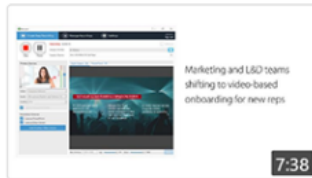
### What's New



**End-to-End Video Delivery**  
20:35



**End-to-End Video Delivery**  
10:35



**Marketing and L&D teams shifting to video-based onboarding for new reps**  
7:38



**How Businesses Use Panopto**  
14:31



**Network Security Overview**  
45:31



**Network Security Overview**













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