

Video at Work

How to make it (actually) work for your team



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Introduction

There's no question that video has changed the way we work – for good.

We can strike up conversations with our teammates anywhere in the world, at any time. We can send quick video messages to express our ideas and feedback. We can transfer knowledge on our own time and learn new skills at our own pace.

Video now touches every part of our work, from employee onboarding and training to company all-hands and team meetings. It makes sense why we've come to rely so heavily on video: it's our most powerful form of communication, more flexible than being in person, and more personal and more human than sending an email or a chat message.

But while video has brought our teams closer together, it's also led to a host of new challenges. "Zoom fatigue" – or, really, video meeting fatigue – leaves us exhausted at the end of the work day. And when we're not chatting in real time, we're stuck hunting down video links in our email inboxes or trying to decipher whether "Oct 12 recording" contains the vital information we need.

As we navigate this next chapter of work, our teams need a better way to communicate, collaborate, and get more accomplished – with video.

In this guide, we'll show you how to use video to empower everyone at your company. You'll come away with fresh strategies and tactics for leveraging video more effectively across your business and best practices for engaging and aligning your team.

Why video matters now more than ever

When the global pandemic hit, many of us found ourselves thrust into remote work – seemingly overnight and, in some cases, a little reluctantly. We turned to video to recreate what we had left behind in the office: a face-to-face, personal connection with our teammates.

We hunkered down at makeshift desks (with the occasional “work from bed”), turned on our video cameras, and got to work. In the intervening months and years, just as we’ve traded in our kitchen tables for real desks, video has become a permanent fixture in our everyday work lives.

Work itself has changed a lot, too. Where once going to work and going to the office were synonymous, companies and employees are now embracing more flexible work models. In fact, 63% of high-growth companies are already taking a “productivity anywhere” approach.

As we navigate the future of work, one thing is for certain: video is here to stay. So, what does this mean for you and your team? Let’s dig into a few major benefits that video has to offer.

63%

of high-growth companies have already adopted a “productivity anywhere” workforce model



Video enables companies to get ahead

You've heard the old business adage: adapt or die. Despite its dramatic overtones, the point stands. Companies who want to lead, not just survive, the future of work need to equip their teams with the tools – video among them – that they need to innovate, collaborate, and grow.

But here's the thing: only 14% of companies have actually reached the point of digital fluency. In plain English, this means only a small handful of companies are successfully using technology to unlock knowledge and productivity for their teams.

Companies who achieve digital fluency, on the other hand, are ahead of their peers in revenue, efficiency, and creativity. It's exactly why video has become so essential for high-growth teams. Video enables teams to achieve more across vast distances and with greater flexibility.

14%

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Your team not only wants video, they need it

Nobody enjoys having to read dozens of emails or fire off back-to-back chat messages, just to get their work done. When teams can watch and record videos instead, they're able to get up to speed quickly, convey important nuances, and connect personally with their teammates.

Here are a few scientific reasons why video helps boost your team's productivity:



You absorb and understand information faster

Did you know our brains can process videos 60,000 times faster than text? Yes, you read that correctly – 60,000 times faster. For teams who are tired of slogging through email and chat, video isn't just a welcome relief from walls of text. It's also a more efficient way to work.



You build stronger connections with your teammates

If our global experiment in remote work has taught us anything, it's that we need better ways to stay connected with our team (and fight the periodic loneliness that WFH can bring). Research shows video leads to higher levels of engagement and builds deeper emotional connection.



You learn more and retain more knowledge

There's a reason the majority of employees and managers prefer video for learning and training: video has been shown to increase knowledge retention by 25% to 60%. Plus, video enables teams to learn at their own pace and when it works for their schedule.

Video builds and strengthens company culture

We all know company culture has a far-reaching impact on a business's success. Companies with a strong culture see higher employee engagement, lower employee attrition, and faster revenue growth. In short, investing in your culture is good for your team and good for business.

But how do you build culture when you and your team aren't physically together? The answer: with video. Video helps strengthen your company culture, wherever your team works, by giving employees a window into your strategy and plans and inviting them into the conversation.

Here's how video can bring your team together:

Align your team around shared goals

When everyone's aligned, work runs more smoothly. Video enables you to communicate your ideas and priorities exactly the way you intended, without key details or nuance getting lost in translation over email or chat. You can easily provide context for important company initiatives, share past plans and future ones, and give a voice to your mission.

Instill a greater sense of belonging

Employees who feel valued and appreciated are not only more productive but also happier and more satisfied. Video gives you an opportunity to make recognition a regular habit and build trust with your team. You can use video to amplify work being done across the organization, celebrate milestones and accomplishments, and let teams see and hear from each other.

Foster an inclusive hybrid-remote culture

For teams spread across different locations, it takes work to build a culture where everyone feels they have a voice and a personal connection to the company. And this only gets harder when you have some people working remotely and others in the office. Video can help level the playing field by giving everyone access to the same information and empowering them to contribute and collaborate on their own time.

If video is so great, then what's with the fatigue?

There's no arguing that the workplace as we know it has changed forever. The majority (76%) of companies are planning to permanently adopt remote or hybrid work. But how we approach work itself hasn't changed all that much – often at the expense of our productivity and wellbeing.

Take meetings. We might be on video instead of in the office, but we're still getting work done in the same way – by having more meetings, adding more people to more meetings, or scheduling longer meetings. And we're still thinking to ourselves, "Well, that was a waste of time."

Regardless of whether you stay remote, go hybrid, or return to the office, it's time to rethink how your company uses video. You need to invest in video, not just as a way to connect in real time, but also as a way for teams to communicate more efficiently and collaborate on their own time.

So, what does this actually mean for you and your team?



We can't keep meeting in real time, all the time

Be honest: does it feel like you're drowning in meetings? Turns out, there's a reason for that: you are. People now attend 13% more work meetings than they did before the pandemic.

In the absence of watercooler chats and hallway run-ins, "let's hop on a video call" has become a familiar phrase. While these calls can be productive, most of them, well, aren't. Meetings too often meander off topic, turn into status updates, or become one person's keynote presentation.

And all these video meetings are exhausting our teams. Between the back-to-back meetings and the costly context switching that follows, our teams are fighting an uphill battle against Zoom fatigue and burnout.

Don't get us wrong: some meetings are valuable and some things really are best discussed face-to-face. What needs to change is how we think about meetings. Instead of defaulting to having meetings, we should reserve meetings for the conversations that truly require them.

Does this **need** to be a meeting?

- Does this meeting have a clear agenda and purpose?
- Are the issues at hand both important and urgent?
- Can the issues only be resolved through real-time discussion?
- Is every participant essential to the conversation?
- Does the group have the authority to make a decision?

Answered "yes" to all the questions above? Get it on the calendar! If not, try getting in touch with your teammates another way first – through email, chat, or video messaging.

Shifting from real-time meetings to asynchronous video

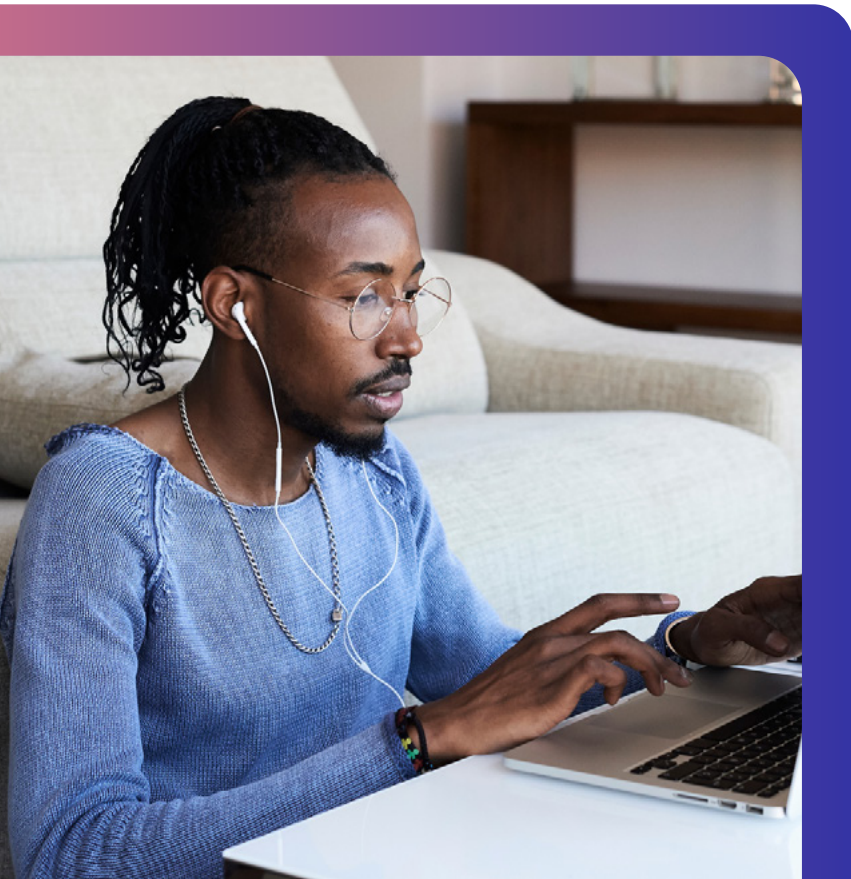
Let's imagine, for a moment, that you're about to have a meeting to kick off an important project. Chances are, some people in the meeting will have a lot to say and contribute, while others who don't want to miss out are half-listening between checking their emails and catching up on work.

Once the meeting is over, everyone moves on to the next thing and next call. If you have good meeting hygiene, you'll have some notes and action items. But for the most part, that's it – all that vital information gets locked away in a few people's heads and some people are probably left wondering if being a fly on the wall was worth it after all.

But what if you had recorded the meeting? Or, better yet, what if you had sent a video update first and then met for a focused discussion with just the key stakeholders?

That's where asynchronous video can add value. "Asynchronous video" is a mouthful, but what it refers to are meeting recordings and pre-recorded video messages that people can watch on their own time. Asynchronous video provides the context and clarity of being together without the time commitment.

And it's the answer to bloated, unproductive, and endless meetings.



Asynchronous video helps you get more out of your meetings and eliminate the ones that didn't need to happen in the first place. Recording meetings turns them into resources for people who couldn't join or only need to be made aware of specific decisions. And pre-recorded videos give everyone their time back, enabling teammates to follow up when it's convenient for them.

Here's how you can enable your team to make the shift, one step at a time:

Step one

Start by recording your meetings

At their best, meetings are where priorities are communicated and decisions are made. And recording your meetings enables your team to have their say, regardless of whether or not they were in the virtual room.

So, what meetings should you record? [One fast-growing startup](#) instituted a rule that if more than three people are in a meeting, it has to be recorded. The principle behind it is pretty simple: documenting your decisions means everyone can work more efficiently without repeated effort.

Step two

Skip the meeting, record a video instead

If there's one thing we never have enough of, it's hours in the day. Next time you're dealing with a meeting that should be an email, try recording or having your team record a video instead. You might find you're able to cross a few meetings off your calendar and get back to the work that really needs your attention. (Wondering how else you could use video? More in a minute!)

Step three

Treat your videos like a knowledge library

Once you have all these videos, locating the one you need shouldn't require a Ph.D. in folder management. Think of these videos like your company wiki: they're filled with knowledge that can help your team work smarter. By putting them in a centralized, searchable video hub (like [Rewatch](#)), you can make it easy for your team to find the information they need.

How video can empower everyone and every team

Today, companies leverage video in so many different and unique ways to align their teams, improve collaboration, and boost productivity. From all-hands and team meetings to onboarding and knowledge sharing, video has transformed the way we connect and communicate at work.

Video also enables “microtransactions,” or those small interactions at work that make you feel like you’re part of the team. It’s the feeling you get when a teammate shares an idea with you or asks for your input on an important decision. Video recreates that feeling at scale by giving visibility into what’s happening across your team and the company.

But, for teams who are accustomed to using video just for meetings, it’s not always obvious what else you can use video to accomplish. While meeting recordings provide a ton of value, video is even more effective when approached as a resource beyond (and in lieu of) meetings.

Let’s dive into the key ways you can use video to empower everyone and every team.

Executive communications

From all-hands and town hall meetings to policy updates, leadership teams are communicating more and more over video. And for good reason: video helps bring you closer to your team, no matter whether teammates are an ocean away or in the meeting room next door.

Along with recording company-wide meetings, leaders can use video to send short updates about what's top of mind, how the company is performing, and why they're excited for the future. Real talk: employees far prefer seeing and hearing from you than reading another email.

Employee onboarding

Let's face it: onboarding new employees isn't easy even when you're in the same place. There are your unique ways of working you forgot were unique ways of working and the crazy projects with 1,000 moving pieces. Video can help make it easier and get new hires up to speed faster.

Along with the standard welcome videos and mandatory security training, sharing past all-hands and recordings of important team meetings can give new hires the window they need into the company. They can start to learn your rhythms and rituals beyond the standard paperwork.

Training and enablement

Whether it's lunch & learns or professional development workshops, we invest a lot of time in our team's success. But too often, we rely on our team absorbing as much as possible in the moment, while forgetting these training sessions can be even more useful after the fact.

By recording training sessions, either ahead of time or as they're happening, you can turn these sessions into resources that current and future employees can continue to reference and use to build new skills.



Knowledge sharing

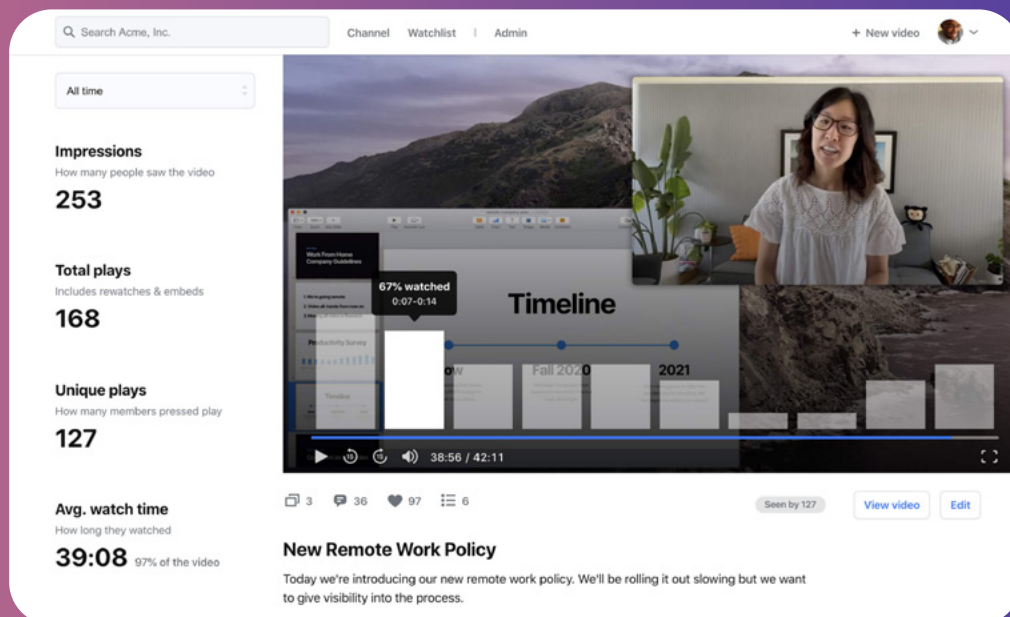
When your team is moving quickly, sharing knowledge can feel like just another to-do on a very long checklist. None of us want to sit down and write an essay on how to do something or what the best practices are. Thankfully, video makes sharing knowledge quick and easy.

With video, your team can walk through new processes, add their insight and ideas, and show off what they've created or learned – all in less time than it takes to have a meeting. Over time, these videos become an invaluable source of institutional knowledge for everyone.

Team meetings

Weekly team meetings, standups, and the occasional ad-hoc sync are important for keeping everyone aligned and projects on track. Recording these meetings allows teammates who weren't able to join to catch up and even those who did to reference decisions that were made.

To make these meetings even more efficient, try recording a video ahead of time to run through status updates and provide context on discussion items. At Rewatch, we call these videos the “pre-watch,” and it helps us keep our meetings short and impactful.



The screenshot displays a video player interface with analytics on the left and a video player on the right. The analytics section includes:

- Impressions:** 253 (How many people saw the video)
- Total plays:** 168 (Includes rewatches & embeds)
- Unique plays:** 127 (How many members pressed play)
- Avg. watch time:** 39:08 (97% of the video)

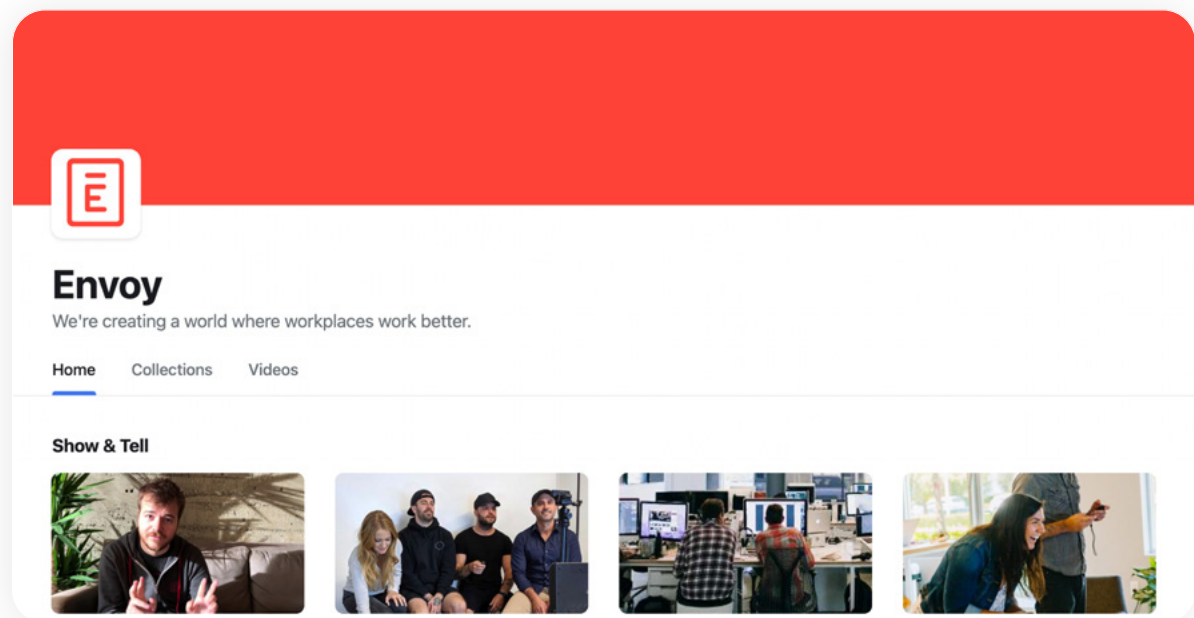
The video player shows a woman speaking in a video call window overlaid on a presentation slide titled "Timeline". The slide displays a bar chart for "Fall 2020" and "2021". A tooltip indicates "67% watched" for the video segment from 0:07 to 0:14. The video progress bar shows 38:56 / 42:11. Below the video player, the video title "New Remote Work Policy" is visible, along with engagement metrics (3 comments, 36 likes, 97 shares) and a description: "Today we're introducing our new remote work policy. We'll be rolling it out slowly but we want to give visibility into the process."

Spotlight: Envoy unites their distributed team with video

From the front desk to the mailroom, workplace technology company Envoy is making going to the office safer and more delightful. Companies of every size and in every industry – including Hulu, Slack, Coca-Cola, and Lululemon – have traded in their clunky sign-in books for Envoy’s iPads and transformed package pileups into streamlined mail management.

Keeping Envoy’s team connected and organized is Dana Stocking, their Workplace Technology Manager. With 230 employees and offices in San Francisco, Kansas City, New York, and London, this is no small undertaking, especially as the company transitions to hybrid work.

Facing a growing team spread across time zones, Dana knew Envoy needed a better way to make sure everyone was on the same page and had access to the right information – starting with video. “One thing we were really missing,” Dana explains, “was a way to make sure we can share videos asynchronously, so people can digest it when they need it.”



Breaking down information barriers

Like many companies, Envoy hosts a weekly company meeting – what they call “Show & Tell” – to keep their team informed about what’s happening across the business. “It’s one of the most important meetings we have, both culturally and for sharing information,” says Dana.

But the meeting recordings were gathering dust in Google Drive folders that made it hard for people to find them later, let alone actually watch them and quickly get caught up. That put employees who weren’t able to attend the meeting at a big disadvantage.

“If someone needed to search for a keyword or search for any information, they couldn’t,” Dana explains. “And that’s if they could even find where the recordings were located.”

With hybrid work on the horizon, Dana realized this was an information void they needed to fill – and fast. “As we transition to this world where not everyone’s in the same place and where not everyone’s in the office all the time,” Dana shares, “we need to give people a way to be part of these meetings without having to be there at the exact moment it’s happening.”

Bringing the team together with video

To help bring their distributed team together, Envoy turned to Rewatch to share and organize their meeting recordings and videos. And they didn’t wait to introduce their new video hub to their team. “Immediately, we used Rewatch to share our ‘Show & Tell’ meetings, so we could make sure the information made it to everyone,” Dana recalls.

We believe in communicating as openly as possible. By having our meetings and videos in Rewatch, including recaps of our board meetings, everyone can see where the vision is going and where we’re pivoting – and we can truly align the whole company.

- Dana Stocking, Envoy



That was just the start. Dana saw an opportunity to use Rewatch to engage employees in brand new ways – with newscasts and training videos. “We’re now doing a newscast as a supplement to ‘Show & Tell’ where we talk about things like people’s birthdays and team projects. We host it in Rewatch like a variety show and we release it every week,” shares Dana.

Rewatch has also helped Dana’s own team run more smoothly. With new tools and new faces comes lots and lots of questions for the Workplace Technology team. Dana uses Rewatch to provide on-demand technical training. “We put all our technical training in Rewatch, and people can go there to learn and self-service, whether they’re here now or join in six months,” he says.

With critical information at everyone’s fingertips, Rewatch has been a game changer for the company. “People can find a specific clip, or a specific product, just by searching for keywords in the transcript of the video,” explains Dana. “You don’t need to watch the whole video, just the part that you need.” The result: Envoy’s busy employees are able to work smarter and faster.

A more connected and transparent workplace

As a company, Envoy values transparency immensely – and Rewatch has enabled Dana and the entire team to scale that transparency alongside their growing distributed team.

“We believe in communicating as openly as possible. By having our meetings and videos in Rewatch, including recaps of our board meetings, everyone can see where the vision is going and where we’re pivoting – and we can truly align the whole company,” Dana shares.

For Envoy, the future of work is hybrid and Rewatch will be key to a seamless transition. “I’d recommend Rewatch to everyone, all of my compatriots in the IT field, especially with the hybrid world we’re going into. We’re just not going to be approaching work the same way.”

The future of work runs on video

Video is here to stay, and using it has become second nature. Our teams are used to seeing their webcam light as they jump on calls and watching videos to learn new skills and catch up on work. Video is now as much a part of our workday as that second cup of coffee at 3pm.

Video has introduced a new way to make work more collaborative, inclusive, and, well, better. We're living in a time when our teams crave new ways to stay connected in the workplace, and incorporating video into their workflow makes this both possible and enjoyable.

As we navigate the future of work, roughly 98% of meetings will include at least one person joining by video. This means companies will increasingly need to record, manage, and share these meetings to keep their teams informed and productive, whether they're in the same building or thousands of miles apart.



Here are a few things you can expect from the future of work:

1

More companies will adopt flexible work models

The global pandemic gave businesses a collective shock. They were forced to reimagine how their teams could function at home and scattered across the globe. As for employees, they now expect companies to offer better, more flexible options and they aren't settling for anything less.

2

Video will transform how we communicate in the workplace

We've already made the shift from meeting in person to meeting on video. Now, it's time to shift from meeting in real time, all the time, to using video to communicate and keep work moving asynchronously and on our own time. It's the key to making flexible work actually work.

3

Video will increasingly play a role in every part of our work

From all-hands and team meetings to onboarding and training, our teams run on video. Getting work done no longer requires being in the same room at the same time. With video, our teams can work together from anywhere – and that will completely reshape how work gets done.

About Rewatch

Get more from your video

Rewatch is your company's video hub – one place to share, organize, and search all your videos. See how Rewatch can empower your team to work smarter and collaborate faster.

[Try Rewatch today](#)

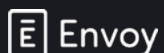
Innovative teams run on Rewatch

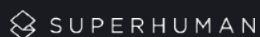
 GitHub

 zendesk

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 The Athletic

 Envoy

 SUPERHUMAN

 productboard