



How do trainers use your videos?

Some trainers like to show the entire DVD training in its entirety and then discuss what was seen. (We provide facilitator's guides with each of our trainings). However, we've found the majority of trainers want to show 3-5 minute video clips to back up the learning concepts they are teaching. We specifically designed [The Wisdom of Caring Leaders](#), [The Wisdom of Teams](#) and [Marshall Goldsmith Effective Leadership skills DVD](#) so they have chapters for each leader (Stephen Covey or Bill Bradley) and/or training concept (Character, Feedback or Competition, etc.)

Organizations also have the option of using our [online management training videos](#), which are licensed per category (leadership, team building, change, attitude, etc) or as an economical business training library for just in time learning. Trainers use these videos to jazz up their trainings and keep their participants engaged. As with any good presentation, it's good to have an alternative voice to back up or to reiterate an important point.

Why Videos – I don't have enough time to present all my material as it is?

Sure we understand time constraints but our clients tell us they can't afford to 'bore' or lose the interest of their participants, especially younger folks who grew up watching YouTube videos. Trainers use our videos to add credibility and jazz up their trainings. They find participants remember more learning concepts from watching videos. Actually, people do remember more information when they watch a video than when they read or listen. **

**Studies in the field of Psychology have shown that the combination of senses creates greater retention and brand recall. It has been estimated that people retain only 10% of what they read, 20% of what they hear, and 30% of what they see. When these senses are combined, however, retention takes a dramatic leap forward. Those same estimates say that when someone hears and sees, retention jumps to 50%. Delivering video online provides another benefit – interactivity and touch. [Stimulating retention by combining interactivity has shown to increase retention to 70% and in some cases up to 90%.](#) Source: [US Naval Education & Training Command. Navy Instructor Manual. August 1992, p. 25.](#)

Why not just use movie video clips?

Movie clips are engaging and fun but our clients tell us they want real world examples of how to lead, empower a team, motivate and manage change. They believe leaders who have actually succeeded provide great examples by showing that a desired result can actually happen. There's no better example of taking risks and succeeding than to see how someone actually did it and the lessons learned. [Richard Branson](#), who launched Virgin and over 300 businesses, is a great example of risking, sometime failing and succeeding.

But, your videos are of very successful CEOs and founders of companies? How can I or my managers succeed on that scale?

While we profile and interview great well-known leaders, they provide advice all of us can use to succeed. Their lives and experiences show how they used their leadership skills to succeed and their wisdom is distilled to teachable moments we can all use.

What materials come with the videos?

Our videos come with a leader's guide and, in some cases, a PowerPoint presentation. The trainer can use our leader's guide as is or insert parts of it into an existing training or use it to jump start the creation of a new training.

What formats of videos do you have?

In essence, what you need, we can provide. We offer all our trainings in a DVD format, which provides the maximum flexibility for training especially if a trainer doesn't want to be dependent on the quality of an internet connection. We also offer [online soft skills video trainings](#) with annual subscriptions based on the number of people watching the videos. You can subscribe to a specific category of training (leadership skills, team building, communication skills, etc.) or our entire soft skills video training library for just in time learning. We also can provide single videos that can be shown on your website or on your intranet with your branding.

What types of video trainings do you offer?

We offer soft skills video trainings. These include training on leadership skills, team building, communication, harassment and diversity video trainings. Success Television offers the largest library of videos of real-world successful leaders and experts on leadership and management issues.

What is your pricing?

You'll see our pricing for Success Television's DVD video trainings at SuccessTelevision.biz. There are discounts for multiple DVD purchases. For other format options, call (212)721-0910. Pricing for online video players and single video use are based on the number of people viewing and are sold as an annual subscription.