TOOLS OF THE TRADE

YouTube

Name Sarah Lean Jones.
Job Trainer.
Where Red Cross College.
Why is it important? Adults often feel intimidated when they return to education; videos help them feel more comfortable. My job is to aid discussion and educate people in a theory, and allow them to form their own thoughts. Having a visual aid can help people have that light-bulb moment.

I've used clips from The Devil Wears Prada and Faulty Towers to show how not to deliver customer service. I could teach straight out of a textbook but I pride myself on the high completion rate in my courses. I think using a mix of tools, such as YouTube, is part of that.

What do your colleagues think? I've had colleagues sit in on my sessions and they've seen that it's a point of difference. I've known trainers using audio but not often YouTube. Sometimes there are licensing requirements; however, YouTube usually notes if copyright is protected.

Unusual moment? I use one video where I ask participants to count how many times two people pass a ball back and forth. Halfway through, a gorilla appears. Usually only one person will have noticed because they are so focused on counting the ball.

How much does it cost? Free. There are some cases where you need to purchase rights. In that situation, the video might have a hologram over it or just give you a free snippet.

SUE WHITE

PICTURE: RODGER CLUMMINS