

## 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 *Fawlty 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 CUMMINS