

Name in Corporate News

eLearning Educational Video with Virtual Instructor Led Interactive Multimedia Training



Diane Senffner, M.Ed.
(CEO)
Cine Learning Productions, LLC

CEO CFO: Ms. Senffner, what is the concept behind Cine Learning?

Ms. Senffner: We wanted to create a company that is able to produce better options for virtual learning in the 21st century. Classroom training is becoming a dinosaur in many respects because it does not address the needs of the geographically disparate organizations or work schedules that prohibit having staff away from the job. It is still part of the puzzle, but there are many good approaches today that limit its use and incorporate other, better training modalities – virtual instructor lead training, eLearning modules, video, mobile learning, etc. Another reason classroom training is waning is that training travel costs are often exorbitant, especially if you are part of global organization. Virtual learning also facilitates ‘just in time’ learning, allowing the employee to take the training exactly when it is needed so the material is retained.

CEO CFO: What have you come up with as a good solution?

Ms. Senffner: We create a custom eLearning educational video, virtual instructor led training, highly interactive PDFs and all sorts of multimedia to help better reach an audience that is both young in many cases and often disparately distributed through the United State and the world. We decided we wanted to create a better kind of eLearning, in particular, because a great deal of eLearning even today is basically a PowerPoint, where you click through slides and read them. The actual retention of information from that type of learning is statistically very low. At Cine, we use a story based or a narrative approach to our learning so that people more effectively connect to the learning. We weave characters or narratives into our training so the learners feel more immersed and close to the learning as opposed to making them feeling like they are just attaining a series of facts in isolation.

CEO CFO: Would you be creating a different tool or have you come up with a way that everyone can look at the same video and pull what they need?

Ms. Senffner: We customize our learning to each organization. We actually developed learning based on their specific needs. We wrap their particular stories, case studies or narratives around the learning to make it especially relevant to whatever it is they need them to learn. Say there is someone in a pharmaceutical company. We might wrap the story around a case study of the investigation of a drug. If it is something like hospitality, we might wrap a story around taking someone from the front desk from the beginning to the end in terms of a customer service experience but making it interactive to give them the opportunity to make choices. It is relevant to their job because it is what they do.

CEO CFO: How do you work with an organization to understand what they really need?

Ms. Senffner: One of the things we specialize in is what we call ‘training transformation’. Our clients come to us with a need. Typically, the need is around transforming training into something ‘blended’ or virtual for all the reasons I’ve discussed. We do some analysis of their organization. We sit down with them and determine what they need. For instance if it is operations training we’d want to know how their operation flows, how it works. We want to understand, what their existing training team does, what their existing materials look like and how their organization works in terms of geography and time allowed off the job. All of those factors play into how much classroom training you are able to do and when you want to use maybe a more flexible or blended approach to be able to get the same information to people but in a more creative or 21st century way that helps to solve their point of pain. We do some analysis in terms of what they have now, where they would like to be and then we make recommendations on a blending approach and the kind of modalities we think would work best within the confines and constraints of their daily work.

CEOCFO: *Would you provide an example of how were you able to help an organization with special requirements?*

Ms. Senffner: We began our work in public health and still do quite a bit of work in that space. Public health was very classroom driven until about ten years ago. In Arizona and the Western United States, our company has helped the public health system in terms by creating dynamic eLearning, educational video for State Departments of Health Services and the USDA WIC program. Staffs are now able to take their training online training and learn important aspects of their jobs without having to be corralled as a group into a classroom and taken away from the caseload of people they have waiting for them in the public health offices.

CEOCFO: *How do you reach potential clients?*

Ms. Senffner: Generally speaking, there are three ways. There is word of mouth, LinkedIn, email marketing and trade shows.

CEOCFO: *Are there many companies offer the depth of your organization?*

Ms. Senffner: Many companies do what we do. There are varying quality levels of out there, for sure. There are companies that pump out the very rudimentary kind of eLearning or low quality educational video and that is basically what they do. They basically create "PowerPoints on steroids" and they are at a very low cost or educational video that is barely watchable because of poor acting or production values. Many people reach out to India for that kind of development. There are people who want a higher quality level of eLearning, video or distance learning and they tend to call us. When that happens, it is usually an organization that wants training transformation and guidance and doesn't know where to begin. A second type of client that is certainly a niche for us is other vendors in our industry. For instance, a leadership training company might reach out to us and say they want to develop some high quality materials to be able to not only develop them for the classroom but also develop virtual versions so they have a flexible solution for clients to be able to train people worldwide within the time constraints.

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CEOCFO: *Are companies coming to you because they understand you provide a deeper level?*

Ms. Senffner: I have written a number of articles in industry publications, Learning Solutions Magazine, ATD TD Magazine. Many people do know the company name and what we do. We're famous for our storytelling approach and I speak at 4-5 national conferences a year on that topic. I am proud to be known as a thought-leader in my industry.

CEOCFO: *Are there particular types of projects you prefer more than others, if you have the opportunity to choose?*

Ms. Senffner: I like to think we do the best educational videos in the industry and I love to produce them. I came from a news background. My original college experience was in broadcast news. I have a theatre background as well. I was going through various trainings, operations and other times in my career. I saw many very poorly produced, poorly acted educational videos. I think videos like this are insulting to the learner. What I wanted to do was create a better educational video product, something that learners would actually believe, like a prime time drama or something like that. Everyone has experiences one of those bad educational videos. We have a better product. It is high quality, well-acted and affordable. We have a filmmaker that works with us on our videos rather than a videographer. The difference is video companies may or may not have the educational background that we do. Not only are our videos well produced, they are also educationally sound. We are following the adult learning method as we develop the scripts for the video.

CEOCFO: *What is new in video? What might you include that others do not even realize is available?*

Ms. Senffner: Short video scenarios are a really great way to demonstrate to people what they should and should not be doing. It is very easy to bring up a video on a phone, iPad or on your computer at work. No matter where you are, say you are going on a client call and you wanted to review this particular sales tactic. How great is it to have a very realistic video that gives you an idea of the questions you are supposed to be asking and the message you are supposed to be using with the client? Quick, easy, just in time. It is a great refresher and it only take a few minutes. Today's video is more powerful than almost any single tool in terms of the delivery of learning.

CEOCFO: *How is business?*

Ms. Senffner: It is excellent. We have grown every year our five years in business. We have no debt. Our clients double almost every year. It is pretty incredible. Ours is a Cinderella story for a small business. No complaints.

CEOCFO: *What might be different a year from now?*

Ms. Senffner: Technology is always changing, which makes our business simultaneously exciting and scary because we do not know what we do not know and we have to constantly be on top of what the next big thing is in terms of technology. So, I don't know – you'll have to ask me in a year!

CEOCFO: *How do you keep up?*

Ms. Senffner: We had a tendency to read a lot blogs because bloggers in our industry that have their finger on the pulse of everything. In addition to reading blogs and industry publications which are invaluable we also reach out to our highly diverse global contract staff. We have designers, IDs that work in six continents. We are plumbing new ideas, asking if they have seen things that are exciting and to share them with the team. We have a very collaborative working group.

CEOCFO: *Why does Cine Learning Productions standout?*

Ms. Senffner: Our company stands out in terms of quality and service. There are an awful lot of eLearning companies and training companies out there, but we provide a very personalized service with highly experienced and educated people. Our product is always narrative based, so it is more relevant to the learning.

CEOCFO: *Final thoughts?*

Ms. Senffner: I think there is a propensity for companies to want to try to hire extremely large companies to do this kind of work. I want to encourage people to reach out to more boutique and niche companies because they are going to get a higher level of service, a better product and lower cost.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine



Cine Learning Productions, LLC

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