



How Video-Based Practice & Coaching

ARE TRANSFORMING
EMPLOYEE PERFORMANCE


LEARNING

The Power Of Practice.....	3
The 5 Principles Of Deliberate Practice	4
What Is The Difference Between Active Practice & Passive Learning?	5
What Is Video-Based Practice?	6
Automated Workflows & Personalized Learning	7
How AI & Machine Learning Have Simplified The Process	8
Real World Examples	9
Conclusion.....	13

IF YOU
NEVER PUSH
YOURSELF
BEYOND YOUR
COMFORT
ZONE, YOU
WILL NEVER
IMPROVE.

— K. Anders Ericsson

THE POWER OF PRACTICE

In the book *Outliers* by Malcolm Gladwell, he asks the question, “What makes high-achievers different?”

The answer is practice.

Gladwell proposes the 10,000 Hours Rule.

“The 10,000-hours rule says that if you look at any kind of cognitively complex field, from playing chess to being a neurosurgeon, we see this incredibly consistent pattern that you cannot be good at that unless you practice for 10,000 hours, which is roughly ten years if you think about four hours a day.”

Many brilliant minds have devoted hours of research to the importance of practice for skill development, including K. Anders Ericsson, who did a study considering the 10,000 hours rule and what other factors might play into success.

Ericsson’s research revealed that there’s another important variable that Gladwell doesn’t focus on: how good a student’s teacher is.

Practice IS still important, and it’s surprising how much it takes to master something complicated.

However, Ericsson’s research suggests that someone could practice for thousands of hours and still not be a master performer. They could be outplayed by someone who practiced less, but had a teacher who showed them just what to focus on at a key moment in their practice regimen.

Thus, Ericsson devised a concept called Deliberate Practice, which he shared in a book called *PEAK: Secrets from the New Science of Expertise*.

The principles of Deliberate Practice can easily be applied to any skill you’re hoping to improve; and, they’re also the foundational concepts we used when building **Rehearsal, our video-based practice and coaching platform**.

HOW AI & MACHINE LEARNING HAVE SIMPLIFIED THE PROCESS

Modern technology makes video-based learning possible, and Rehearsal takes full advantage of today's tech innovations. Along with automated learning—built with text analysis, progress gates, and branching scenarios—Rehearsal incorporates AI-based feedback into the learning flow.

Assignments can be configured to evaluate learner responses through AI text analysis. The response is analyzed for the average pace, the time spent speaking

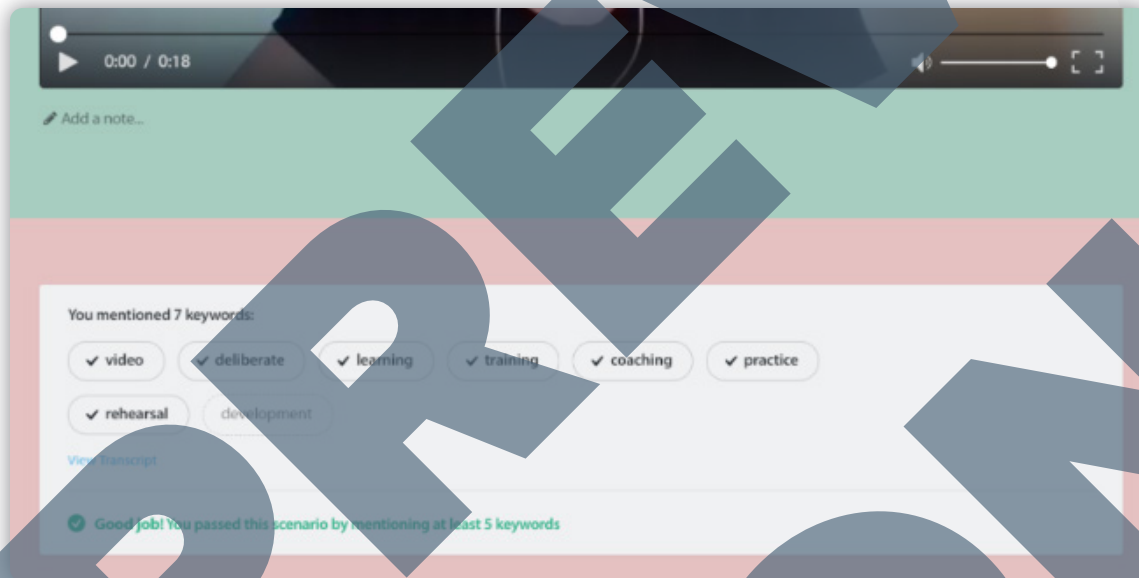
vs pausing, the total word count, and if any questions were asked. An AI Confidence metric is also displayed, based on the average confidence of the transcription analysis AI, and each word it transcribed. This is to help remind learners and mentors to validate the accuracy of the transcription and its AI analysis.

With the AI text analysis feature, learners can also get immediate feedback on keywords and keep their progress on track without waiting for mentor review. Once a response has been analyzed, learners receive a message that they have either passed the scenario or need to try again.

Based on the results, Rehearsal can adjust the learner's path.

Rehearsal automatically detects the language spoken and creates an audio transcription. Keywords that were used are highlighted. Learners can use this information to improve their communication. Mentors can also see this data, giving them an opportunity to provide feedback and suggestions.

With this AI and machine-learning feedback, organizations can easily simplify and scale video coaching and feedback across global audiences.



REHEARSAL'S AUDIO TRANSCRIPTION SUPPORTS ENGLISH, CHINESE, FRENCH, GERMAN, JAPANESE, KOREAN, & SPANISH LANGUAGES.

The spoken language is automatically detected and transcribed.

Including video-based practice and coaching led to a 71% increase in orders and \$1.39 million dollars in additional revenue.

THAT'S A 749%
RETURN ON
INVESTMENT!

VERIZON (SALES)

Verizon created 3 training groups of new sales associates to evaluate the effectiveness of video-based training against a typical corporate-style training program.

Group 1: 423 sales associates

This group received no formal training and no video-based coaching. The reps simply hit the ground running.

Results: \$871 of new revenue per sales employee

Group 2: 440 sales associates

This group received Verizon's standard formal training, but no video-based coaching.

Results: \$3802 of new revenue per sales employee

Group 3: 515 sales associates

This group received Verizon's standard formal training and video-based practice coaching.

Results: \$6,494 of new revenue per sales employee

verizon^v