WHITE PAPER 09 · THE LEARNER'S PATHWAY

Video Learning at Scale

When an organisation-wide message belongs on a platform, not in 200 classrooms

Industry Services group, 3,000+ employees **Function** HR and L&D

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AT A GLANCE

INDUSTRY

Malaysian services group, 3,000+ staff

PROBLEM

One message for every level, planned as 200 classroom groups

FRAMEWORK

The Scale Test

CHANGE

One trainer, recorded once, built into a learning platform

EXECUTIVE SUMMARY

Some topics must reach every person in the organisation in exactly the same way, values, performance frameworks, policies, and those are the topics where classrooms are the

slowest and most expensive choice. Drawing on Cheryl's background in video learning production, this paper sets out when video learning is the right design and how to make it more than a recorded lecture.

3,000+
employees, top to bottom

2
organisation-wide topics

200
classroom groups replaced

1
consistent message

When everyone must hear the same message, record it once and record it well.

INDUSTRY AND PROBLEM OBSERVED

The problem

The services group planned 100 groups on Balanced Scorecard and 100 groups on Core Values, which meant 200 deliveries of the same content, 200 chances for the message to drift and 200 days of people away from work.

The topics were chosen to align everyone to the right artefacts of performance, and alignment is exactly what 200 separate classrooms struggle to give.

What we observed

- The same content delivered 200 times, with drift each time
- Every session took staff off the job
- No library left behind once the classes ended

THE FRAMEWORK PROCESS

The Scale Test

1

Same message?

Must every level hear exactly the same content?

2

Large audience?

Is the headcount too large for classrooms to stay consistent?

3

Lasting content?

Will the content stay true for a year or more?

4

Produce well

One chosen trainer, slides and interaction built into the platform

HOW IT WAS SOLVED

The solution

TLMM proposed that the trainer the organisation selects presents the content, the slides and the interaction on video, built into a learning platform, hence every employee hears the same message from the same expert, learns without leaving the floor, and the organisation keeps the library.

BEFORE

- 200 classroom deliveries
- Message drifts group to group
- Nothing kept after class

AFTER

- One produced programme
- Same message for every level
- A library the organisation owns

WHAT L&D LEADERS SHOULD DO

Your checklist

- Use video when every level must hear the same message
- Choose the trainer for the content, then produce them well
- Build interaction into the platform, not after it
- Track completion and checks inside the platform

Consistency at scale is a design choice, not a classroom count.

ABOUT THE LEARNING MATCHMAKER

The Learning MatchMaker has been a trusted advisor to HR and L&D leaders since 2010, matching organisations with the right learning design, the right delivery method and the right trainers for their business problem. Clients in this paper are named by sector and function only.

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REFERENCES AND DATA NOTES

- TLMM engagement notes, Nov 2026.