

EMPLOYEE ENGAGEMENT

Every organization has its own culture. Get your employees invested in theirs by making it easy to delve into company history and then share their own enthusiasm.



UNIFY THE CULTURE

Building a team requires a shared frame of reference. Establish your corporate culture with a single shared video portal that unites offices into a common culture and provides insight into the organization's history and business practices.

SHARE TEAM SPIRIT

Encourage employees to create their own videos to build a sense of camaraderie. Run a contest, whether for individuals or for departments, to best express an idea. Use videos to share thanks and acknowledgements for achievements and cross-team cooperation.

KEEP EMPLOYEES UP TO DATE

Keep employees engaged and up to date on organizational objectives with regular webcasts that can easily be accessed later.

SMOOTH TRANSITIONS

When your organization faces a major transition, like a merger or acquisition, use your video platform to connect teams and promote the merging of corporate cultures. Employees can also use the video portal to learn about their new coworkers' areas of expertise and allocate the right people to the right project teams.

94%

*Think video connects
geographically
dispersed employees*



Source: The State of Video in the Enterprise 2015: A Kaltura Report

Looking for more information on crafting your video strategy?

Contact us at +1-800-871-5224, or fill out this form <http://corp.kaltura.com/company/contact-us>