Drive Organizational Change with TouchCast
As this ever happened to you? After typing in a first and last name, you land on a specific profile on LinkedIn. From the thumbnail image and the company name you see that you’ve landed on the right person. You read their job title, and for a moment you tell yourself that you know what that person does.

But do you?

**Challenge**
Help company leaders of all levels grow in their careers and in their communities to keep employees inspired and engaged in creating simple, impactful products.

**Solution**
Using TouchCast Studio, create a captivating online learning platform with different educational tracks that will be both efficient and cost-effective.

**Results**
Video views have quadrupled and employees are more excited by the genuine connections TouchCast allows them to make with their coworkers, prompting different perspectives and a more creative environment.
In preparing for this installment of “Touching Base with TouchCast,” I reviewed Spencer Holt’s LinkedIn profile. He works at AstraZeneca, the global pharmaceutical giant with nearly 60,000 employees across 67 countries. His title? “Global Director, Leader and Enterprise Development.”

So, what does that mean he actually does?

“I am responsible for our learning and development framework. In a very simple sense, what I do is help develop our leaders at every level, from an individual contributor to a frontline leader all the way up to our enterprise-, country-president-, and vice-president-type roles,” Holt says. “At the heart of it is, ‘How do we help develop our leaders so that we help them be better people and help them inspire others to be engaged and growing as individuals?’ Ultimately, success is seen in their growth not only in their careers but within their communities and families and circles that they operate in.”

The scope of the learning and development framework covers a “wide range of stuff, anywhere from the products that we carry to our selling processes. There are functional capabilities we develop and train as well as what we’ll call ’soft skills’ in terms of the way we carry ourselves or communicate. There’s a lot of development opportunities wherever we look.”

“How do you measure success?” I asked. Ultimately, it’s about the patients.

“When our engagement scores, our turnover rate, and metrics around our succession planning trend in a positive way,” Holt responds, “we see that people want to be here and they want their friends to be here. Those are all things that would indicate that what we’re doing is really making a difference.”
TouchCast has enabled us to make sure that all of our employees feel equally involved in what we’re doing.
At the end of the day as a healthcare company, for us to be successful it's that the right patients get the right medicines and that organizationally we do the right thing in helping that.

Quite a portfolio. Holt's challenge: "How do we make sure what we are delivering and offering at a global level is simple, compelling, and makes an impact so that all of those different markets and countries want to participate?"

That's where TouchCast comes in.

It began with "a random email where someone in our IT team said, 'This looks cool. Check it out.'

It was actually my daughter that caught onto it really quickly and started doing some of it for her own project at school. She was like, 'Dad, you've got to see this.' So I experimented with TouchCast Studio [one of the components of the Executive Video Communications Solution] on my iPad. I just tried one for work and sent it out to a couple of people for feedback.

For me it was watching my 13 year old daughter take it and saying I should probably try this.

It's truly one of those things where once you start to really get a feel for it, not only internally inside an organization but, yes!, even outside an organization, that there's so many cool things you can do. You can learn a lot from kids, that's for sure.

"What first caught your eye for learning and development?" I asked.

"We saw TouchCast as a way to improve our learning platform, something we could do that would just be better," Holt says. "We created an online course featuring some of our leaders and individual contributors that would be consumed by 150 to 200 people in that track. To have these internal faculty members shoot video and make the course as engaging as possible, we provided them with iPads to shoot videos a couple of times a month that would help them deliver this online course."
Using TouchCast to add a video layer of the trainer on top of the course had a big impact. Students said, “We can see a person and we can relate to them a bit more.”
What about costs? As the leader of a global cost center, Holt must manage expenses at every turn.

"I'm always looking for a cost-effective way to do what we do. For instance, instead of bringing in an expensive film crew to record the curriculum—a process that takes an awfully long time to set up—we started using iMovie on my iPad and editing it too. Which was cool and good but in TouchCast you're able to be much faster."

And the videos you produce are more engaging! Among the things you can do with TouchCast:

- Use a green screen in your house
- Add content such as a PDF or a slide presentation
- Add backgrounds

"That's where it was like, 'Oh my goodness, this will make it so much more engaging.'

At the end of the day I'm a big believer that if you can improve the user experience and capture them in terms of their interest and their engagement they will continue to learn. That's how you start to change behavior in my mind. That was for us the real tipping point, saying 'This is really cool.'"
The working relationship with TouchCast also tipped within AstraZeneca.

“We went from using TouchCast for this initial pilot, to bringing it into multiple parts of the business,” Holt reports. “We got people from four different parts of the business. That was cool because we were all in different parts of the business, so every one of us had a different business need for TouchCast and we would learn from each other.

We’d see what the others were doing and think, ‘Oh my goodness I didn’t think of it that way. This is so cool. ’From that pilot we then decided that it was the right thing to do as a business to move forward with it on a larger scale.”

AstraZeneca has begun to supplant its traditional communication tactics with TouchCast. As a result, the company has saved time and expense and increased engagement across the enterprise. Anecdotally, people told Holt that TouchCast “was incredibly innovative, and their internal teams thought this was new and really cool and they wanted more of it.” Moreover, AstraZeneca leverages the analytics portal included in the Executive Video Communications Solution to quantify that engagement and track the views.
“Overall the amount of views on our videos has quadrupled. So many times we’d send out videos and think that they were amazing and have no idea if people were watching them,” Holt reports. “Looking at the analytics really started to change our behavior. For instance, we sent out a video, and at first it was five minutes long, and you could see that no one was watching it for five minutes. We needed to change something in the video or no one would watch it. The analytics also really helped us at the end of the day be much more targeted in our content, and we do much better quality videos now based on backend data we just had never looked at before.”

From a video creation standpoint, AstraZeneca now understands that high-end video productions have their place, but that they can appear “fake and sometimes we don’t want that. TouchCast is a great tool to create broadcast-quality yet authentic video without breaking the bank.”

I asked, “Are there any other unexpected benefits that you’ve seen since you started using TouchCast?”

“One of the things we have found is that it really does inspire people to think differently. When we show TouchCast at different conferences, people in different parts of the business say, ‘Wow! Well we can use TouchCast for this. I never thought about that.’

For me that’s the really cool part about it—everyone looks at it through a different lens, and when they share that perspective you’re just like, ‘Wow.’ You’re continually learning ways it could work and be used in a different way.

Even to this day we still feel like we’re just scratching the surface, and we’ll continue to pilot and use it until we get a broader use of it, but we’re really excited about where we’re at with it right now.”
The Corporate Video Training Solution incorporates TouchCast Studio, our analytics hub, as well as production services, training, our customer success team, and hardware as needed.

marketing@touchcast.com

TouchCast Marketing Team
marketing@touchcast.com
603 Greenwich Street, Suite 101,
New York, NY 10014