

deephow

Best Practices for a Successful DeepHow Implementation

2023

Establish a Core Team

A core team to champion DeepHow internally is critical for a successful implementation.

What is a Core Team?

- A group of members from your company that understands and has “bought into” the objectives and desired outcomes for the DeepHow initiative
- Led by a lead or champion(s)

The Core Team should:

- Understand key pain points and areas of improvement that could be addressed by DeepHow
- Be comfortable with learning new technology
- Understand the commitment to training, video creation, change management messaging, adoption strategies, and continuous collaboration with DeepHow success manager
- Able to spend 2-3 hours per week during implementation phase on DeepHow

Build a Foundation for Success

Your DeepHow success manager will partner with you to establish a strong foundation for your video training journey, including:

Attend a strategic planning session	With your success manager, align on key goals and how you will partner to tackle them.
Outline use cases	What processes should be documented first in the DeepHow video training platform?
Identify relevant business units	What teams will use DeepHow for (1) documenting their processes and (2) learning processes via video training? If all teams will, which teams should start first? (The largest teams going first has had the best success)
Identify responsible people	Who will record & create videos in the DeepHow Capture App? Who will introduce the platform to the team?
Determine milestone dates	Set target dates to record your first 5 videos and your first 25 videos.
Watch prerequisite training videos	Get trained on DeepHow - in DeepHow!

Customize Your DeepHow Workspaces

Workspace Groups and Workspaces are essentially folders and sub-folders to categorize videos and help keep your DeepHow instance organized.

Customize your DeepHow workspace groups and workspaces to best organize your videos and information in the way that makes it easiest for employees to quickly find the right video.

Here are tried and true examples of how companies have named their DeepHow workspaces:

Business Lines	Shipping and Receiving Packing Maintenance Finance Operations Engineering Supply Chain Human Resources Production Line
Types of Machines	CNC Packing Machines Paper Roller Cutter Assembly Belt Shingle Cutter Sterilizer
Processes	Scheduling Maintenance Onboarding Diversity & Inclusion Cross Training Environmental Health & Safety MTA Finishing
Location	HQ Roll Shop Heating Center Oregon Plant California Fishing

Once you have these Workspace groups and workspaces in place, Publishers will have the ability to organize videos by these “folders”. Additional Workspace Groups and Workspaces can be created as needed by your Org Admin.

Establish Standard Video Naming Conventions

Establish a structure or standardize naming convention to use when naming videos. This standardization will help users locate videos and know they're watching the correct one. It can also ease editing and updating videos down the road as processes change.

Use already established SOP naming conventions

For example, Core Teams can instruct Publishers to use the number from the SOP for a given process being captured. This creates consistency and lends well for cross-referencing multiple sources, e.g. 4.9.2 Sander/Polisher Maintenance.

No text SOPs? No problem!

If SOPs do not exist or do not have a numerical system of cataloging processes, use other quality guidance such as always capitalizing the titles of videos and referring to the true description of the process, e.g. Hot Roll Machine Inspection, Shingle Splicer - Maintenance.

Get Started & Keep Users Engaged with These Strategies

Prioritize critical impact

- Find areas that can provide quick wins
- Emphasize the mission of DeepHow tied to the company goals and the value of video training

Capture influence

- Street cred matters; leverage the reputation of influential employees to get them to buy into DeepHow first, and they'll naturally lead their peers to log into DeepHow
- Find your Champion to socialize the message to others
- When talking to executives, align DeepHow's value to data and metrics
- Encourage new employees to capture a process they just learned

Take advantage of group settings

- Use an existing internal meeting to showcase your video
- Communicate DeepHow in a variety of ways, e.g. posters, QR codes, and in meetings

Most of all, have fun and be creative with DeepHow videos to get comfortable using the platform.