

Skill Pill Impact Research: *Content-Retention Assessment*

Research Aim

The aim of this research is to assess the impact that Skill Pill has over more traditional methods of engagement. Impact is assessed as:

- Retention of the key messages
- Understanding of why these messages are important.

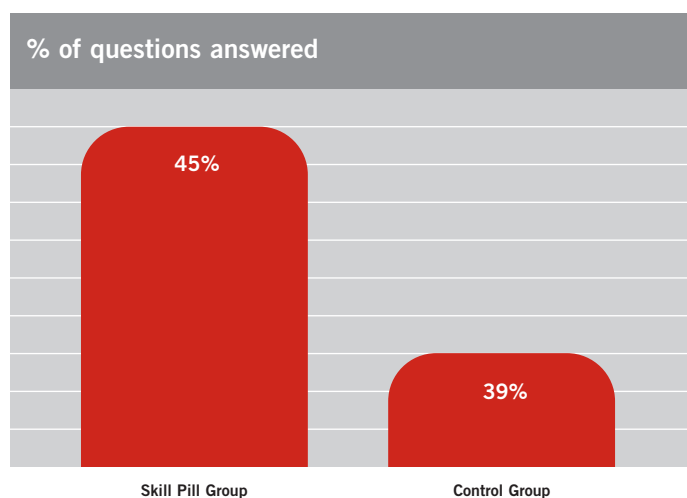
Background

Employee engagement takes many different forms within organisations. One method which has been popular recently is for leaders to communicate directly with their staff by distributing videos online that relate to their key messages.

Skill Pills are 2 minutes audio-visual training or communication briefings delivered directly to mobile devices or via the web. They provide users with the skills to complete a task whenever and wherever they need them.

Research Findings

The respondents in the Skill Pill Group were able to answer 45% of questions correctly, compared to 39% in the Control Group. Users were asked not to guess, but to only answer a question if they believed they knew the correct answer. So, it can be concluded that respondents in the Skill Pill Group felt more comfortable about their knowledge of the topic, compared to the Control Group.



Research Methodology

In order to accurately assess the impact of Skill Pill versus a traditional approach, 50 participants were split into two groups (the Control Group and the Skill Pill Group). To ensure accuracy, the participants were randomly selected and assigned to each group.

A corporate video featuring a CEO discussing ethics was selected as the control sample for this research. The aim of this video, taken from an e-learning module, was to give employees a better understanding of the organisation's ethics policy – why it is important and how they must ensure they act ethically in all of their activities.

The Control Group viewed the traditional style of video while the Skill Pill Group viewed the Skill Pill. The audio voice-over track was the same for both the control video and the Skill Pill, whereas the visual approach and style differed. The Skill Pill video was animated and hosted by an animated avatar of the CEO with key messages represented in graphics or animation.

Example of the content:



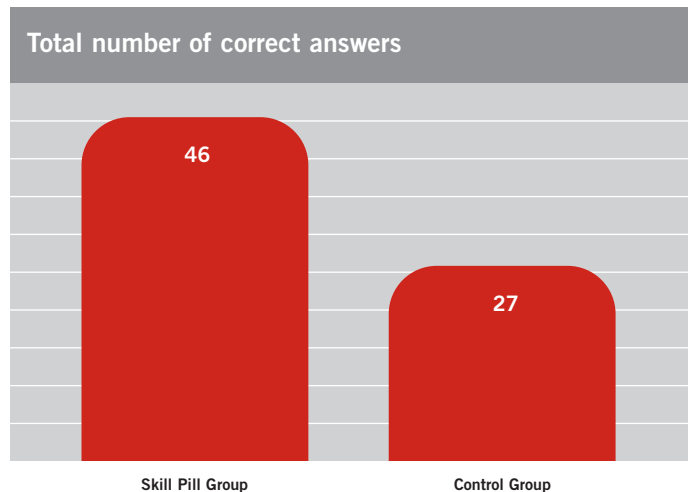
Skill Pill approach

Both groups were asked to complete the same questionnaire once they had finished viewing the content. The questionnaire contained 9 questions and was designed to assess the level of content-retention and understanding, as well as users' reaction towards the style of the content.

Content-Retention

The questionnaire probed the content-retention of respondents. These questions asked for specific answers to detailed questions.

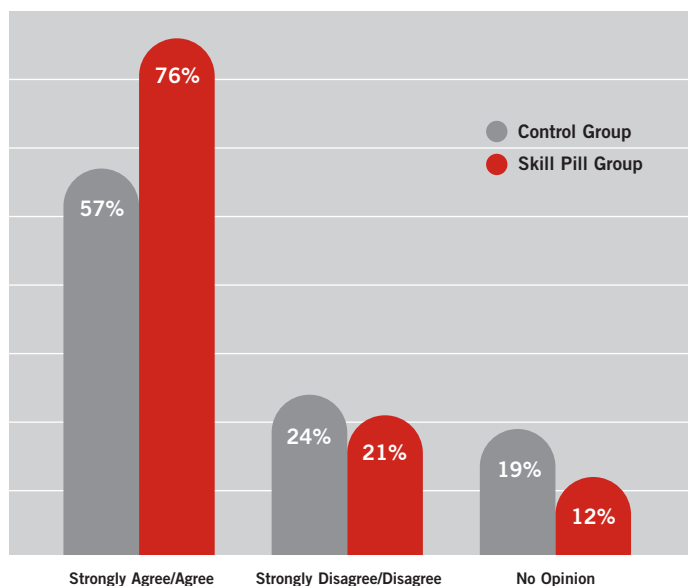
The Skill Pill Group were able to answer 23% of these questions correctly, whereas the Control Group answered 13%. This represents a near **doubling** of content-retention.



Time-Length

Both the Skill Pill and the control video were approximately 2 minutes long. 76% of respondents in the Skill Pill Group agreed that 2 minutes was long enough to 'sufficiently cover the topic', while only 57% in the Control Group thought 2 minutes was enough.

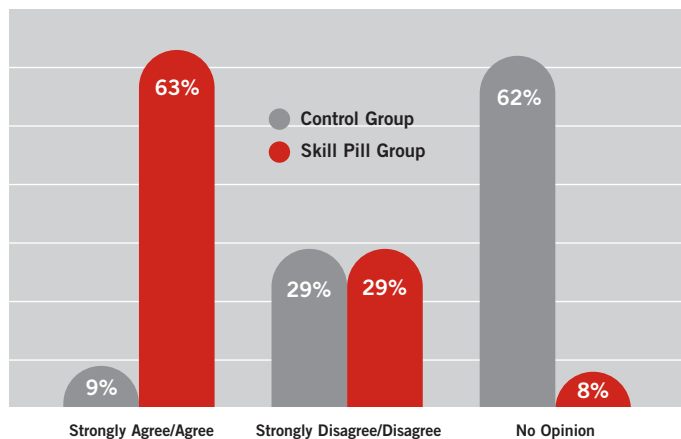
Respondents from the Skill Pill Group agreed that the timing of the video was appropriate, describing it as 'quick' and 'straight to the point'. On the other hand, some respondents from the Control Group commented that, although the video was only 2 minutes, 'it felt longer' and 'there wasn't much movement in the video'.



Production Style and Content-Retention

63% of the Skill Pill Group agreed that the production style of the video (setting, narration, graphics etc.) was 'very good and held my attention', compared to only 9% from the Control Group.

Respondents from the Skill Pill Group stated that the graphics and animation held their attention and helped them understand the messages. In contrast, comments from the Control Group included 'it is tiring to watch' or 'it is difficult to pay attention'.



Clarity of the Ideas Presented

67% of the Skill Pill Group agreed that the ideas presented in the video were clear and relevant, whereas only 24% in the Control Group agreed with this statement.

It can be concluded that the participants prefer the Skill Pill style to the traditional approach.

