

RingCentral

The role of video in the new world of work

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Introduction

We've survived this long through our resilience. We've adapted to the restrictions and challenges of the pandemic. It's been a learning experience. It also brought opportunities for us, such as the opportunity to become more familiar with video calls.

We used to meet in the pub. Now we have "virtual drinks." We used to phone the family; now we see one another over video conferencing. Video calls used to be a futuristic gimmick in films like *Back to the Future II*; now they're part of everyday life.

Video helped us keep working against the odds. It allowed us to continue scheduling meetings (hooray!), checking in with our colleagues, and joining employee engagement activities. It's not exactly the same, but it's the next best thing.

This eBook takes a detailed look at several areas where video helps businesses work better. It offers far more than just a different way to hold a team meeting. As a powerful component of the collaboration toolkit, video will be integral to the world of work we create for ourselves.



Part 1:

How video conferencing contributes to screening and onboarding new talent

A few weeks ago I had the opportunity to have breakfast with my first ever boss. This event usually happens twice per year when we are in each other's hometowns, and each meeting is a great time getting caught up on life, discussing various topics, and recounting many stories.

One of the many topics we discussed was the way work has changed. Even more so now with the impact of the pandemic that has beset us. We shared our thoughts on the future of work and agreed that, to some extent, the way we worked has been changed forever. It was then he told me that his son just started a new job and managed to land this job without ever visiting the company's headquarters and never meeting his new team or his new manager in person. Welcome to the new way of working powered by video technology.

While many are talking about video fatigue as a result of remote working, the reality is that video can and should be a powerful tool that companies use to recruit, screen, and onboard new talent. If you are not yet using video to do so, here are a few ways that companies can use video as an advantage and ensure they are getting the most from the investment they are making in new hires.

PERSONALISE IT

Every company wants to hire top talent, and this means more than just putting a job posting on job boards. If you really want to attract the best talent to your organisation, you should be actively recruiting them. Video gives you a great opportunity to stand out. Even more so when you personalise the video.

By spending a few minutes on the target candidate's LinkedIn profile, you can make a video that speaks to their strengths, lets them know how the role fits with their experience, and speaks directly to the individual. This is far more powerful than an email that simply lets them know you are hiring. Video speaks to the person and enables a connection even before the first interview—use it to your advantage!

BE ATTENTIVE

As someone who received their degree in communication and makes a fair part of my living by communicating, I am fascinated by non-verbal communication. Estimates vary widely on how much of our communication is non-verbal, but [this University of Texas study](#) estimates that 60–90 percent of our communication is non-verbal. This is where video provides a huge advantage.

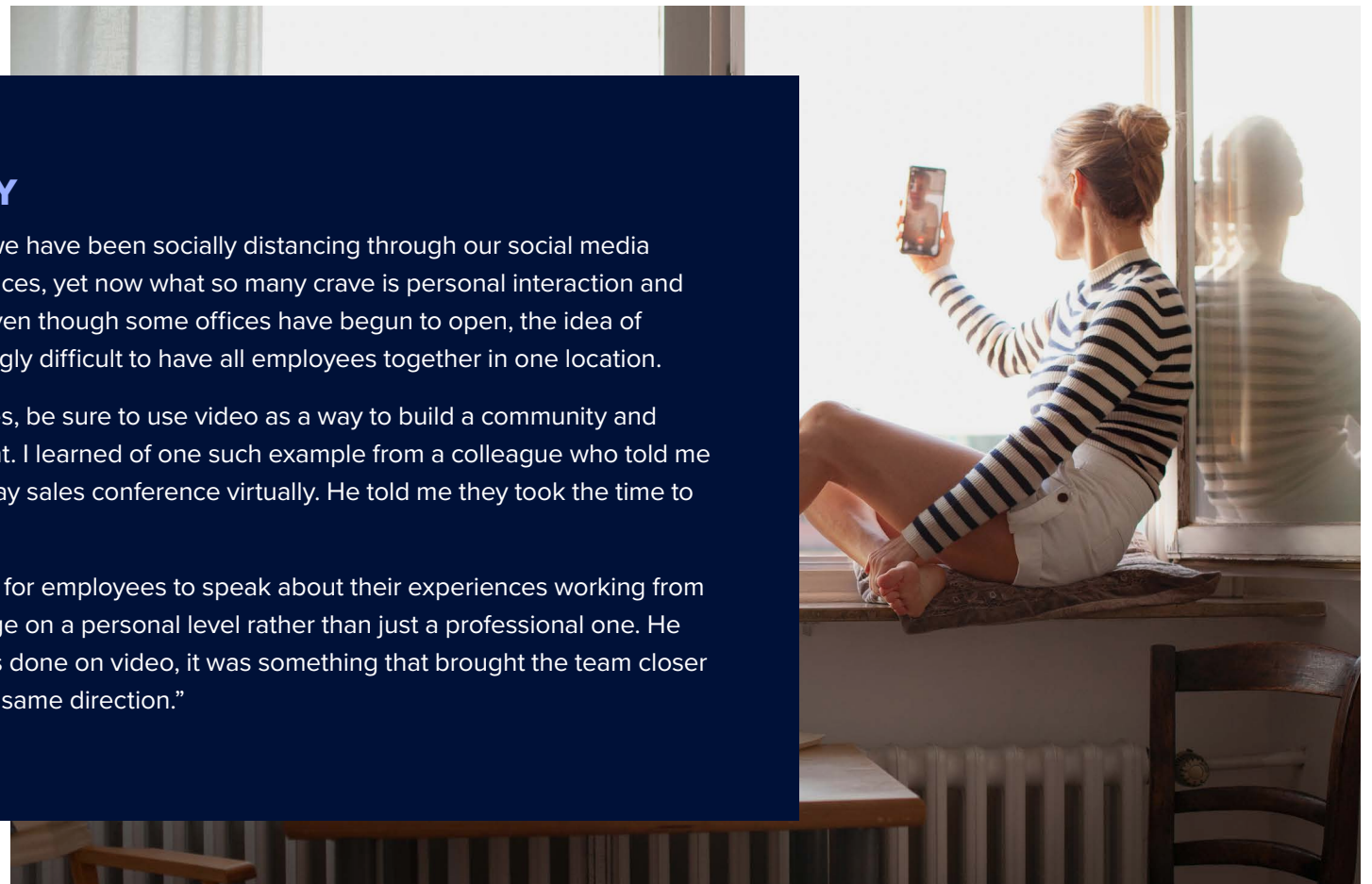
Many candidates will look good on paper and can even perform well over the phone, but when conducting a video interview, you can read the non-verbal queues from the individual. Be attentive to body language and watch their expressions and their physical posture as they respond. These are all things that can provide insight into the candidate and let you know if their resume matches what you will be getting in an employee.

BUILD COMMUNITY

It is ironic to me that for years we have been socially distancing through our social media platforms and smartphone devices, yet now what so many crave is personal interaction and being a part of a community. Even though some offices have begun to open, the idea of remote work makes it increasingly difficult to have all employees together in one location.

As you onboard new employees, be sure to use video as a way to build a community and improve employee engagement. I learned of one such example from a colleague who told me his company held their three-day sales conference virtually. He told me they took the time to build in “personal sessions.”

These sessions were designed for employees to speak about their experiences working from home, share stories, and engage on a personal level rather than just a professional one. He told me that even though it was done on video, it was something that brought the team closer together and all “moving in the same direction.”



When using video, you can be creative in how it is done, and it does not have to simply be a marathon session of PowerPoints. Your employees are human. Use video to help bring that out in your onboarding and training.

MAKE IT INTERACTIVE

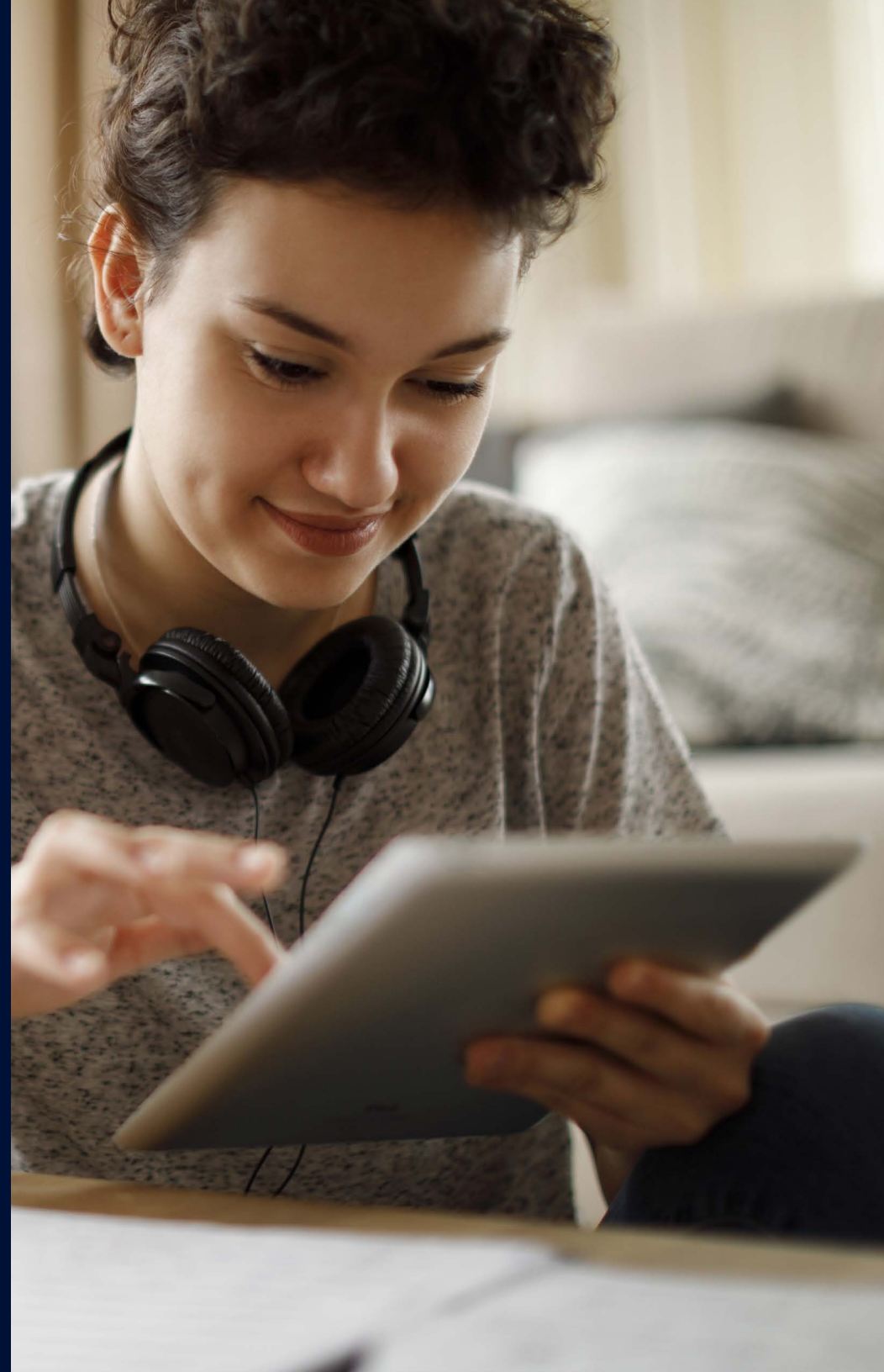
My son told me the story of his friend who had to attend the orientation for his university. Rather than sitting in front of his computer and watching a video for four hours, he made a cutout of himself, placed it in front of the camera, and then went and watched a movie.

While this is not a recommended approach to solving video exhaustion, it is a lesson to those using video to make it interactive. This is especially true when onboarding new employees.

I recently conducted a training for a client where I mixed in slides, Q&A, and a whiteboard. The majority of the training was the whiteboard, and it involved me asking questions of the attendees and them providing answers that I would then write on the whiteboard. During the break, I sent them photos of the whiteboard, and then we would discuss what we had just developed. The training was a great success and was so because the training was interactive and engaging.

While there are platforms that enable you to build in forms, have polls, and annotate, you need to make sure you are engaging the audience rather than just speaking at them. You cannot expect employees to be engaged in an atmosphere that does not promote it.

The world of video in the workplace is here to stay and will only continue to advance in its capabilities. I believe how companies choose to use it in the recruitment, screening, and onboarding of new employees will be a difference-maker and ultimately a competitive advantage.



Part 2:

How video contributes to workforce collaboration

Years ago when I worked for McAfee, we were in the midst of finalising a joint partnership with another software company. As part of the final steps to complete the deal, I and a few of my colleagues flew to their headquarters for some meetings to finalise the terms and discuss the strategic elements of the deal.

Before the meetings began, our counterpart gave us a tour of the office complex and the two buildings on their campus. He explained to us that the building where we would hold our meetings was for operations, HR, marketing, and sales. The other building was for product management, product development, and engineering. When we entered the second building—the one for the “product guys” as we were told—I noticed that all of the office furniture was on wheels. The desks, the portable filing cabinets, chairs, whiteboards, etc. were all on wheels. I was so intrigued by this I asked my colleague about it. He told us, “We have a culture of collaboration. So each time a project is complete or a product is launched, our people may be assigned to a new team, and it makes it easier for them to move and dig in.” An interesting approach and one that embodied their collaboration culture.

My trip to visit our partner’s headquarters complex was nearly 20 years ago, yet the desire to drive collaboration in business is not something that has changed in most organisations. However, the difference between then and now is fostering collaboration in the workforce with an ever-increasing remote workforce.

According to an article by *Small Business UK*, 2020 is the year that half of the UK’s workforce will be remote, and this study was conducted before the coronavirus pandemic. Additional studies from across the globe continue to show the trend of remote work increasing, while some companies are making the decision to move to a fully distributed workforce as a means of reducing costs.

This change, coupled with the need to have a collaborative workforce, is why video will quickly become a vital solution for any business. In fact, I believe that a company that does not deploy a video conferencing solution as a means of facilitating collaboration will find themselves hard-pressed to have it and quickly find themselves at a deficit. If you disagree with the above statement, consider [this article from Forbes](#), which clearly shows employees and companies perform at a higher level when there is collaboration. However, video should not just be deployed across the business for the employees to figure out on their own. To ensure that you get the value from the investment in video, I suggest a few things to consider.

MAKE IT A PRIORITY

During the years I ran my agency, I repeatedly told our employees that our biggest failing as a team would be when one of us decided to go it alone and did not ask for help. I learned this the hard way; as early on, I mistakenly believed that being entrepreneurial was forging ahead and making things happen.

While there is value in finding employees that are dedicated to getting things done, this must be done within a collaborative culture. While video can enable that collaboration, it will not create it on its own, so the first step is creating, sustaining, and rewarding a collaborative culture.



INVEST IN TRAINING

It is easy to think that everyone knows how to use video and make the most of this powerful solution. This would be a mistake. I have been on enough video conferences to know that many professionals need training to get the most from video conferencing.

Before you just roll out video across your organisation, be sure to offer training on how to best utilise video and what tools are available within your video conferencing platform. Doing so will get teams more comfortable in using it and deliver better results.

INVEST IN COMPLEMENTARY TOOLS

If you want to get the most from your investment in video, think about enabling your team with complementary collaboration tools that will improve their productivity. Consider adding an [instant message solution](#) such as the RingCentral app, which also allows users to share files and make calls when needed. Equipping users with a screen capture technology is also an option so they can save what they are working on with their team members.

As you look at the various options, be sure to elicit the feedback from your employees as to what they may need as it will reinforce collaboration.

BE CONSISTENT

Building a culture of collaboration goes beyond using video to just work on projects and various tasks. Use video as often as possible for all-hands meetings, virtual happy hours, and team check-ins. This will ensure employees get more comfortable with this technology, and they too will make it part of their everyday work routine.

There is no doubt that video conferencing is a powerful tool that every company should deploy across their business. Doing so with a thoughtful approach will not only improve the management of a remote workforce but will also go a long way to fostering a spirit of collaboration.



Part 3:

How video helps CIOs deliver business continuity

The first time I ever heard the term business continuity was about a decade ago when I was in a meeting with a client and their CIO was speaking about the need for a business continuity plan. This was not common language for a guy who has made his living in marketing, so being quite curious, I asked the CIO, “Can you explain business continuity? I think I have a general idea given the term itself, but I want to better understand it.” He looked at me like I had three heads and was shocked that I was unaware of what he was referring to.

It turns out that I am not alone when it comes to not fully grasping business continuity. [In this *Insider Pro* article](#) from April, the author quotes two technology executives who have not yet wrapped their heads around business continuity. According to CIO Stan Bush, “It amazes me how many people, including technology executives, confuse business continuity with disaster recovery.” Ten years ago, I was part of that group.

If you have come this far in reading and can relate with my story and are wondering what business continuity is, let me define what it is and when you need it. As you now know from my earlier statement, my career is in marketing, so rather than create a definition on my own, I will use the one that has been defined by the [Business Continuity Institute](#) (yes, there is virtually an association or institute for anything). According to the BCI, business continuity is defined as follows:



“Business continuity is about having a plan to deal with difficult situations, so your organization can continue to function with as little disruption as possible.”

Sounds pretty simple, right? Not so fast. As any CIO or business executive can tell you, “difficult situations” often give no warning and can be inconsistent. A difficult situation can be anything from a key employee leaving the organisation, being hacked, a pandemic, natural disaster, or a system crash that disrupts a company’s supply chain. There is no one-size-fits-all when it comes to a difficult situation, thus highlighting the need for a business continuity plan, something that virtually every company across the globe is in need of today.

Part of any developed plan should be the mechanisms by which an organisation will communicate. Defining the communication strategy is a key element, and this is where video can play a crucial role in connecting with the key groups that depend on your business. Here are a few suggestions on how video can help CIOs and technology leaders deliver business continuity.

YOUR EMPLOYEES

Over the last six months, every company and employee has faced disruption, from office closures to the rise in video conferencing and working from home, and so on. Business continuity is a must, and video is a perfect medium whereby tech leaders and CIOs can communicate with their employees.

The use of video makes a deeper human connection than a mass email and can serve to reassure employees, communicate the plan, and provide updates as to the status of the company. If you want to make sure your employees are in the know, begin using video as a means to communicate your message.

YOUR CUSTOMERS

Business continuity does not just impact your employees. Most often, it will also have an impact on your customers. Think of times organisations have made the news when a system has crashed or they have had a disruption in their business. The typical response to these situations is an email from the



CEO to the customers with assurances that they are doing all they can to remediate the situation to get back to “providing the same great service customers have come to expect” and thanking customers for their loyalty.

Rather than resorting to what is little more than just a template email written by an internal PR pro, think about harnessing the power of video. Much like I mentioned with your employees, video enables CIOs to be more personal, communicate, and be more human.

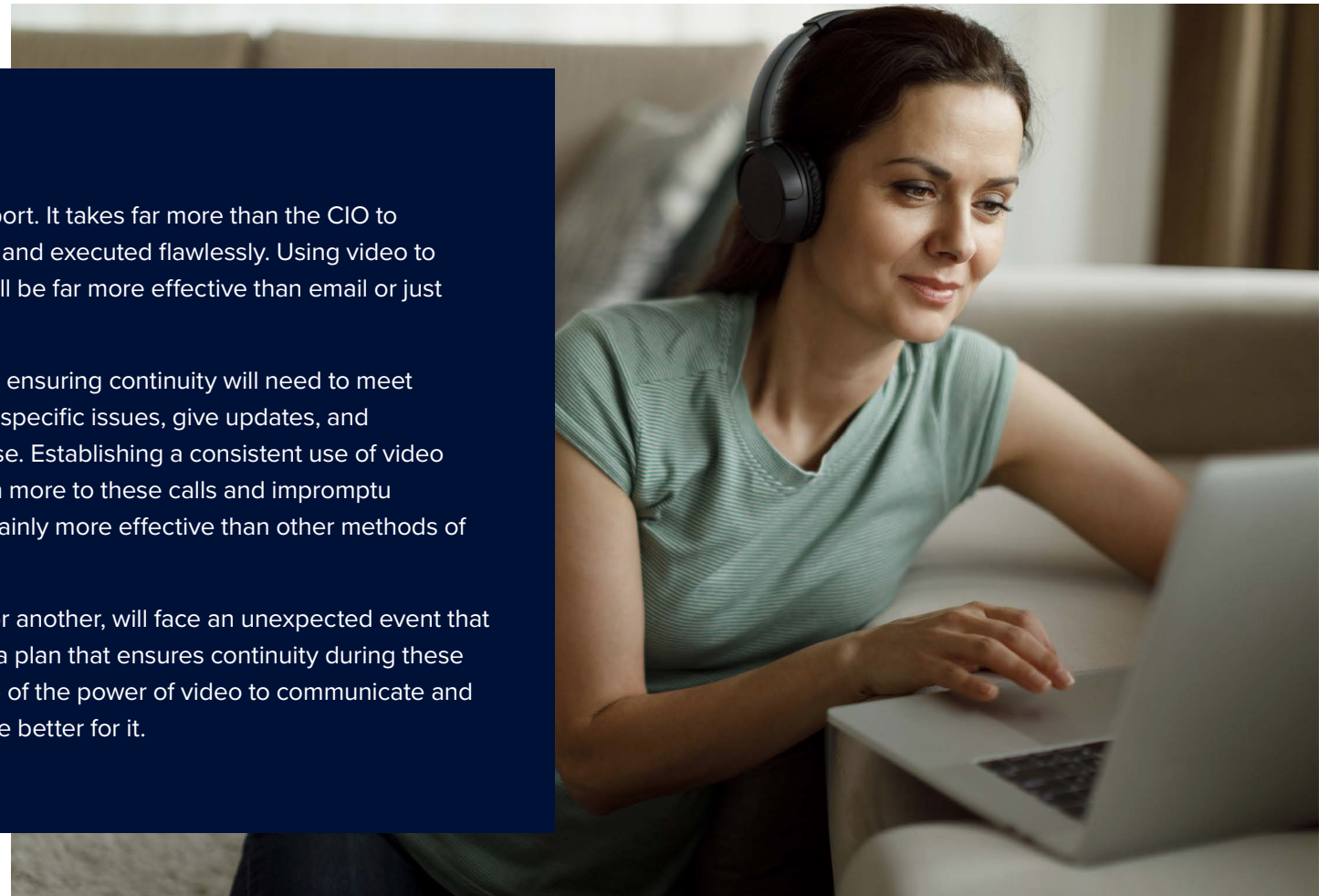
One suggestion: address some of the top concerns customers are sharing when they call into customer support. This communicates to your customers that you are listening and taking action, which goes a long way in delivering exemplary customer service.

YOUR IT TEAM

Business continuity is a team sport. It takes far more than the CIO to make sure the plan is designed and executed flawlessly. Using video to communicate with your team will be far more effective than email or just phone calls.

Oftentimes, those involved with ensuring continuity will need to meet multiple times a day to address specific issues, give updates, and ensure agility as new issues arise. Establishing a consistent use of video conferencing will add that much more to these calls and impromptu meetings as face-to-face is certainly more effective than other methods of communication.

Every business, at some point or another, will face an unexpected event that impacts their business. Having a plan that ensures continuity during these times is critical. Take advantage of the power of video to communicate and coordinate; your business will be better for it.





Rewrite the script

As we try to recreate a normal life, let's not return to the way things used to be. Let's try to push things forward.

The message from the workforce needs to be, "Remote working isn't merely a desperate measure for dire circumstances." We've seen how remote working works, and we have a good grip on the tools that help us make it work.

At present, there's no direct replacement for face-to-face interaction, but video conferencing offers a close enough approximation for many circumstances. The potential impact on our work and lives is tremendous.

The benefits of using video far outweigh the drawbacks. Removing the need to commute saves workers time and stress, and benefits the environment. Removing the need for business travel in general saves companies time and money.

Our experience through the pandemic has shaped our expectations of the way we work now and in the years to come. Video's going to be an important factor in that.

That's a wrap.

About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of business cloud communications and contact centre based on its Message Video Phone™ (MVP™) global platform. More flexible and cost effective than the on-premises PBX and video conferencing systems it replaces, RingCentral helps employees communicate across devices from wherever they are. RingCentral offers three key products. RingCentral MVP™ combines team messaging, video meetings, internet phone and other functionalities in a single interface. RingCentral Video™, along with its team messaging feature, enables Smart Video Meetings™. RingCentral Contact Centre™ gives companies the tools they need to connect with customers across channels. These are available on an open platform that integrates with hundreds of third-party apps and makes it simple to customise workflows. RingCentral is headquartered in Belmont, California, USA, and has offices around the world.

For more information, please contact a sales representative. Visit ringcentral.co.uk or call **0800 098 8136**.



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