



www.117AD-STUDIO.com

VIDEO TOOLKITS

FOR NEXT GENERATION
CORPORATE TRAINING
& CHANGE MANAGEMENT

Helping people push beyond their plateau of effectiveness

SERVICES OVERVIEW



2023

VIDEO
FOR
&
Helping p
EDUCATION ARCHITECTURE

EDUCATE YOUR
EMPLOYEES, PARTNERS &
CLIENTS WITH THE MOST
POWERFUL TOOL:

CINEMATIC STORYTELLING

ADAPTED TO YOUR
CORPORATE NEEDS

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THE MEDIUM IS THE MESSAGE.



FROM COMPETENCY TO CHANGE COMMUNICATION
FROM HR TO IT TRAINING
FROM SALESFORCE TO SAP AND MORE

we capture your needs and turn them into a story easy
to understand, love and remember
connecting real work with real lives & scenarios

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If the strategy to transfer new skills & trends is communicated via usual tools... it will probably lose most of its appeal and impact.

The pavlovian conditioning is often linked to impersonal, cold, boring, ineffective, "yet another" corporate communication or training.

In an ideal world, real acceptance and understanding of a message would really require a good one-to-one and face-to-face coaching.

So how do you coach 500+ people one-to-one at once?

This overview offers fresh solutions and tools to introduce new technology, skills or behaviours into a corporate environment.

CINEMATIC COMMUNICATION TRAILERS

PREPARING EXPECTATIONS AND AWARENESS

Perfect for pre-training and cognitive priming of key messages, behaviours, motivation and skills.
Used to build and sustain anticipation and awareness for the advent of changes ahead, in a Netflix-like format.

COMING SOON FOR YOUR NEXT TRAINING

scan or click
to view a demo:



SHORT CINEMATIC VIDEO SERIES

CONSOLIDATE ENGAGEMENT AND ADOPTION

The ultimate learning tool: integrating system and process skills with real-life action scenarios. Via short cinematic episodes conceived as a series of videos to be released over time, in a Netflix-like format.



CASE MANAGEMENT A CORPORATE DRAMA

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to view a demo:



TESTIMONIAL VIDEO INTERVIEWS

REINFORCE KEY MESSAGES

Reinforce your communication with broadcast-quality interviews featuring executive sponsors / testimonials to promote key messages and transformations.



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to view a demo:



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**AVATARS
VIDEO
TUTORS
& COACHES**



ENHANCED VIDEO TUTORIALS

AVATAR TUTORS & COACHES

A trained actor will deliver the client's processes on camera from multiple angles via dynamic movements (i.e. immersed in the scene) and with screen recordings in the background.



scan or click
to view a demo:



INTERACTIVE VSENSE AVATARS

ONE-TO-ONE COACHING AT SCALE

Create a "virtual presence effect", where the avatar not only can look in the eyes, but "reacts" to user actions, with powerful communication dynamics, engaging with the audience, so powerful to be effectively competitive with live delivery.

After Log-in...
what is the first thing to check?

- A. LATEST SYSTEM UPDATES
- B. RIGHT BUSINESS UNIT
- C. CAMPAIGN NOTIFICATIONS



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to view a demo:



STRATEGY, PHILOSOPHY AND METHODOLOGY

HELPING PEOPLE PUSH BEYOND THEIR
PLATEAU OF EFFECTIVENESS.

Each solution is conceived to trigger an efficient knowledge transfer and help filling gaps across left/right and conscious/unconscious parts of the mind. This in turn promotes a more spontaneous motivation and attitude to change.

117AD-STUDIO's approach is based on the following steps to facilitate human resources evolution in large scale corporate environments:

1. Mindset shift by challenge
2. Consciousness by mirroring

In the next pages you'll find details of each underlining step.

1. Mindset shift by challenge

OFTEN, THE MORE SKILLED AND EXPERIENCED YOUR PEOPLE ARE, THE MORE THEY'LL RESIST ANY ATTEMPT TO CHANGE.

This resistance will be explicit or implicit, conscious or unconscious, but instinctive and inevitable in order to protect their vital professional self-esteem and status quo. At the same time, new and less experienced people will face the inertia and pressure of new learning curves.

New behaviours, new skills and new contents require complex human left/right brain articulation. When communicated and transferred – as normally done – as a combination of data, facts, models, processes, strat-

egies, explanations, procedures, orders or directives, they face massive entropy: only a very small percentage of the contents is understood, retained and accepted to really shift behaviour and produce results.

The first step would be to challenge their mindset and get their inner emotional attention to understand their strength as their

true weakness and the imperative need to be responsive to change. This would be accomplished by a theatrical shock challenging any status-quo mindsets with emotional impact. *"Who the hell wants to hear actors talk!"*

This phrase is attributed to Harry Warner, founder of the Warner Bros Hollywood studios, in

1925 - a time of mute movies - and is a famous sample of dangerous "mindset".

The purpose of this step is to challenge the individual emotionally to examine the strengths but also the limits of their working habits with a view to the future and the need for change.



2. Consciousness by mirroring

START IMPLANTING INTO CONSCIOUSNESS THE REQUIRED BEHAVIOURS THROUGH THE FUNDAMENTAL PRE-CORTICAL, PRE-RATIONAL, PRE-EMOTIONAL LAYERS OF THE BRAIN WITH A COGNITIVE TRICKLING EFFECT.

This is done via filming ahead and then showing a sample interaction in predetermined key situations:

First: Impersonating the old / ineffective interactions.

Then: Showing the very same interactions played according to the new processes as a "master" best-practice behaviour.

This viewing aims to trigger the "mirror neurons" mechanisms that are at the basis of learning and behavioural evolution: each viewer will naturally observe and start to recognise and compare the gap between old and new, good and bad, effective and ineffective - according to their own personal sensitiv-

ity, self-image, self-perception and skills. Experience shows this "mirroring" of a behaviour prepares for a more organic and deeper absorption of contents. Offering a "pull" rather than a "push" knowledge transfer reads a mature audience for a first bypass of the natural resistance to change as this circumvents the prejudices raised by an imposed tell-to solution from the top that inevitably raises subconscious barriers.



A TEAM TO HELP YOU RENDER YOUR VISION

Our experience is built consulting on training & change management for over 40 S&P 500 and FTSE 100 companies over 25 years.



We simply promise:

to exceed clients' expectations

- by constant innovation, lateral thinking and doing things in new ways.
- by establishing genuine, fresh and dynamic client relationships.
- by total commitment and focus on clients' solutions.
- by quality of execution.
- by agreeing together on any metrics of success to exceed them.



**GET IN TOUCH,
TOGETHER
WE'LL FIND
THE NEXT
EDGE**

New solutions can be fully custom-tailored to fit
your needs and preferences.

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