

CELab - Ep 89 - Michele Wiedemer

📅 Thu, Nov 24, 2022 1:22PM ⌚ 1:09:16

SUMMARY KEYWORDS

video, michelle, camtasia, techsmith, script, record, customer, people, talk, content, screen, work, third party, storyboard, build, thinking, captivate, narration, csm, learned

SPEAKERS

Dave Derington, WellSaid Labs Test, WellSaid Labs Test 3, WellSaid Labs Test 2, Adam Avramescu, Michele Wiedemer



Dave Derington 00:19

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Dave Derington 01:03

Hello, Greetings, and welcome to C lab. My name is Dave Derington. I'll be your host for the day. And on this episode is another episode we've done our sister podcast called working out loud, where we talk with Michelle, we'd have her about her video creation process. Enjoy. Let's talk today about we're going to bring in a special guest are we shall we demurrer. Hello, Michelle, how are you doing today?



Michele Wiedemer 01:30

I'm so excited to be here.



Dave Derington 01:33

I'm excited. We talk frequently, don't we? Yeah. And we talk about video. So just to frame it up a little bit. I'm gonna let Michelle introduce herself and talk about her background, what she's done and what she's doing. But today, we're going to be talking about video, big time video. How do we use it in our in our work, what it's all about? How to work with other people to make that video, all the things. So Michelle wanted to enter yourself. I want to hear about your background. And how did you get to here today? So you got the stage, sir.



Michele Wiedemer 02:06

So I read an article this week that compared the traditional notion of like a career ladder to the idea of a career portfolio. And it talked about the squiggly career. And I felt like that definitely describes me, I kind of have three categories from my early career and as part of that portfolio, and that included writing. And I did development of online help and single source documentation. And I developed elearning. And when my kids were little, I started freelancing, and it was two sided it was because I didn't want my technical skills to become obsolete. And I also freelancing was a way to give me a lot more flexibility as a working mom. And I found early on that my sweet spot is what we now call customer education. Early in my career, I bought Adobe Technical Suite, because I did a lot of RoboHelp and FrameMaker work, and it included Adobe Captivate and I was like you learning before, I'm going to play around with this. And I found that what I had done with Authorware really those skills transferred pretty easily. So when I had a user guide client asked me if I could make some videos for them. I was like, Yes, I can. So I did my first videos in Captivate. I discovered TechSmith Camtasia, basically for the next video project that I did, which was around 2011. And since then my work has increasingly been focused on those like screencast recordings that demonstrate tasks in software. I have done some other kinds of videos like more conceptual stuff, but that's the bulk of my work has been that like, I'm going to teach you how to do a thing in software. In 2020, I partnered with TechSmith, to publish my writing helpful help course on TechSmith Academy. And I had starting working on that course quite a long time before that. And I honestly say that the audience that I imagined for that is the CSM at the company where writing was the side job, like they didn't know anything about writing help, but they had to do it anyway, that was kind of what I was thinking about as I was creating that course originally. And in the meantime, I've been helping companies create content for their new academies. I helped probably at least three companies build their academies get that starter content. And about the time that I finished that TechSmith Academy course. In the midst of COVID I saw a lot more companies open to remote working situations. Yeah, my family had evolved to the point where I was ready for a bigger challenge. So I started looking for that place where I could be the first customer or education higher. And I landed at snake in March of 2001. And long story short about snake we soft launched our academy which is@training.sweet.io in March, and we actually just officially announced it yesterday. So Oh, that's great. Celebrate.



Dave Derington 05:19

Well, let's put that. I'm gonna scroll that right now. On the bottom of the screen it oh, I can't do that. I always have to learn my stuff. Oh, all right, I'm gonna read myself. And so training@sneak.io is where we're at. Here we go. Leave that up. That's your new thing. This is exciting. Okay,



Michele Wiedemer 05:39

baby for the last year and a half. And these are



Dave Derington 05:43

babies right? Education, filming content. I feel somebody had said this just the other day. And I

babies, right? Education, timing content. I feel somebody had said this just the other day. And I don't know where it was that I actually know. Now attribution. Donna Weber. I'm listening on my phone to her orchestrated onboarding, material onboarding matters. And she had said, Hey, this content that we make is like her children are like our babies. And what did she say? I have recently talked to someone who described building new content as giving birth, what the consequence of that is, we have these little babies to feed, and we have to take care of them and make them better and go back and edit them. Yeah, we're gonna get into today we'll go as long as we feel like going, I've got nothing. I'm sure you do. Michelle, but I really want to talk with you. Because I look to you. And I'm saying this out loud. I look to you, as one of my inspirations is my guides in this industry. If I could say, what is Michelle do best. It's video, and for customer education, because you've tuned it, you've got it down. You and I work together, you know, we're seeing it. What I really enjoy working with you directly about is your sensibility of understanding what it is and how to approach a video in a concise way for the market that we're about. I just



Michele Wiedemer 06:59

want a button because I think that is key like being able to like capture what needs to be done in a really concise, efficient way. Yeah, it's great for people to kind of like press record and start talking. But that doesn't always get the results that you need. And yet, if you're going to spend 20 or 30 hours working on something, you have to really think about whether you're going to get a return on that investment of time.



Dave Derington 07:26

And that's a lot. You don't think about it in that way. What is it that I'm trying to communicate? Why am I here? What are you doing? So let me go back to a couple of things. One thing you talked about the products that you speak and working with? And let's think about all of our journeys, and what we started and those of you in the chat. What was the first application video app that you started to play with and work with or work for me, just like you I started on Captivate, I had a copy someone had it there, it said, Oh, this will work. I don't know if I want to get into my experience. But I learned a lot and I learned it fast. And then like you. Here's my props to the TechSmith. Folks, I stumbled upon Camtasia as well and go oh my goodness, the experience is so much easier. I didn't need something ridiculously heavy. That in no way deprecating the platform, the Adobe Suite. But I didn't need all that at the moment to get started. I needed some lightweight tools, and I needed something that worked with me better was easy to use. And that was that was Camtasia for me.



Michele Wiedemer 08:30

Yeah, I've learned how to all do all the like advanced actions and everything in Captivate. But I find that startups and customer education they don't have time for that like that is just way too complicated.



Dave Derington 08:43

It's way too complicated. And then what I also really want to respond to Michelle and I

appreciate you saying out loud when you're working on your course writing helpful help. I can't say enough how important that perspective you had in that courses. You said I wrote this for CSM okay CSMs if any of you are are listening, right? I hope some of you are on here. CSM is naturally fall into our job at first, but that's not their job. What is it that helped them the most out of that kind of content? Like they could do it right? Oh, I CSM could do this, put it on video and use some valid very straightforward product like TechSmith like Captivate, build the content, move on to the next thing so that I'm serving my customers and helping them at scale which ironically attended this even though that's what customer success and customer education is all about. For Sure Great. Well, let's move our conversation along we have a lot to talk about and what how I like to approach this is this is where's my where's my bar? Where's my banner? I like to get fancy and then I always forget about it. Yes. The frame up okay, I call this part the frame up in the frame up. What we're going to do is talk Like three points. So what your challenge today, Michelle, it was a challenge not a challenge is, let's talk about three things. Video, again, is a go to for a lot of people in customer education as a start, I put a contentious statement out there that video is the future. I don't think it's a contentious statement at all, from what we're seeing in market research. Look, YouTube broke the back of the internet, Instagram, tick tock. What's the trend? Micro why I'm doing scrolling?

M

Michele Wiedemer 10:32

Because time, they don't want to mess with? Well, and if I can just jump in, I'll tell you go ahead. Like, I have two sides to this, like 2011. My customers were already saying we want a video. It wasn't me saying, Yeah, I think you should. They were saying we wanted they my clients when I was freelancing, they will come to me and say, can you build us videos? And then now you know, we did research with our customers at snake. And they don't want to read they don't really know read documentation. And they don't want to watch a 60 minute video. They want to watch a video. That's three minutes,



Dave Derington 11:12

right? Because they don't have time. Yep.

M

Michele Wiedemer 11:17


To do anything Thanks, Lee place to be Well, isn't



Dave Derington 11:20


this like, Okay, we're going to talk three points, I want to put those three points out of them, break them down, but you are getting to the core of the matter, which is, yeah, I could go read documentations. I could call support. But I read an interesting stat months ago, but the stat was about the who are the consumers of education on YouTube. And it said predominantly, there were two cohorts. One was younger generations, millennials and down. And then the other was the Gen X's, which is like me. That's odd. Well, I was a video generation raised on TV, I've totally makes sense now. But for me, I equate this with Audible, where I have renewed my interest in reading. But the time I have to read is when I'm in my car, or a movie, and the video


equivalent of that. I'm at work. I go, Michelle, I want you to show me can you show me how to do this thing and you're busy CSM, you're like, Sure. On her time, we're gonna go through. It's an economy of scale, and I'm used to look at a video. So you go, here's the link, it's out to YouTube, it's out to my academy, it's out to some really cool interface. And I'm learning. So that's the core of the frame up, we're gonna talk three points now. One, I really want you to expand upon your your video design process. What is it that you do differently, or you want to share with the world, you're giving your trade secrets out cool to them. Let's dig nuts. Now then let's go to the next step. And let's talk about the perils and pitfalls and practical reality of our lives. I am sometimes a team of one. And I've got to make content. So how do we outsource? And I use that word cautiously? Because we work with partners, we work with other companies. How though? Can we work with another company to build those videos fast inequality? And then let's talk about what are those things that we can do to mitigate problems when we're working with third parties and partners? Sounds good?


 Michele Wiedemer 13:24
Sounds good.


 Dave Derington 13:25
Cool. All right. Let's look at look at the comments real quick. Adam is saying hello. That's a TechSmith conference coming up. So you're going to TechSmith contract conference.

 Michele Wiedemer 13:35
Hi, I am chorus you going to the very early version of it for heroes.

 Dave Derington 13:41
Oh, you're going to Europe one. That's amazing. What is that? What does that conference?

 Michele Wiedemer 13:45
I don't know. It's like five o'clock in the morning for me so.

 Dave Derington 13:49
Oh, virtually.

 Michele Wiedemer 13:50
Yeah.



Dave Derington 13:52

Oh, we thought we were gonna send you to Europe. Well, we'll be around. Okay, in the comments. As we go here, again, a shout out will break. I'll be watching here and Michelle, I'm going to try to let you lead here. But let's start with video. So given your experiences and again, you talk TechSmith you talk Captivate you've done you've done all the things you play with all the toys. Again, you're one of those people that if I said okay, we're gonna talk video, you're the one you're the person. Why video? Let's talk about like that process. I don't want to get into that. Let's talk your process oriented down



Michele Wiedemer 14:29

and go. Yeah, because the why I think we have the industry benchmark saying why people want video. But over the time that I have worked on videos, I kind of developed this six step process. It's six steps in theory, but because sometimes you just have to get things done. Some of the steps may get a little abbreviated, depending on what I'm trying to accomplish. Yeah, so the first step is planning and when I Estate Planning, people might make assumptions about that. And really what I'm talking about is you got to know who you're making the video for. You got to know where it's gonna live, like, what is the aspect ratio, if you're screaming need to be, like, we're pretty much in a 16 Nine aspect ratio for everything these days. But if that matters, and I think I worked on some projects where people recorded clips for me that I was editing, and they were using a different aspect ratio, you know, I wait to make this work. And like, like, that's where the planning upfront, couldn't really help. But another thing that I really ran across quite a bit is thinking about what data you're going to record? Like, what is the story that you're showing in your video? Like, are you going to have a fictional company that has the fictional account? And like, are you going to make up names for the customers? Or are you going to work in a real environment and come up with a problem that I had just this week, where you have real account numbers showing in your like, app? I can't show that. So I did some blurring so that that doesn't get out into the wild?



Michele Wiedemer 16:12

Can I pause you for a second? Yeah, on this. This is something I want to give you the give the audience a felt experience of why this matters. So here's a practical experience. I was at a company working in hypergrowth, whatever, we're moving fast. We build video, and everything sounds great. And it looks great. And everybody's so excited, and we launch it. And then my senior vice president reaches out to one of my people and say, Oh, my God, I find out something's wrong. What is it? We had some data is shown on the screen. Just a hair,



Michele Wiedemer 16:52

right? A millisecond. Right.




Dave Derington 16:53

You could see it. Yeah. And warning lights, everybody's up. And oh, my God, you know, legal

you could see it. Yeah. And warning lights, everybody's up. And oh, my God, you know, legal. Okay, yeah. Your heart sinks, your stomach falls through the floor, you're freaking out, like what this is live. So you're thinking about like that. That's something you might not think about. Michelle, you summarize that? Well, you've got to think about what's being shown even in particularly in compliance sensitive company, you've got to simulate or abstract or make fake data. So you could go out and make your first video, but think about that, what's being shown, and that's going to the world at scale, hey,

 Michele Wiedemer 17:39

I often find that to be the hardest part of the whole process. Like, really, that's where it can be really time consuming. Depending on Do I have a sandbox environment that I can record? Does the sandbox environment have? ASDF? Is the name like test? Like 15? Different things that make no sense? Like, I don't actually want to show that in a video? Yeah. Then the other part of that planning is purely the task analysis, like, what are the actual steps, and this is where my background in technical writing really helps that you have to be really thorough with the steps because even if you're not going to say all the steps in your script, to either show all of them, I'm going to click here, and then I'm going to type this in, and then I'm going to click here, or you're going to have to figure out a way to transition from one screen to the next and make it flow. And both are perfectly suitable ways to do it. But you've got to do that task analysis initially, to figure out what those steps are.

 Dave Derington 18:44

Okay. So step one is planning, making sure we've got the who, what data, what's being shown on the screen, and how we're going to walk, how is it going to flow? Again, thinking about being concise, because at this point, sometimes I at planning stage, I just want to throw it all out. But you also should be thinking about the time, the runtime, people are busy. Okay, great. That's planning. Yeah, for sure. What do you do next? You've got the plan. Great. And how do we start breaking this down into a point where, and I know we're going to be talking, we're really talking about not just the video creation process. But I want to reframe this just a little bit, because I think this will help our audience. I'm thinking about you, as a manager, of the team of people and the leader of the team. In you're training them internally, or you're working with a partner externally, who no matter the case, this is the same process. How do I communicate what I want, conceptually, to the person that's building? Right? Isn't that step two?

 Michele Wiedemer 19:47

Yeah, I mean, what, what's the step two is for me is the script and storyboard. And that's where I know what I need to build. I'm going to build it myself. That's the process that I've worked with for all of these years. And the struggle is I freelanced for a long time. So I was the outsource person. Yeah, I'm on the other side of the desk and thinking, how can I make someone else be successful? And I've already found out like, there are things in my head that I didn't communicate. It's like, wow, how do I get all of that out and help that person who's going to be helping me understand what it is that I'm trying to accomplish?





Dave Derington 20:27

And that's hard. So this can break down into I'm just gonna put, I like to type these up on the screen a little bit. So let's put down three components. So scripting, we've got three components. NARRATION, right.



Dave Derington 20:40

Yep. Action. Yeah, visuals,



Dave Derington 20:44

instructions?



Michele Wiedemer 20:45

Well, when I talk about action, I'm talking about you're going to be recording the screen. What are you going to click on? What are you going to type in? What screen do you need to go to next? That to me, it's like an action script.



Dave Derington 20:58

Okay. So will this be? I don't know, if you have anything handy that we can show people? Maybe we can make it really as easy as? Okay, let's do this. Wait a minute. I like to show right. So I'm going to open up the spreadsheet. Yep. And I'm gonna share the screen. Maybe.



Michele Wiedemer 21:17

Yeah. And I talked about this at my talk at thought industries cognition conference last year, and up to three different kinds of storyboards. And one was on a whiteboard, and one was like, scribbles on a piece of paper. And one was where I did a PowerPoint file. And I have like, what I was going to show on the screen speaker notes and like, frame by frame, what I was going to have in the video before I ever made the video.



Dave Derington 21:43

Okay, so like here, we would say,



Michele Wiedemer 21:46

yeah, what I usually do is a Google Doc, it's got two columns, it's got narration on one side, it's got visuals on the other side. And the visuals might be a screenshot. Or maybe I need something more conceptual, like I've gotten with our design team to help us build some more

like conceptual images. And that visual instruction side of the Google Doc is, you know, what am I going to show on the screen to match up with this narration?



Dave Derington 22:15

Right. So it's as easy as what I've done here. Yeah. I wanted to do this intentionally because it took that long, which was nope, not long. Yeah. Okay, this spreadsheet, I started going down this page. And then what I would do is do a screenshot here. This is actually how I like to work. I say, Okay. Hey, everybody, let's get down. And let's talk about the basics. Let's open up the app. Hey, what's being said? And you go, Oh, Dave, okay, in the first screen, you better tell somebody than logging in, this pop up is going to come up. Okay, cool. Let's put a picture that pop up right there. Great. Move on to the next thing, what do I want to show, and so on, and so on, and so on until you have 10 to 15 steps. And at that point, you've communicated the story. And you basically got your first run storyboard, right? And so now you're ready to go and don't take that off the screen. But now you're you're basically ready. That's it. But now it's rinse, wash, repeat. What are the next steps? What are all the things like you might have? Well, gosh, you know what I love to do now, Nero. I love to build it, because I'm a white border. And you probably might be too I look all everybody looks like do the whiteboarding. And then what did you do in the day when we were the office, take a picture of it, Miro. And I'm not really trying to make an ad for it. But I like to use it. And as part of my design, in Miro, you can do all the things like you put in your notes. I've got a PowerPoint, oh, I've got a script. Oh, I've got a little bit of a just a couple of notes. You throw it all on that board. And now you have a place to start working. Yeah. And then I'd convert that I would convert that to a very concise doc, Google Doc or something.



Michele Wiedemer 23:48

Yeah, for sure. And I'll just say some of the things that I learned along the way, as I'm wrote many, many scripts, and my first video client said, Oh, Michelle, just do the voiceover yourself. You're fine. And I was like, Okay. I had a client who was so enthusiastic and wanted to include all of the information in our scripts. And I find me in the kitchen saying it was the sage on the stage, which is great. But when I went to record that narration, it was unspeakable. It was like, I would trip over my tongue over and over and over. It's like, I can't get these words out. It's just, it's just too much. And like, I'll just throw in another app that I use. I like Hemingway, like get your reading level down to like seventh grade. Because in a video, it needs to be really crisp.



Dave Derington 24:42

I have to give props to Hemingway, because and if you haven't seen Hemingway before, I'll even pull it up or does for those of you who are out there right now, this is a pretty simple application. You share my screen. I'm glad you brought this up. These are the cool kinds of things that are are really working out loud stuff. So in Hemingway, this is me typing, really, you know, whatever, you can do stuff. And now you start seeing a grade. Now you start seeing your word count. And then it's going to give you some tips. Now, if you're like me, I am verbose. I was at Sage on the stage, Michelle at one point in my life. And I learned hard and I learned fast by working in software that everyone's like, shut up, Dave, are nice about it. But this is a really good way to pop in that script, and then say, Okay, I'm trying out words, I'm using passive

voice. I am not an English major, I was not an English major, I was a chemistry major. bless all of you who are and make a great training material. But this is a great tool. So thank you for bringing that



Michele Wiedemer 25:44

up. I am the English major. And I still I will put sentences in and find way too long. They're way too complicated. And I have to rewrite them and rewrite them. And then I'm like, Okay, this is the script that will work that really says what I need to say, in a really concise way.



Dave Derington 26:05

This episode is brought to you by TechSmith.



Adam Avramescu 26:07

That's right. TechSmith. Do you know them from Snagit and Camtasia? Snagit lets you create images, GIFs, and videos to show others exactly what you see. And Camtasia is the famous screen recording and video editing software made easy.



Dave Derington 26:19

Yeah, I love it, Adam, you know, I have to say my story here is that Camtasia kind of saved my soul. When I was working trying to build my first program, I discovered Camtasia and other TechSmith products. And I needed something that was relatively inexpensive, easy to use, and powerful. Overnight, I went from doing tedious editing, recording, and just whatever I had available to me alone with little coaching, being able to make really super high quality videos in a short amount of time.



Adam Avramescu 26:45

That sounds amazing. And so if you want to create and share images and videos for better training, tutorials, lessons, and everyday communication, you can do that@techsmith.com That's tech smith.com.



Dave Derington 27:06

Well, let's talk about making those recordings, because this is the meat of our discussions when Yeah, the first time was experienced first time you had when you made a recording. It was like,



Michele Wiedemer 27:19

Oh my gosh. So actually, for my very first videos, I hired my neighbor to do the voiceover.

Because she had an anger neighbor, I had my neighbor. And I was like, Okay, I don't trust myself. So I'm just gonna let her do it. We had this big echoey room, and I had a decent microphone, but it was not as good as what I have today. And I just remember sitting there with her and we would record and then we cut and record and cut. And it was like, it wasn't the most efficient way to do that. And then when I started doing it myself, I would kind of have these narration sessions where I would like actually go to a closet because it didn't echo that way. And I had like this stack of boxes that I could put my computer and microphone on. And like, I just record for like 30 minutes or an hour all the scripts that I had. And like, oh my gosh, I just found an hour later that I mess something up. And I have to go back and redo it. It's like such a production to get there. Yeah. And here's what's interesting. Like, I record my narration separately from everything else, because very early on, I was I was actually pitching to one of my customers, hey, let's do some videos. And I was trying to like, I'm going to record and do the stuff on the screen at the same time. Oh, sure. You are. Like, I would make a narration mistake or I would make a mouse mistake. I'm like, forget it. I can't do this. It's not just not working. So I learned early on, that's actually more efficient. Let's record them separately. And you can edit them separately. And you know, I use Audacity for narration, it's super easy to cut things out. And I edit out like Big breaths and whatever else. But the other thing about that is you don't always catch in the script and storyboards phase that you miss something. And like once you have that narration and you get to the building the recordings part you're like, Oh, I forgot about this part. How am I going to address like, I need to show this extra screen this extra pop up?



Dave Derington 29:37

Yeah, it's really interesting the things they I'm trying to pull something up on the side here that I want to show you but the felt experience that I had the first time like go back with us on the screen felt of experience that I had first I'm just keeping it short was I made it really hard on myself. I did like you did I just sat there and had these epic recording sessions and did all this stuff and but I didn't know any better. The thing that I'm hoping that we we as customer education folks are hoping to share with everybody. And Michelle, I think you're one of the best people to help with this message is that this video stuff is not as hard as you think. But you should keep your eyes open and think about the right tools to make it easier for you. Yeah,



Michele Wiedemer 30:23

I was just gonna jump in that and the right process, like use the right tools for the job use the right process.




Dave Derington 30:29

Yeah. So it could be like, my process now has become more. Okay, let's talk about Camtasia. Camtasia is easy to use. It's simple. It's a digital workstation for all your video, your audio, your screenshots. And the cool thing about working with it is, like you said, I put it I take a screenshot, I put that in there. I put some transitions and narrations to make it look pretty, I don't have to do a lot. I write to put some text up on the screen that I want somebody to focus on. Now I'm I'm doing all the good adult learning instructional design things. But I'm also learning from what the YouTuber generation has figured out. Because now I can make things

pop a little bit better. And then I can do things like, okay, the industry has changed so darn much that now I literally do not have to record that audio. Here I'm showing well said labs, right. And I want to issue an open invitation to the well said, labs. Folks, if you're out there, I want to talk to you. And I want to talk about this technology out loud. So I mean, like this is an interface where I can immediately pick a voice. So let's say I pick page L here, listen to this. Well, it's gonna go create, and then it's going to listen. And let's play it.

 WellSaid Labs Test 31:42


This is just a test. This is a complicated voice.

 Dave Derington 31:46


Alright, cool. That's a complicated voice. But I could change that audio to somebody else really quick.

 Michele Wiedemer 31:53

I'll just give my props like we're working on a project right now. And you sent me some samples. And we've done the first video and the the voice is really good. Like, there were a couple of places where I'm like, Well, if it was me, maybe I would have done that a little bit slower. But that's something you can work with. And I'm like the text to speech technology has progressed so much in the last few years. It's really incredible.

 Dave Derington 32:19

It is absolutely blowing my mind. Like let's do an experiment right now. And I want to show you. So Kevin had a question. And what I'm going to do here is just use the text to speech thing to prove our point. And we're going to create his question here and text to speech. And then we're going to read it. Right. All right. So here's Kevin's question.

 WellSaid Labs Test 2 32:43

Big mistake I made once early on when working with a vendor, they took content to make a script and storyboard. They move forward with recording and editing video before we had eyes on the script. It was disaster. scripting and storyboard are important steps whether you provide collaborative or provided in service.

 Dave Derington 33:00

I mean, look at that, isn't that cool? I gotta find ways to take comments and shoot them in a well said API and bring them out on the show. And that would be so much fun. But



Dave Derington 33:12

that didn't exist. When I started doing this. That didn't exist like this two years ago.



Dave Derington 33:21

Yeah. And then Okay, let's keep going. So we talked about audacity, we talked about narration,



Michele Wiedemer 33:26

we talked about recording the narration, but then there's the step of recording, what are you going to show like, and you talked a little bit like, it might be a screenshot, like, I don't think about and I think a lot of people are surprised by this. But when you make a movie, you're not, you're not pressing record, and recording a two hour movie, you're putting it together and seeds, I'm doing the same thing. When I record a screencast, the scene might be at 15 seconds, I might have a screenshot then or then I'll have another, maybe it's a minute and a half for the next one. But you're clipping together these different little pieces. And that was another thing that for me, it kind of came out of necessity, like, I'm never going to get this to be right. Going through it beginning to end. And honestly, sometimes the screens that I want to show don't even look like what they're supposed to look like yet. So I really have to be creative. Or you know, I had early at sneak like I have this account, that's an enterprise level account. And this account, that's a business level account, and I'm trying to kind of merge them together so that I can show what I need to show because my business account didn't have the right stuff in it yet. Right. And so that's where you know, you're thinking about those visuals, not as a beginning to end. You know, one take, just you're thinking about it as little pieces, and that gets you into step four. part of this process is the editing. That's like making it all work together,



Dave Derington 35:05

which takes a lot. And



Michele Wiedemer 35:07

it does take some effort, but I'm just going to say, there's really only a few skills that you need in Camtasia. To really get that down. If you know how to trim or cut or delete, to cut out the extra stuff, like, I've lost back to the future. And I think about this quote, where Doc is saying to Marty, you know, you're not thinking fourth dimensionally. to time travel, you can, oh, my



Dave Derington 35:38

god, okay, that is a greatest quote,



Michele Wiedemer 35:41



Michele Wiedemer 33:41

something that takes however long it takes for a page to load, you can do it instantaneously. Or I had a process that I recorded many years ago, and it took me 30 minutes to get through the whole thing. And I want my video to be two minutes, not 30 minutes, I didn't want to show all the boring parts in the middle. So if you know how to delete from your video, you can cut out all those boring parts. And then the other thing that you want to do is you want to be able to extend a frame like, Hey, I went through this recording, and I didn't stay on this part, white long enough to match up with my narration. So I just need to extend it another frame to that. So those two things are going to cut, trim, or delete, or you're going to extend those. I mean, if you know how to do those two things, you can pretty much make a video. But then the other thing is layers are magic. Like you can mask things that you didn't really want to show, like I was talking about earlier with the account IDs, you just put a blur on top of it, it's a really, really quick fix. Sometimes I do more involve mask like I recorded this, and it was really hard to get that recording. And I forgot to turn slack off and I got a notification while I was. So I can fix that by creating a mask that covers it up.



Dave Derington 37:05

Right. And the cool thing about working with things like Camtasia is, I think the thing that blows my mind, Michele is that I used to work in the photography and media department of a university as an adjunct professor teaching video game design, and web development and all these other things. Like why am I here? That one day, I was like, why am I teaching these classes? What experience sets do I have that allowed me to provide value. And the more I got into it, the more I realized, oh my gosh, I'm using all of the tools that these folks are using to be music producers and video producers and work with photography. And I really didn't get how rich and cool the tool sets were and how easy they made my life. And the more and the small amount of material, a small amount of learning that I had to put into being effective was really neat. So you can go out with Camtasia and make this amazing stuff and find yourself competing with people on YouTube for really cool content. Right? It's a lot easier than you think. But it's also pretty hard. And that's where the your techniques of, hey, I have to think about what I'm going to be doing at this step. And I have to storyboard it. And it's not hard stuff.



Michele Wiedemer 38:20

It's not hard stuff. But it you kind of have to go through the process. Like I said, there's a place for I'm just gonna press record and start talking. But it doesn't always get the results that you need to get.



Dave Derington 38:34

So now you're talking about, well, I got it done, then you'd add extras? Yeah. How do you make it fun? How do you make it really cool?



Michele Wiedemer 38:43

Yeah, you talked about like transitions in the text, the call outs, like I wait to do those until I

make sure that the flow is right. Because if you start spending time on those extras, before you've really produce your draft, go and get it reviewed, then you can come back and make it fun. And some of the ways that you can do that are, maybe you want to animate something like this week, I had, you're downloading an image. And I wanted to show the comparison of that image to what you were downloading. And so I like animated it from where it downloaded to the side. And it's like, I don't know, it's a fun little extra, that adds some visual entertainment. But it also, you know, there's a learning design aspect to it that's like I helping you understand that you're downloading an image and this is what it looks like.



Dave Derington 39:41

And that is cool, because visually you've emulated the experience that it's the experience, right? You're doing things with video that you couldn't have ever done before. You have this power now as an end user to communicate what's going on in your mind. So those of you who are because, you know, this is what you said you had a background in English and I had a background in chemistry. And what our jobs are doing is using language or visualization or other things we've been trained to do anyway. But now we're putting together words and visuals. We're being video editors. It's crazy. How did we do that? How did we get here. But it's amazing that we can do this. And that's why I keep coming back to saying that, you know, that moment you publish your video, you've got a process. Now we should talk about those people, we ended up this outsourcing. But this is not that hard. And what we're trying to do for all of you and save you all some time, if you want to make your own videos, why don't we make videos? It's easy, it's cheap. Anybody can do it can literally make it perfect. You're not gonna try to make it perfect, but you can. So talk about the publishing part. So we've gotten all the stuff we've put in some nice clips put in, you know, some nice content, we've got a really good product. Yes, sir. Product? What's next? How do I get back?



Michele Wiedemer 41:01

There's one step in there. That's kind of, you know, is it part of the editing? Is it part of, you know, this is where we come into that sort of agile process, but you got to get it reviewed? Like, I know that I did what I needed to do, but is it technically accurate? Is it on brand? And so where does that review project does something? Did you miss something correct. And I found with my clients, often, I could give them a script. And they're like, I don't really know what to do with this. But if I give them a draft video, they're like, Okay, I got it, I can watch this, I can give you some comments on what we missed, or what we need to change. And so there's always a trade off. Like, if you can get somebody to review a script, that's great. Sometimes you really can't get it reviewed until you've got that product in hand.



Dave Derington 41:55

Let's dive down deep in that. Because how we do that is probably even more in. Okay, here's the scenario and what I'm thinking at the moment, I've got a video, right, you're right, I could give a script in. I've had that process. Actually, one of the methodologies that I've used is we do a quick loop get a rough script together, we review that with one subject matter expert that knows the most ideally, did we get most of it? Right? Does the flow look good? Yeah, yeah. Okay, cool. Now, let's go to video, lightly produced the first one, right? We've got screenshots,

we've got some talking, we've got some whatever, we're, it's a rough draft. But it's me with nibbling that canvases have dropped this in here. I do. I'm not putting transitions. I'm not putting anything fun in there. Just the dirt the main track, then I get that that people now that's a place that I've had some difficulties. Because if you just throw something up actually make something Camtasia you're looking at maybe hundreds of megabytes to a gigabyte, sometimes for file size. Now what oh, crap, I've got a gigabyte file home and get Google Drive Box Drive, whatever Dropbox. But then how do you manage the comments that are coming through? You know what I'm talking about right now? So I'm talking about like, what's that inter Nissan process of? How do I get feedback and collect it and then go back and iterate again, fast? What do you do?



Michele Wiedemer 43:17

It's a challenge. And often I say, here's the script. That's a great place to say, match up. This is what the narration is. You can go put your comment right there. Google Docs is great for that. There's other ways to do that. I definitely use the TechSmith review. Yeah, you can kind of see comments at the place in the video. That's really cool.



Dave Derington 43:41

Yeah, this is, let's show this up on. I don't know how it gets to be a commercial for TechSmith. Here, it's only because we use it all the time. This is something if you already have TechSmith products. I found this while working at outreach to be a godsend, because you simply load your video into it, share it with anybody within the org, the comments map to the timeline. And then I can just open that up a do multiple versioning. Because you see here it says version 123. We were at the point now where we were cut a quick video made some changes, went back for another edit. And then we documented had the documentation trail to show who said what and did we actually break it down, finished the work. So that was that's a jam that is just a real gem.



Michele Wiedemer 44:30

And I'll just I'll just finish up the that whole publish process. You're going to load it to wherever it's going to be hosted, whether that's YouTube on your LMS or in the early days, I had a project where we literally had a separate web page like you click on help when you're on a screen and you get a pop up. That was some text and a video on how to use that screen. So however you're going to get it to your audience. That is the step and then I think it's Orton to add closed captioning, have a transcript. It's not just for hearing impaired. There are many other reasons that people make closed captioning.



Dave Derington 45:09

Yeah. So that that whole thing. We have another question from the audience here. So this is from a friend of ours, that we know, let me go ahead and read it. And I'm going to use well said labs once again. All right, here we go.

 WellSaid Labs Test 3 45:24

Is the frequency of software updates and localization impact your processes slash decisions? All right.

 Michele Wiedemer 45:31

I saw that for Mark from video. And I've loved that. He added that because it's important, like, if you're gonna go to the effort to make a video, like I was talking to somebody earlier this week, like, yeah, I would make a video, but this is going to change in three months. And so you have to weigh that like, if I'm going to spend, and this is where it gets into your return on investment. And I'll just put it out there. If I'm going to spend three hours on a video, it's not that big a deal. If I do it now. And it's going to be out of date, I'll just spend another two or three hours fixing it later, no big deal. But if I'm going to spend 20 hours making a really highly produced, polished, more evolved sort of products, then it's like, what is the lifespan of this video, if it's three months, maybe it wasn't worth it. But I know I made some videos that I spent that kind of time on and they're still being used three or four years later. So that clearly a good investment in time

 Dave Derington 46:34

those things, those discoveries, Michelle are so amazing. This is a topic that I really am fascinated by I call it zombie customer education. And what I mean by that is, I love that lab. You go somewhere and leave a legacy program. I've done this before I had a job opportunity. I left a former role. But this video content stays out there Donna talks about like the content jungle sometimes. But in that jungle, you might have some gems, and they have longevity, the best stuff I've put out there I've seen Gosh, Zuko, when I did a Zuko I found the academy is still out there on the internet. And we took it down. And I got a call back two years ago. Before I forget about it. I also want to share since Mark was on here today, you and I both used this as well, I haven't used it yet,

 Michele Wiedemer 47:24

but we're trying it. I'm intrigued by it. And I'm like, Mark brings up the localization problem. Like if you want your video to go out to multiple languages. Wow, that's a whole lot of extra work in the publish phase. And, you know, one of the ways that I did that in the past is we didn't change the narration of the video, we just changed the closed captioning. So we had subs in different languages. And we published a French version and a German version and a Japanese version. And that was kind of how we did you know, we had burned in captions for each language. But that was time consuming. And that was the drone left version. And I think with video, you have this option where you can write a script and you can translate it and boom, you've got your video and however many languages with basically the same amount of effort

 Adam Avramescu 48:23

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Dave Derington 49:12

Yeah, that's that's va.io The thing that is important about that is that these products are coming out on the market now which again going back to that simple I have a two column script say this do this. What products like video do is allow you to actually script that and have a computer do it. Yeah, computer works through the whole recording and you update the text. And now guess what your cognitive and actual physical load AI and ML machine language you know machine learning and artificial intelligence in the way that we know them today. And this is this is the true spirit Michelle of what this show is all about because we just showed was it last week video a Camtasia, Captivate all these different products that we use were bouncing all over the place but you In what we've learned how to use these pretty quickly, and we're able to put together a very finely tuned, highly polished stuff, use things like the video review for comments, use things like video to quickly even get, we have so much less to do now, and can make so much better video, which is why I go back to supporting you and your journey and your mission is like, this is how we make the best video for customer education. It's not hard, you can do it, anybody can do it. And these are Michelle steps. So like going back through it, I want to shift over and use the rest of our time for some commentary, maybe some discussion with the audience. But step one is planning, right? Who, what, where data, get an idea of like, what's going on here, step two,



Dave Derington 50:44

script and storyboard, Excel, Google Sheets,



Dave Derington 50:47

whatever easy. Make the recordings, you something easy Camtasia, Captivate, think like a video producer, small bits, paste yourself. You don't have to kill yourself like I did, I was an idiot. edited them with a you can take noises, Pops, you get a pop filter, get a good mic, you know, all that kind of stuff, get a good camera. Then after that's all done, you're muted. Then add your polish or Chrome as we like to call it, and publish it. All this stuff's not hard. But Michelle, you've, you've done a spectacular job. Again, I look to you as if anybody wants to reach out if you have time, you know, you're on LinkedIn.



Michele Wiedemer 51:24

I'm on LinkedIn, and reach out to me, I'm happy to chat.



Dave Derington 51:28

Let's talk now briefly about outsourcing because we've talked about all the steps.



Michele Wiedemer 51:32

And my perspective is sort of I know what works when I was the outsource person. And I've had a couple of projects in theory of outsourcing from this sort of side of the desk. And I know where I messed up, and I know where I have room to improve. But I'd also like to hear from you like what works when service rocket gets a project, like what are you looking for, and I know for me, like, the projects that were really successful for me, and part of this is just my sort of get in there and figure it out sort of attitude is if I had a good sandbox, and I had somebody give me a demo, okay, I know what we need to do, I will figure out the rest. And that works for me. But that's not everybody. And like I think about our product IQ sneak is really technical. And the mistake that I made on my first project is I thought, well, I can give them a bunch of resources, things to read other videos to watch. I can give them some screenshots and some short clips. And I just want them to sort of edit what we've got. And that wasn't enough. Like they didn't have enough context for what we're trying to accomplish. And I really needed to get them in there and do some enablement. And you can't skip that step.



Dave Derington 52:56

Okay, let's let's dive deep in this, Michelle, because I think this is this is a passionate subject of mine, because obviously we're doing that. Yeah. And the service rocket, my mission is to build an education as a service type functionality and work with folks like you. And that makes it this discussion, very important. Because, okay, if you're gonna work with surface rocket, what do we need to be successful? Yeah, exactly what you're talking about. Here's something I want to make. This is a hill to die on kind of thing about my perspective and instructional design or learning experiences. If somebody's building these videos, you can say, okay, and assumption, I think a lot of people make internal to a company. Let's pretend we're inside a company. You're my boss, Michelle, and you say, Dave, you're going to make video for this thing. And I'm a subject, I'm not a subject matter if I don't know squat. We're going to shift start internal, then we're going to shift it to the outside. So internally, I'm looking at you going, why don't I make my boss mad? I'm gonna do a good job. How do I get all of this stuff into my brain? Yep. And then go MIT. All right, I got it out on paper. I got it out on pixels. I got it in the video. But the challenge is learning that now internal and I've had leaders say this to me. Well, Dave, your instructional designers should be experts. I'm like, Bs. Yeah, no, they're expert.



Michele Wiedemer 54:23

I think people don't understand that the instructional design expertise is going to that expert and drawing out the important information from them and repackaging it for a novice.



Michele Wiedemer 54:35

Yes,



Dave Derington 54:36

in that's interesting. So but so I can't presume I know enough about this product to be I mean, I'm an instructional designer. I have to go into the next project and then the next project and next project, you're working with an external company, that's even more of a deal because what you're using is me as I have the expertise, like maybe I might even be a trainer. I have the expertise and understanding how this is going to land with a third party. I understand how to assemble things visually. An audio only, you know, is that a word auditorily by ear. So it sounds good, it looks good. It is number one intelligible by third party. And that's where you were saying this little bit of enablement. Okay. I've also seen some other organizations where they're like, well just give me everything, we'll figure it out, right? Well, that doesn't really work either. Because you can make a lot of assumptions about content, and then I could give you a video back and you go, really, really. So do your enablement. Talk more about that enablement? Like, how can we cut that down to the smallest amount of time yet, I can do a good job,



Michele Wiedemer 55:39

I would love to hear comments from the audience about that, because I don't know that what I experience as as a freelancer is I would go and learn all those things. And I just know, very much like, I'm gonna go figure it out. So I know a lot of different tools after years of freelancing, like I wouldn't figured them all out. That's not really practical. Like, if I say, Dave, your people have to come in and figure our tools out. Like, that's not an efficient use of time



Dave Derington 56:11

is not an efficient use the time actually, it kind of scares me. But okay, here is where I think you and I work well together, or Debbie, you know, if I'm working with you, or Adam working with you, anybody on the call, okay, whether no matter whether I'm an instructional designer working for you directly, or I'm an instructional designer working for a third party, the thing is the same, there is a moment in time where you and I are going to come together, we're going to have a talk. And you're gonna say, Dave, okay, let me orient you. Yep, this piece of content here, watch this 18 minute video. It's got all of it in it. And I want you to boil this or boil it down to a nice little constant May. The sauce of this is the core of that, like this. Actually, I think this is the meat of our discussion that I love. Yeah. Hey, you know what, I'm a third party working with you. How do I get this content no matter what, how to make something good. That is the moment in time is your job is to get me focused enough on the things that you know, will help that third person. And in that moment in time, you frame it up. Okay, look at this video, this, this is so important. You can make assumptions around the rest, that deliverable should be like this, it's three minutes. These are the core elements that I really want you to enunciate and bring out. I want it in this style and these brand colors. Yep. Clocks running. Okay.



Michele Wiedemer 57:44

Yeah, and I had a project a couple of months ago, where I spent an hour with an expert, like a solution architect, and we recorded it, but it wasn't actually able to use anything from the recording. But it helped give me that focus on something that I didn't really understand. But I

recording. But it helped give me that focus on something that I didn't really understand. But I was able to sort of pull out the important points and say, Okay, this is how we're going to structure it, instead of having an hour where we're talking about it like you and I are talking like you might train somebody in a live event, the self paced video world is a little bit different, let's kind of think about the context of where those videos are living, and how people are moving through them in a way that they're going to stay engaged. So having like that 30 or 60 minute talk with the expert, you can get a lot out of that. And sometimes you can get recordings out of that, that you can do a little editing and make them work.



Dave Derington 58:44

I want to share my dream, which in the thinking that I've had about customer education, the magic for me about what we do. Michelle happens in a place where nobody sees it. It is these discussions, for example I might be having with you where I'm here, you're in Texas, you know, I'm Seattle, two hours away, we're working virtually, you pull up a screen and say, Dave, look, click record. You and I are gonna have a talk for an hour, we're going to work all through this. I'm giving you everything, I'm asking you questions, we're doing stuff, we're in the heat of the moment in battle with copy and understanding it and at the end of that I walk with a video that I've been interacted with, and I boil it down. And then I can come out of with and use my creativity and my understanding that you've imparted in a very sufficient amount of time. And that might be 10 hours later after I get that polished video. Then I pressed it down into something. It's like making wine, good wine and then we age it No, no age wine here. Our content doesn't have time to ask. But yeah, that's the core of it is this relationship that we develop and how do we get? It's like, okay, you got enough and now we can use our creativity but we I think that what I'm trying to say is that you can never presume a content creator can just work alone without a subject matter expert. And at the same time you can't give them. You can't basically just throw a big container out there and just dump everything in it and say, go look,



Michele Wiedemer 1:00:20

yeah, for sure. really does work better when you have that teamwork between the subject matter expert, and the instructional design expert. And, you know, if you've got more resources, than maybe you have a third person who's the video expert,



Dave Derington 1:00:35

yeah, that's great, because then you might have someone who is like, I look at myself, increasingly more like an influencer, and a facilitator. So in the facilitator mode, I'm conducting interviews like this and learning and trying to navigate, you have all this stuff in your head. And my job in that moment is to allow you to just to open that faucet and let it pour out, but guide you, it's like the hose. Okay, I'm gonna take the hose to the garden and get the cilantro. And then then the spinach needs a little water, and I'm gonna squirt the cat, you know, but questions are



Michele Wiedemer 1:01:08

so important when you're having those conversations, knowing how to ask the right questions, that's really key.



Dave Derington 1:01:15

That is really key. And it's a lot of fun. When we're thinking about outsourcing. Now, we've gone from how do we create the best video to the other aspect of this, Hey, all of you are out there making video. But some of you may have this situation like I've had, like, you might have



Michele Wiedemer 1:01:30

Michelle, I might be a one person team. I'm a



Dave Derington 1:01:35

manager slash ice trying to get stuff done. I've got it all in my head. I've got to work with a third party. How do I do that effectively? What are some of the things that we're gonna run up against? And we think we've already talked about one of them. But what are your experiences, and I'll flip and talk about mine and our audience. We want your input to so if you've been working with contractors or third parties, or you have questions, pop them in, pop them in right now. So why don't you start? I'd like to hear your your your thoughts.



Michele Wiedemer 1:02:04

I think I started with a brief like, what am I trying to accomplish with this project? What are all the resources that we have available? What are maybe high level objectives, and kind of use that as a starting point? Like, here's the outline of here's the six videos that I think we should create. But I found that there were things in my head that I didn't get out on that brief. And so you and I talked about how maybe we need a kickoff meeting where we kind of go through that brief, and that's in the conversation, I go, Oh, yeah, I only want you to consider these slides from this deck, and not these few others that are also in that deck, you know, I've already covered that elsewhere. So that's sort of what I've learned.



Dave Derington 1:02:50

That's pivotal. So this is truly working out loud. Have a touchpoint a kickoff meeting with your third party, maybe a little after you've given them the initial content. Yeah, let it pour over you guys. Oh, wow, we



Dave Derington 1:03:04

got a lot of stuff here.



Dave Derington 1:03:05

Then you get a meeting to say, Okay, we're ready. So I've read through this. I have questions, you have answers. And then you might just say, Oh, no, you know what that was a week ago, and I wrote this, this is the most important thing you should pull out or don't forget this, and allows us that initial touch point to get in sync. Yeah, yeah, that's important. Because why I will say in this case, why did that happen? Well, we're moving really quick, because we got to get work done. And I think that's a natural inclination. We're working with third parties. I'm gonna give you a mobile brand and go and you're gonna do magic. And come back to me with this finished project. Well, it's not quite that easy. That's still you have to work with third party like they were more or less part of your team.



Michele Wiedemer 1:03:46

Ham just had a really good comment about getting buy in from management. Because the SMEs don't always want to give you the time. And I haven't run up against this so much. It's like, I know this knowledge, you know, we've got this tribal knowledge out there that I really want to capture so that customers can benefit from it. But the people are like, I haven't got time for you. I'm doing my thing. I'm having my calls with customers. And that has been a real struggle.



Dave Derington 1:04:15

Yeah. And it's even harder. When you're you bring in a third party.



Michele Wiedemer 1:04:20

Yeah, for sure. Because then you got to coordinate the meeting between the two parties. And,



Michele Wiedemer 1:04:25

yeah.



Dave Derington 1:04:27

Well, I think this is something we need to bring above board and talk about because, again, for customer education and enablement even to work. We have requirements those requirements are okay, you're my subject matter expert, Michelle, document into our agreement is your time to spend with me. In the light of day, when you're awake, when you have time. You know what I mean? It's that fidelity, we need the fidelity of the interaction with your key people to do a good job. Sometimes that's you sometimes most of the time you've already done that work. You've got the content, and you're handing it off and you're guiding me and then as that third party I could go okay, I could see that all of this information has been peppered in the marginalia, sidebars, you got scribble scratch all through the document. I know you talk to Jean, who is the Senior, you know, implementation specialist here. And that's there. But the harder

engagements are the ones where I don't have you. And now, let's take this as a practical example. And then we'll probably start walking out the door here. But you have to think about this as an executive from an executive perspective. Oh, well, could you just build a product? And not ever talk to a customer? That would be using that product? Or get their feedback? Or like, No, you can't? No, no, you can't. Yeah. And similarly, you can't just like, Darn it, you can not build educational content in the dark. The number one most important thing is the fidelity of a relationship with a subject matter expert, whomever that might be. And that needs to be built in your relationship



Michele Wiedemer 1:06:05

and getting that feedback from customers who like how well is it working for them?



Dave Derington 1:06:09

How's it working, if you can manage that now on the third party, what I would say is, I need to have access to some of your people to help. And that means you're going to go, Well, I don't manage them internally. So now I have to go to their manager. And this is something that you should be doing internal pro tip that I would have, whether or not you're working with third party, you're going to someday, you're going to actually increasingly so I would say you probably in this economic climate, going to find yourself in situations where you need to do this. And it benefits you to have a process. So that process should be I've done the work internally, with my peers, with the people I need help with. And said, Look, Hey, Jim, we're going to be doing this engagement with so and so they're a third party, they're going to come and ask your questions or your people questions. Can we carve out some time in advance, they're going to engage in two weeks, I need two hours of your time book in advance, get on the calendar. Gosh, this was even worse when I was doing certification. To get people's time, especially with a third party that would be doing a psychometrician. Same difference. Now we'll wrap it on up again. I want to thank you, Michelle, you you are a godsend. You help us so much. And those of you listening need to reach out. You're on LinkedIn, you are at sneak s n y k.io. Your new training portal is here. Anything else you'd like to point us to on the way out the door here? What would you like to tell us about you, your company, or ambitions for the future?



Michele Wiedemer 1:07:45

We'll leave that for another day. You can find me on LinkedIn. That's great.



Dave Derington 1:07:52

Michelle, for Pres. Thank you. And again, thanks to all of you, particularly those of you who joined us on comments live, if you're time traveling in the future, please leave your comments. We react to them. Again, this show is here. For those of you who are practitioners, those of you who are executives, we're talking about law with real problems with real people who do this every day. Michelle, once again, thank you for joining me the audience. Hey, get out there and make some great content. You can reach me on LinkedIn, you can reach me at service rocket. Have a great day. Happy Friday, everybody. Cheers.



Michele Wiedemer 1:08:25

Thanks for having me.