

# LEADERTUBE™

HELPING EXECUTIVES COMMUNICATE IN THE DIGITAL AGE



fts global



# WHY LEADERTUBE™?

YouTube stars are gaining in popularity among younger generations. They are more than just entertainers, they are also savvy business people who are masters at branding and marketing.

What is it about the simple act of speaking directly at a camera that is creating such a response? And what can we learn from successful YouTubers? And more importantly, how can we apply this knowledge to videos we create inside the workplace?

That's why we created **LeaderTube™**.



**Leader**Tube™ is a concept from **fts global** designed to help executives communicate with their audience in a way that resonates with the new generations.

Our coaches are seasoned communication specialists that work with our technical specialists to deliver communications which are cost effective, time saving and have impact.



## WHAT IS LEADERTUBE™?





## HOW WE DO IT

- 1 Identify a clear and precise goal of your communication strategy.
- 2 Select the right communication channels for your messages.
- 3 Prepare the script for the appropriate audiences.
- 4 Produce your video and your follow up communication.
- 5 Receive coaching on how to produce your ongoing video material.
- 6 Measure the impact of your strategy by collecting feedback.
- 7 Guide you in your ongoing communication and help you plan ahead.

Millennials and Generation Z adore YouTubers primarily because they are relatable. They aren't afraid to speak out about their likes, dislikes, frustrations and emotions.

Meanwhile, their language is simple, unscripted, and colloquial. The same approach can easily be used when creating workplace videos. You don't need to use overly complex language, you just need to be easily understood. For example, does your next product training video need to be so serious and complex? Or could a simpler conversational approach work better?



**BE AUTHENTIC**



# BE SPONTANEOUS

Part of the magic of YouTube stars lies in their ability to work unscripted. They rarely rehearse and aren't afraid to take their camera everywhere they go. Consider how you could make your videos more spontaneous in the workplace.



For many YouTubers, their video blogs are their only source of income. This forces many to be creative and entertaining in the content they deliver. In other words, they have no choice but to constantly push the boundaries of their video content.

Think about how you can weave in more creativity into your workplace videos. Could your HR videos incorporate humorous elements? Or maybe your customer service department can record videos of some of their daily interaction.



[illegible]

Successful YouTube stars are masters at preserving their community through constant nurturing. They have learned from experience how often to create content, how long it should be, and what formats to present in. This equally applies to the video content you create in the workplace.

In fact, understanding your audience is a critical step in creating a fan base. It's also important to consider that not every video should appeal to every single employee, and it's therefore worth creating different fan bases for different channels. For example, extremely technical videos may hold a lot of fascination and engagement with other technical minded folks, but they may not capture the interest of your marketing department—and that's ok.



Finally, YouTube stars are fantastic at using feedback to their advantage. They recognise that YouTube is a social platform, and understand that content is intended to be conversational. For you, this means allowing commenting and other forms of interaction on your videos.

While it may be tempting to delete negative comments, deletion of these comments can show an unwillingness to accept criticism. Use feedback to your advantage and respond by creating stronger content the next time around.



# USE FEEDBACK

Contact a **LeaderTube™** consultant today



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