

# CONNECT YOUR PEOPLE WITH CRITICAL HR CONTENT AND LEARNING MATERIAL!

Squigl whiteboard videos are a form of communication that has come to the forefront of training and education. They're equipped with unique strategies to engage your audience and boost retention, delivered faster than you could ever imagine.



Way easier to use (to create learning content) than Powtoon® or iMovie® which are the other programs we've created videos on.

— Alia S. – Vice President  
Fortune 50, Consumer Goods Leader

## Dual Channel Learning

The simple fusion of speech and drawn images. It even plays well with other types of media. Whatever the look, whatever the content, we're sharing your story in the most effective way possible with Squigl.

## Automation and Science

Our videos are backed by AI and the neuroscience-based “Scribology” methodology to select keywords and animated images — facilitating deeper message retention than other high-quality styles of video.

## All the tools you need...

Squigl Whiteboard videos include everything you need and many things you want. And with the efficiency of AI to aid your HR and L&D teams, we can deliver more minutes of content, faster — at a lower cost per video.

## Why customers use Squigl

- Increased employee engagement with just-in-time information
- Highly engaged learners, increased training and compliance completion rates
- Improved job performance and understanding, measurable increase by offering content through a variety of mediums

Make whiteboard video part of any video strategy. [Please visit us to learn more](#) about the shape-shifting, mind-bending, seems-like-magic-but-it's-actually-science of whiteboard video.

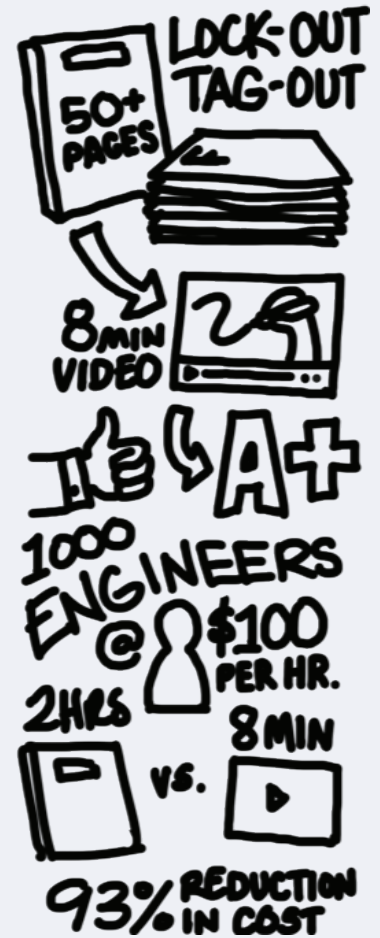
# A Whiteboard Video Success Story

A Fortune 500 med tech company is a great example of our solution in action. They required engineers to read a 67 page document to learn the appropriate process for lock-out tag-out, which in short prevented power being re-engaged to a machine undergoing maintenance. The workforce was not understanding and executing the process to an acceptable degree.

Squigl converted the 67 page document to an 8-minute whiteboard video with a concise and engaging presentation of the process. After watching, it was determined the video improved process adoption by nearly 30%!

Think of the ROI in two ways. Firstly, 1000 engineers performing a critical safety procedure properly, avoiding downtime due to personal injury or equipment damage.

Secondly, the reduction in training costs of 1000 engineers watching an 8 minute video, compared to spending 2 hours reading a document. That's a significant increase in productivity and employee morale, not to mention potential revenue increase of over \$150,000 based on an average \$100/hour billing.



## INDUSTRIES AND USE



### Training

- Job Openings
- On-boarding
- Process Training
- Product Training



### Healthcare

- Hospital Welcome
- Procedural Library
- Custom Instruction
- Ailment management



### Education

- Concept Presentation
- Student Communication
- Lesson Prep Student Work



### Retail

- Open Positions
- Hospitality Lessons
- Point-of-Sale Processes
- New Offer Overview



### Manufacturing

- Safety training
- Upskill & reskill your workforce
- New technology introductions
- Compliance review



### Banking & Financial Services

- Compliance training
- Regulatory reviews
- Industry trends
- Customer service best practices