

# Making Your Video Work Harder

Through Tale Productions Free Strategy Offer

## A short note for teams we've already worked with

You didn't do anything wrong by starting with a single video.

In fact, that's how most of the organisations we work with begin. A clear need arises; a project update, a piece of training, an announcement, and video is the most effective way to communicate it.

Where we often see the **biggest opportunity** is what happens next.

## A familiar pattern we see

- A video is created for a specific purpose
- It's well received
- It solves the immediate problem, but not the underlying one
- Time and effort remain unchanged
- The same requests and questions resurface

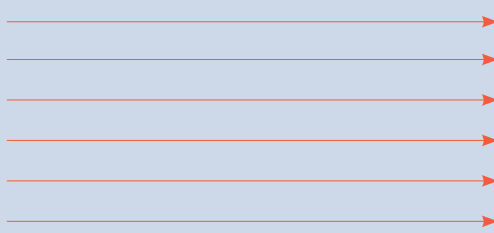
*Video is added as a branch, rather than addressing the root.*

## The shift that unlocks more value

The teams that get the most from video don't necessarily create more of it.

### They move from:

One-off thinking  
One video  
One audience  
One delivery  
Reactive  
Time-consuming



### They move to:

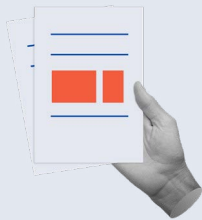
Strategic thinking  
A repeatable approach  
Clear audience groups  
Multiple formats  
Planned  
Time-saving



## From Production to a Simple Plan

When we talk about “strategy”, we’re not talking about long documents or abstract theory. We mean practical clarity.

What a simple video strategy actually involves	And just as importantly: What it doesn't involve
Clarifying what you're trying to achieve	Rebrands
Identifying who the content is for	Big commitments
Understanding where video can save time	Extra work for the sake of it
Making future content faster and easier to deliver	

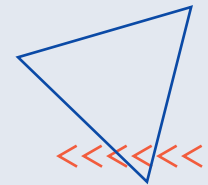


### Role Specific Solutions

For certain roles, we can compare common objectives and use a simple scorecard to highlight the area where video will have the greatest impact.

### Few examples of where this most often helps:

- Onboarding and training
- Safety and consistency
- Project updates and change communication
- Reducing repeated questions from staff or stakeholders
- Reduce bottlenecks within pipeline



### A simple next step (no obligation)

For teams who want to explore this further, we offer a free 30-minute strategy session.

It's a focused conversation to:

- Look at how you're currently using video
- Identify where it could work smarter
- Share practical recommendations you can act on (with or without us)

**If this feels relevant you can fill out a few quick questions at the link below.**

[Start the questions](#)

**A calm, practical way to plan content that connects.**