

Creating Your Own Custom Content

Leveraging BizCreate, BizLibrary's custom content creation tool, is a smart way to fill gaps in your learning library by quickly building training that's tailored to your unique organizational needs. Whether it's company-specific policies, culture, procedures, or niche skills not covered by off-the-shelf content, BizCreate empowers you to produce short, engaging videos that keep learning relevant, consistent, and aligned with your workforce.

- **Onboarding:** Custom onboarding content creates a consistent, engaging first impression and shortens ramp-up time by delivering role-specific knowledge in a personalized format.
- **Core Value Training:** Reinforcing your company's core values through tailored content helps employees internalize culture, align with behavior expectations, and connect their day-to-day work to larger goals.
- **Compliance and Policy Training:** Customized compliance content ensures relevance by reflecting real internal policies, which increases engagement, reduces risk, and makes regulatory training more meaningful.
- **Remote/Hybrid Work Guidelines:** Creating content specific to your organization's remote work expectations clarifies communication norms, fosters accountability, and helps teams collaborate smoothly across environments.
- **Department Overview:** A custom department introduction helps employees understand cross-functional roles and responsibilities, improving collaboration and reducing organizational silos.
- **Organization Background:** Contextual content about company history, mission, and growth fosters a sense of purpose, especially for new hires or employees transitioning into strategic roles.
- **Knowledge Retention:** Developing content focused on reinforcing critical information boosts long-term recall, reduces retraining needs, and captures institutional knowledge before it's lost.
- **Product Education:** Tailored product training ensures every employee—from sales to support—has a consistent and up-to-date understanding of offerings, which drives customer confidence and trust.
- **Sales Training:** Creating role-relevant sales enablement content helps reps improve objection handling, close rates, and product positioning in ways that directly impact revenue.

- **Tutorials and How-Tos:** Custom tutorials provide on-demand support for common tasks or systems, reducing support tickets and helping employees feel more confident and self-sufficient.
- **Leadership Messaging:** Distributing key messages via leadership-branded content boosts transparency, builds trust, and aligns the workforce during times of change or strategic focus.
- **Change Management:** Custom change enablement content reduces resistance, increases clarity, and provides support frameworks that make transitions smoother for all stakeholders.
- **Recognition Programs:** Promoting internal recognition initiatives through engaging content increases participation, boosts morale, and reinforces desired behaviors across the organization.
- **Internal Event Promotion:** Branded promotional content for internal events drives attendance, builds excitement, and ensures employees know how and why to get involved.
- **Internal Processes:** Documenting internal workflows and procedures in engaging, team-specific formats leads to more consistent execution, fewer errors, and easier onboarding.
- **Department Specific:** Creating content tailored to each department's tools, priorities, and goals ensures employees get the context they need to perform effectively in their unique environments.
- **Introduction to Skill of the Month:** Launching monthly skill spotlights through customized content keeps learning fresh, encourages continuous development, and aligns skill growth with evolving business needs.

