



The Leadership Video Interview Framework

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*A Practical Guide for Learning
Developers to Create Impactful
Executive Introduction Videos*

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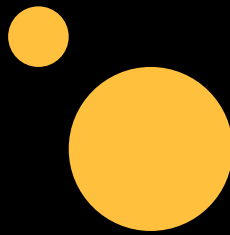
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Overview

Executive introduction videos can significantly increase learner engagement, reinforce the importance of a training initiative, and demonstrate visible leadership commitment. However, **many organizations struggle to create videos that truly support learning objectives**. Without guidance, senior leaders often deliver generic messages that fail to connect with the course content.

Instead of asking executives to prepare a speech, learning developers **conduct a short guided interview using targeted questions aligned with the learning objectives**.

The result is a concise, authentic one-minute leadership video that feels personal, relevant, and directly connected to the learner's experience.



The Challenge

Many executive introduction videos sound like this: *"Thank you for taking this training. Continuous learning is important. I hope you enjoy the course."*

While positive, these statements provide little context or motivation.

The reason is simple:

- Leaders are rarely briefed.
- They don't know the course objectives.
- They receive no structured questions.
- They are expected to improvise.

The result is generic content that could introduce almost any training.

Solution

Instead of asking leaders to prepare a script, Learning Developers conduct a brief 10–15 minute interview.

The interview is designed around the learning objectives of the specific course.

The developer selects only the questions that support the training and later edits the responses into **a natural one-minute introduction**.

Leadership Interview Question Bank



BUSINESS CONTEXT

- What business challenge does this training help address?
- Why is this topic important for our organization today?
- What has changed that makes this learning necessary now?
- Why should employees invest their time in this course?

RELEVANCE TO EMPLOYEES

- How will this training help employees perform their jobs better?
- What positive impact will learners notice after applying these skills?
- What problems will this training help solve?
- What opportunities will it create?

LEADERSHIP PERSPECTIVE

- Why is this topic personally important to you?
- Have you experienced a situation where these skills made a difference?
- What would success look like after employees complete this training?
- What behaviors would you like to see change?

Leadership Interview Question Bank



EXPECTATIONS

- What do you hope learners take away from this course?
- How should employees apply what they learn?
- What is one action you would like everyone to take after completing the training?

MOTIVATION

- What message would you like to leave with learners before they begin?
- How does this learning contribute to our culture?
- Why is continuous learning important in our organization?



Example One-Minute Leadership Video

"Hello everyone.

Thank you for taking the time to complete this training.

This course is important because it helps us strengthen the skills we need to serve our customers, work safely, and support one another.

The knowledge you'll gain isn't just about completing a course—it will help you make better decisions in your everyday work and contribute to our shared success.

As you go through the training, think about how you can apply these ideas in your own role.

Small improvements made consistently by each of us create a significant impact across the organization.

I appreciate your commitment to learning and encourage you to put these new skills into practice."

Benefits of the Leadership Interview Framework



For Learning Developers

- Easier planning of executive videos.
- Better alignment between business goals and learning objectives.
- Reduced scripting effort.
- Consistent quality across projects.

For Business Leaders

- Minimal preparation.
- Natural, authentic communication.
- Clear connection to strategic priorities.

For Learners

- Greater engagement.
- Stronger understanding of the purpose of the training.
- Increased motivation to complete the course.
- Better connection between learning and workplace application.

Conclusion

Executive introduction videos are **most effective when they are purposeful, authentic, and aligned with the learning experience.**

By replacing unscripted speeches with a structured interview, Learning Developers can create concise leadership messages that reinforce business priorities, motivate learners, and strengthen the impact of every training program.

The Leadership Video Interview Framework offers a repeatable, scalable process that transforms executive participation from a simple introduction into a meaningful learning asset.

You might even brand it as the Leadership Video Interview Framework (LVIF) or the Executive Learning Video Canvas (ELVC) and include a one-page interview template or checklist as an appendix to the white paper for learning developers to use during every project.

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THANK YOU!