Reflection 3

After receiving external feedback on our video I have found that we need to improve our introduction to our video, content/ organization, and improve the quality of transitions. A common mistake with these videos was not taking into account that the audience has no background knowledge of our topic so more explanation in the introduction is needed to ensure audience understanding. The organization of our video is also off as sometimes the editing was flubbed and some parts of the video are unclear and confusing. Finally, our video was noted as being creative however some of our examples and ideas were confusing and left “unfinished”.

First off, our group did not take into account the potential audience of this video has no background information on the relational leadership model and how it applies in everyday situations. Without an introduction in the beginning of our video the audience may become confused about what is happening and the direction of our video. In order to fix this, a formal introduction to the 5 leadership practices while explaining that our group is focused on how to “Model the Way”. We should also add picture slides that show a diagram of the relational leadership model with one of our group members narrating what exactly it means to be a leader. This will ensure that the audience gains a visual understanding along with an explanation of the leadership models.

Secondly, our video needs better organization so we can give the audience a better understanding of Model the Way. In our video it was noted that in one of our scenes Elan asked if the cameraman was filming and that our audio was spotty in some places. This poses a couple of problems with the understanding of our video because the fact that the edit was flubbed in that scene caused confusion on what the scene was actually about. Also, the audio in some scenes was so low that you couldn’t even hear what was going on and in other places the audio was so loud that it blew out the speakers. I believe this problem arose because of a lack of experience in editing video on not only my part, but other group members as well. Some audio, such as the ending slide, should be removed from the final piece as it does not add to the scene in any way. However, I do feel that a song should be incorporated into the final edit because it adds dynamics along with a smooth transition into other areas of our video.

 Finally, , after receiving feedback on our video we found that although our video was creative and entertaining, it lacked dynamics to keep it interesting and compelling. This problem is highlighted by the fact that for each of the leadership practices we attempted to do an example for each leading us to try and “stretch” our creativity which unfortunately sacrifices clarity. I think this problem arose because we all had the same idea to try and do 5 examples of leadership rather than switch up the flow of the video. It is a good idea on paper but unfortunately it is hard to convey all relational leadership practices within the time frame we are allotted which of course led to confusion. Also, our examples lacked an explanation in some instances which is crucial to reinforce audience understanding of what we are trying to convey. We have decided to take out some of our examples and replace them with an interview and personal examples of how our lives relate to modeling the way.

 In conclusion, we have a long way to go with our video but through the feedback we received and our commitment to improvement I believe as a group we can provide a great explanation of Model the Way. The theme present in all of our problems is that we did not consider the audience’s knowledge of the relational leadership model leading to a lack of understanding in our examples. We have decided on a plan to fix our audio, improve audience understanding, and add dynamics to our content and organization to keep our video interesting and fun.