




SEVEN BEST PRACTICES

to Create **MICRO-LEARNING** that Leads to
Higher Engagement and Productivity

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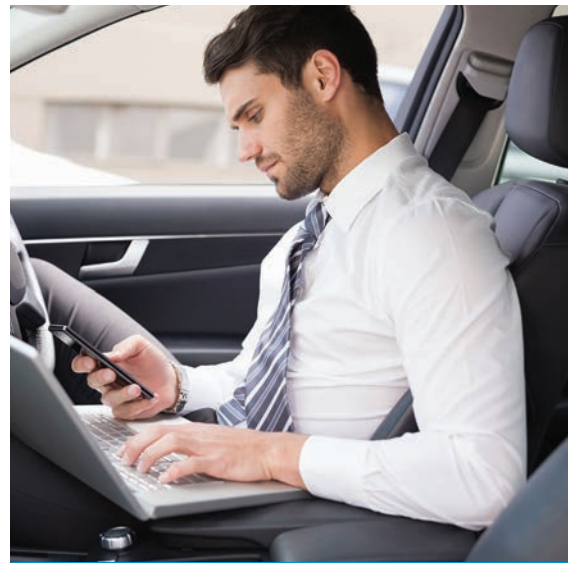
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introduction

Micro-learning is exploding in popularity. The workplace continues to evolve and employees are working less 9 to 5 and more synergistically throughout all hours of the day, often on the fly from mobile devices, away from the office.



Working from home
is a growing trend



"Road Warriors" still exist
(sales personnel who use their cars as their offices)



Delivering information quickly
Improves the amount of attention paid to a particular topic. This often produces higher engagement rates and improved learner retention!

Micro-learning must be carefully designed as part of a comprehensive learning experience.

definition

Micro-learning is defined as chunking learning material into short, rather than longer, modules or courses. As the learning industry shifts to a “resources, not courses” approach, we must remember that just because we are creating smaller courses, we are not necessarily delivering valuable content. The key to success here is that the training still needs to be created as part of a comprehensive learning experience.

Micro-learning chunks are typically 2–3 minutes in length but can be shorter or slightly longer depending on the training objectives. Ideally, they should never exceed 5 minutes. This provides more flexibility for learners in their environment where they have less time and shorter attention spans, and are taking in an overwhelming volume of information. Learners often want to have choices and more control over their learning. Offering training in shorter bursts, when and where learners need it, can lead to higher engagement and increased productivity.



advantages of MICRO-LEARNING



- Gives learners the flexibility to fit learning into their schedules
- Doesn't overwhelm learners with too much content to absorb quickly
- Can be taken when a learner has a need to know
- Can incorporate many different modalities *see Best Practice #3*
- Often produces higher engagement rates and improved retention because learners can focus on one topic/learning objective at a time

best uses for MICRO-LEARNING

- Provides just-in-time resources that allow learners to acquire the skills they need and then put them into practice
- Offers stand-alone training for focused topics or insight
- Reinforces information presented in a more formal, longer course
- Provides "spaced learning," which addresses the fact that learners tend to forget what they've learned unless it is reinforced over time
- Helps your employees keep their skills and knowledge up to date

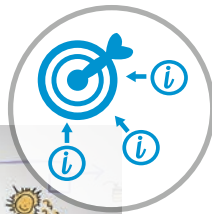


best PRACTICE #1

Choose one learning objective per chunk or micro-learning module.

This is what makes it unique.

- Concentrate on “need-to-know,” not “nice-to-know” information.
- Think “minimal” and don’t complicate.



best PRACTICE #2

Design micro-learning as a complete learning experience.

- Use action-mapping or a similar strategy.
- Pinpoint exactly what you want the learners to be able to do at the conclusion of the training.
- Determine how you will know that the training is successful—what does success look like? How will you evaluate and adjust it?
- Work backwards to identify the facts, tips, and real-life scenarios that will ensure learners enjoy a successful outcome when faced with a training challenge.
- Consider activities that will teach skills, build confidence, and instill competence.
- Keep it short! Think about how commercials get a single idea across in 15–30 seconds.



best PRACTICE #3



While you can choose which modalities to use, don't forget you can use a variety of methods to maintain interest across your micro-learning content and package them into longer, more in depth training. Modalities include the following:

- Infographics
- Infomercials
- Shorter interactive videos
- Games/mini-games/quizzes
- Simulations
- Podcasts
- Animations
- 3D models
- Blogs
- Slideshows



here's an idea

Micro-games can keep learners on track. Think of scenario games; each scenario can be a mini-game to accomplish a task or set of tasks to get a badge.

- Build in a quick, quiz-based game at the end of each micro-learning.
- The objective is to accumulate virtual points and prizes over the course of the micro-learning.
- The more creative you get, the more fun your learners will have.



here's another idea

Help learners gain real-life experience.

- Create a simple animation-based simulation that can be completed in 2–3 minutes.
- If you are teaching your customer service staff, you can have them go through a simulated call using the script and tactics you have provided them.

Do you know anyone who is not mobile these days?

best PRACTICE #4

Design your micro-learning for adaptability to mobile devices and tablets.

It's likely that even your grandma and grandpa have a mobile phone and an email address.

Mobile devices seem to have universal appeal—from tots to teens to seniors and everyone in between.

Why not tap into this existing fascination with virtual communication and create mobile training that can be an exciting part of everyday life?



Research has proved that people retain information better when it is delivered in a novel way.¹

best PRACTICE #5



Repurpose relevant content.

Many organizations have access to enormous libraries of training content, which often gets trashed when it's considered dated or is not in use.

If the content is still current, but the format is dated, you don't have to start from scratch. Split up your hour-long training session into a few short micro-learning bursts. With today's design tools, you can import existing content and redesign it to give training a fresh focus and new look and feel.

Micro-learning is a successful way to utilize existing content in a format that is better suited for the modern workplace.

- Analyze existing content to determine if it can be chunked into single learning objectives.
- If appropriate, redesign the content as multiple micro-learning training sessions.



best PRACTICE #6



here's an idea

This is a way to get off to a strong start:

- Introduce the concept of micro-learning to the group.
- Follow up immediately by sending out a weekly micro-bite of content based on challenges.
- Give learners the freedom to unlock challenges as they progress.

Optimize the rules and scores, and make it personal.

For example, you can send out a weekly micro-bit of content that is based on challenges. You can also give learners the freedom to unlock challenges as they progress.

You can track their opinions and scores across various content bites by using Rules.

Personalize the learning curve by offering examples or additional challenges that will assist them in conquering difficult levels. On the other hand, you could offer examples to challenge those learners who are advanced in their progress through the content by serving them with more comprehensive content.

The point of personalizing the learning curve is to produce all of your challenge-based micro-learning and supporting content. After doing this, you can use the Rules and Scores feature from Elucidat to deliver relevant content your learners will find valuable.

Make it personal.

- Leverage the fact that people love a challenge.
- Develop training that “tests” their existing skills and encourages them to improve.

best PRACTICE #7



Include milestones to highlight the learner's progress.

Build in indicators and signposts to provide a sense of achievement and completion when offering a series of micro-learning sessions.

Chunk information to offer the option of tackling training on a learner's own terms and at a pace that is comfortable.

Help your people celebrate achievement at designated points of completing several micro-learning units.

Offer recognition, such as certificates, badges, social media links, and rewards, that has personal meaning.



measure, evaluate, and ADJUST

This concept of course applies to all Training and Development initiatives. We must understand the impact that the converted content is having in its new micro-learning format. We need to know when and how it is being accessed and by whom. A few key questions to ask include:

- Are the objectives being met?
- Have efficiency, skills, and knowledge increased?
- Could it be effective as part of another training?
- Is it making your organization more profitable?



SUMMARY

Micro-learning is moving away from being a trend and moving toward becoming an everyday approach in learning organizations. More than any other approach, it accommodates the lives of busy professionals and puts key aspects of larger training objectives in front of them in rare moments of availability during the day—between meetings, during lunch, on a coffee break, or after tucking the kids in at home. Not only is micro-learning highly lifestyle oriented, but each module is also quick to produce and distribute. You can even re-use older, still-relevant training content to create it. Nothing conforms better to a training organization’s busy schedule or database of expertise.

If you haven’t tried micro-learning yet, we hope our guide has given you plenty of inspiration to do so. We also created an infographic, *Micro-Learning: Appetizer or Main Course*, that presents the content in a menu format and provides tips on when you could be using too much micro-learning.

Keep up with the latest trends, techniques, and approaches by subscribing to our blog. And if you have any questions or would like us to help you create micro-learning for your organization, contact us today.



references

- 1 Blogs at ATD/*Learning Technologies Blog/Is Microlearning a Myth?*
<https://www.td.org/Publications/Blogs/Learning-Technologies-Blog/2015/06/The-Myth-of-Micro-Learning>





SEVEN BEST PRACTICES

to Create **MICRO-LEARNING** that Leads to Higher Engagement and Productivity

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