



WHY YOU SHOULD ADOPT MICROLEARNING BASED TRAINING

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Preface

As a Learning Strategist, I am always on the lookout for newer ways to craft better and more effective Learning solutions. While several organisations the world over are making an attempt to embrace newer technologies and Learning strategies, it is imperative that they get to know the right way to go about it.

In this eBook, I have addressed the questions you may have as L&D professionals on how to integrate a new trend like Microlearning meaningfully in your training delivery.

The structure of this eBook typically covers the three pertinent perspectives - What, Why and How through my articles that explain:

- What? De-mystify the new concepts
- Why? Outline their relevance and why you should adopt them
- How? Show examples and case studies to help you understand how they can be used in your organisation

These insights will help you define your learning strategy (design and delivery) and identify measures to enhance it.

For regular updates, sign-up for monthly Newsletters [Sign-Up - EI Design](#).

I would love to hear from you! For any suggestions and feedback, write to me at apandey@eidesign.net





Introduction

Learners today are increasingly turning to informal ways of learning, using various channels and media at their disposal for instant aid and knowledge. L&D professionals are also realising the need to tap into this bite-sized learning phenomenon to push knowledge application on the job.

In this eBook, I give you two thought provoking articles on what Microlearning is and how exactly can you use it for both formal and informal training requirements. While it finds a great fit for informal learning, it can be used as effectively to deliver bite-sized formal learning. In fact, you can redesign a traditional eLearning course into a personalised learning path featuring micro courses (multiple Microlearning nuggets) and see an immediate gain on completion rates. You will also see the probability of this information's use on the job go up dramatically.

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Introduction

10 Benefits Of Microlearning Based Training

This article covers the definition of Microlearning, why it is in the news and how it benefits the learners and business.

5 Killer Examples: How To Use Microlearning Based Training Effectively

This article showcases 5 examples that highlight how you can use Microlearning.





10 Benefits Of Microlearning Based Training

While Microlearning is not a new concept, it is suddenly being talked about as the next significant approach to train workforce. Although chunking content into short bytes has existed for a long time, we are seeing an increased focus on Microlearning as a fairly significant part of an organisation's overall training delivery.

In this article, I will outline why “less is more” and touch upon the top 10 benefits of Microlearning based training.





What Is Microlearning?

Microlearning is a short, focused learning nugget (often 3-5 mins long or shorter) that is designed to meet a specific learning outcome. It can be used to offer formal training but it often finds a wider usage in informal training (with a focus on performance gain).

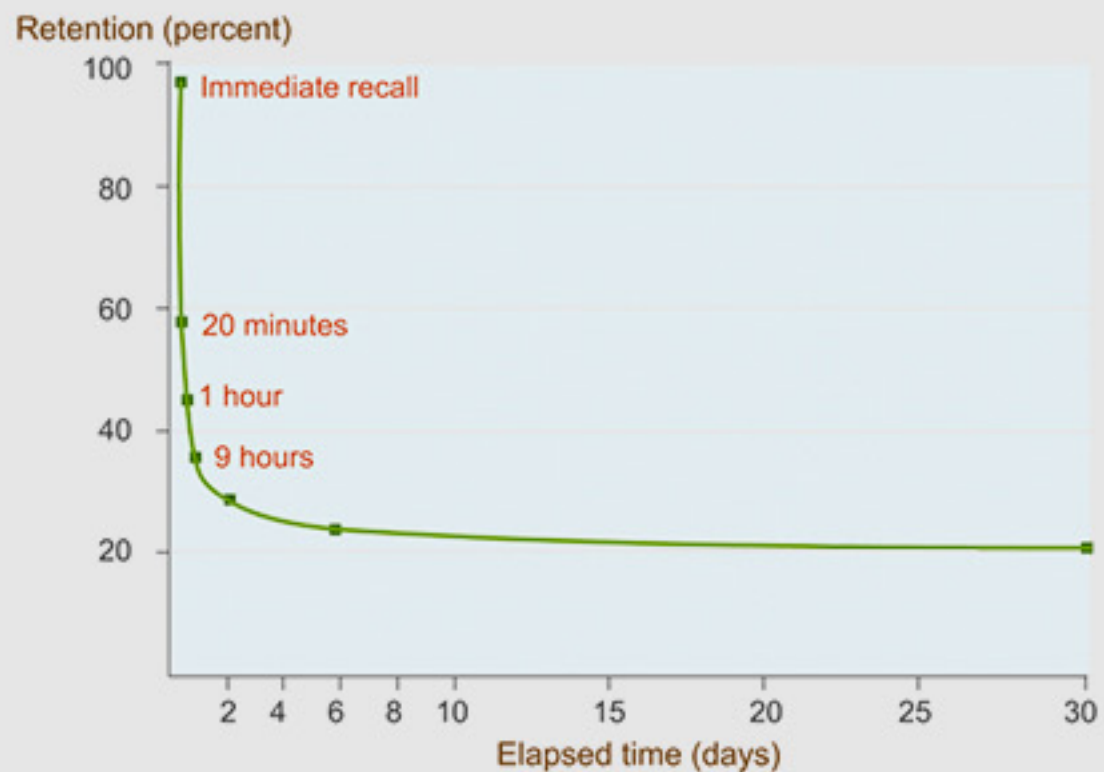
Typically designed in rich media formats, it is a learner-centric approach that provides just-in-time training that is available on multiple devices (extending to Tablets and Smartphones besides Desktops and Laptops). All these aspects ensure that it can be easily accessed, quickly completed and applied by the learners.





Why Is Microlearning Suddenly In News?

Many of us may be familiar with the exponential nature of forgetting. As you see from this diagram featuring the “Forgetting Curve” (by Hermann Ebbinghaus), we forget 80% of what we learnt in 30 days!



[Microlearning](#) can be used very effectively to create sticky learning experiences thereby flipping the “Forgetting Curve” to a “Retention Curve”. This can be achieved by offering Microlearning nuggets in a learning path to:

1. Supplement or reinforce the primary, formal training.
2. Extend formal learning through [Performance Support Tools \(PSTs\)](#).
3. Trigger behavioural change (leading to a transformational gain).





What Are The Benefits Of Microlearning Based Training?

There are several benefits of Microlearning based training. Let's take a look at these from both learner as well as business perspectives.

➤ Select each button to know more.



Benefits Of
Microlearning Based
Training For Learners



Benefits Of
Microlearning Based
Training For Business





Benefits Of Microlearning Based Training For Learners



1. Learner-centric.

Microlearning nuggets appeal to learners as they empower them and give a higher control in defining a personalised and flexible [learning path](#). The varied formats used to create these nuggets are more likely to match individual learning styles.

2. Just-in-time.

This is probably the biggest benefit for the learners. These nuggets are available to them precisely at the moment of their learning need. They are also available on demand (learners can pull them rather than being pushed into going through them).

3. Accessible.

Microlearning can be designed for multi-device delivery (from Desktops and Laptops to Tablets and Smartphones) thereby providing higher flexibility to learners to learn when they need and on the device of their choice.

4. Rich media.

The design formats of Microlearning include rich media formats that lead to better retention of knowledge.

5. Less time consuming.

Microlearning is ideal for adult learners with a shorter attention span and appeals to millennial learners .





Benefits Of Microlearning Based Training For Business



1. Affordable and agile.

Due to short training duration, the Microlearning costs are lower than traditional eLearning. They can be created and deployed much quicker than traditional eLearning.

2. Shorter development cycle.

On account of the run length and the typical formats used to develop Microlearning, these assets have a much shorter development cycle.

3. Easy to update.

Microlearning nuggets can be updated and corrected quickly to enhance their impact.

4. Wider application.

Microlearning can be applied for formal learning or as Performance Support Tools (PSTs). You can use these nuggets as stand-alone assets or they could be part a series of Microlearning courses.

5. High impact.

By definition, Microlearning nuggets are designed to meet a narrow but specific outcome. This has a positive impact on learning and application. They can be used very effectively to bring about behavioural change.





Key Takeaways

The insights shared in this article have helped you understand that Microlearning:

- Is a short, focused learning nugget that is designed to meet a specific learning outcome.
- Finds relevance in today's learning strategies as it can flip the "Forgetting Curve" to a "Retention Curve".
- Can be used for your varied Learning needs, irrespective of whether they are formal or informal.
- Helps your learners get just-in-time training in formats that are easy to learn and apply.
- Brings about performance gain and increased productivity.





5 Killer Examples: How To Use Microlearning Based Training Effectively

Microlearning is more than a buzz today. It is being increasingly used by many organisations for both formal and informal learning. It appeals to the learners as it consumes less time and is available to them exactly at the time of the learning need (just-in-time).

Furthermore, its rich media formats ensure better retention of the learning. Organisations are embracing Microlearning as it is cheaper to build, quicker to deploy and can be updated fairly easily. You can use Microlearning nuggets flexibly as stand-alone assets or as multiple micro-courses.





How To Use Microlearning Based Training Effectively

In this article, I will share 5 examples that will highlight how you can use [Microlearning based training](#). These examples feature innovative learning strategies (videos, scenarios, white-board animation and kinetic text). Most of the Microlearning nuggets featured in these examples support multi-device delivery (that is, they can be accessed from Desktops/Laptops as well as Tablets and Smartphones).

Background

Before I begin, let me recap the definition of Microlearning and where you can use it in your overall training delivery. This is from my earlier article [10 Benefits Of Microlearning Based Training](#). Do refer to it to gain insights on why Microlearning is gaining momentum and the specific benefits it offers to learners and to businesses.

◀ Continue Reading





How To Use Microlearning Based Training Effectively

In this article, I will share 5 examples of [Microlearning based training](#). The strategies (videos, scenarios, etc) and the Microlearning nuggets feature different delivery methods (that is, they can be accessed on Tablets and Smartphones).

Background

Before I begin, let me recap what you can use it in your overall training strategy. Do refer to my article [10 Benefits Of Microlearning Based Training](#). Do refer to it to gain insights on why Microlearning is gaining momentum and the specific benefits it offers to learners and to businesses.

Microlearning is a short, focused learning nugget (often 3-5 mins long or shorter) that is designed to meet a specific learning outcome. It can be used to offer formal training but it often finds a wider usage in informal training (with a focus on performance gain).

Typically designed and delivered in rich media formats, it is a learner-centric approach that provides just-in-time training that is available on multiple devices (extending to Tablets and Smartphones besides Desktops and Laptops).

All these aspects ensure that it can be easily accessed, quickly completed and applied by the learners.

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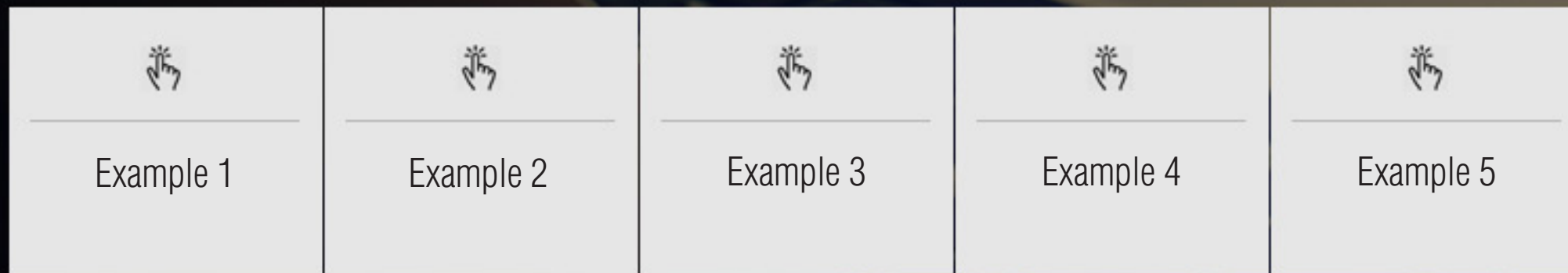


5 Killer Examples Of Using Microlearning Based Training

Now, I will share 5 examples to show how Microlearning can be used for your varied training needs including:

1. Soft skills/behavioural change.
2. Compliance.
3. Professional skills.

➤ Select each button to know more.





EIDesign TIME MANAGEMENT FUNDAMENTALS

COURSE OBJECTIVES

The next 10 minutes will enable you to:

- 2 mins: Explain the Steps for Effective Time Management
- 2 mins: Use the Tools for Time Management
- 3 mins: Identify the Key Time Wasters
- Use the Urgen/Impx Matrix for Managing T

Up next is a scenario that will help you understand how improper planning can impact time management.

Navigation: >

Example 1: Time Management.

Strategy: This Microlearning nugget uses two innovative strategies, namely:

- Scenario-based learning.
- Gamified activities.

A short intro sets the context of what to expect over the next 10 minutes. The objectives are further broken into 2-3 minute sessions.

Select the Back and Next buttons to Navigate.

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<p>Example 1</p>	<p>Example 2</p>	<p>Example 3</p>	<p>Example 4</p>	<p>Example 5</p>
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EIDesign TIME MANAGEMENT FUNDAMENTALS

IDENTIFY THE TIME WASTERS

POINTS 30

Example 1: Time Management.

Strategy: This Microlearning nugget uses two innovative strategies, namely:

- Scenario-based learning.
- Gamified activities.

Instead of diving into theory, the dynamics of the scenario lead the learner to the approach required to mitigate similar challenges. To reinforce a crucial aspect (time wasters), we added a gamified activity.

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<p>Example 1</p>	<p>Example 2</p>	<p>Example 3</p>	<p>Example 4</p>	<p>Example 5</p>
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D ENVIRONMENT
ENARIO.



Floors in the workplace suitable for use, in good and free from obstruction slippage and injuries are a people move around

Example 2: Health, Safety And Environment (HSE) At Workplace (Generic Compliance).



Strategy: This nugget features a video that uses high impact, contextual imagery and recaps the basic aspects of an HSE compliance course. It reinforces the need for constant risk assessment of hazards at workplace. Specifically, it uses a scenario to help learners identify a potential hazard and prompts the right action through the feedback.

Select the Back and Next buttons to Navigate.

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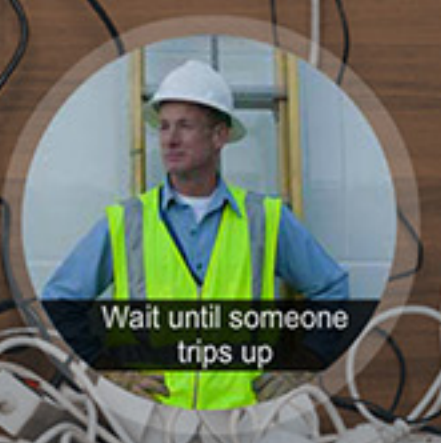
Example 1	Example 2	Example 3	Example 4	Example 5





The IT department has installed new computer monitors for all staff in your department. They left cables dangling over the back of desks and into the communal walkways.

What should you do?



Example 2: Health, Safety And Environment (HSE) At Workplace (Generic Compliance).



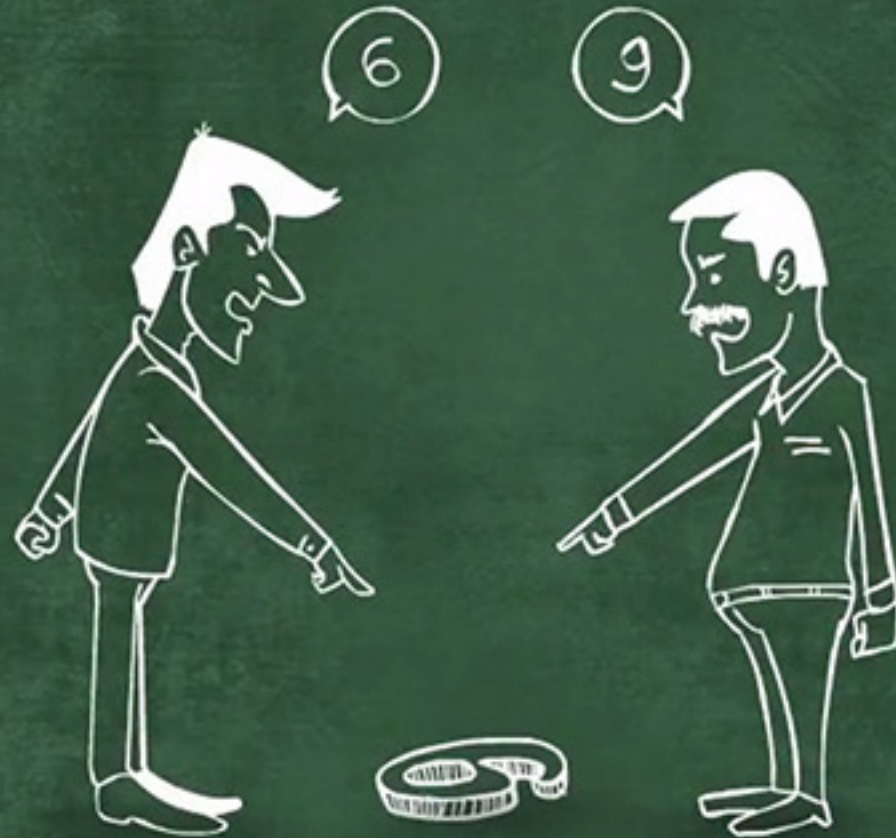
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Select the Back and Next buttons to Navigate.



Example 1	Example 2	Example 3	Example 4	Example 5





Example 3: Conflicts Of Interest At Workplace (Generic Compliance).



Strategy: This [Microlearning](#) nugget features a video built using the whiteboard animation technique and features real-life scenarios. While it re-affirms that conflicts at workplace are common and will occur because of different perspectives team members have, it effectively conveys the importance of identifying these conflicts and ascertaining ways to resolve them.

It then showcases real-life situations to help learners understand conflicts, their impact and how can they be mitigated or resolved.

➤ Select the Back and Next buttons to Navigate.

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NEXT



Example 1



Example 2



Example 3

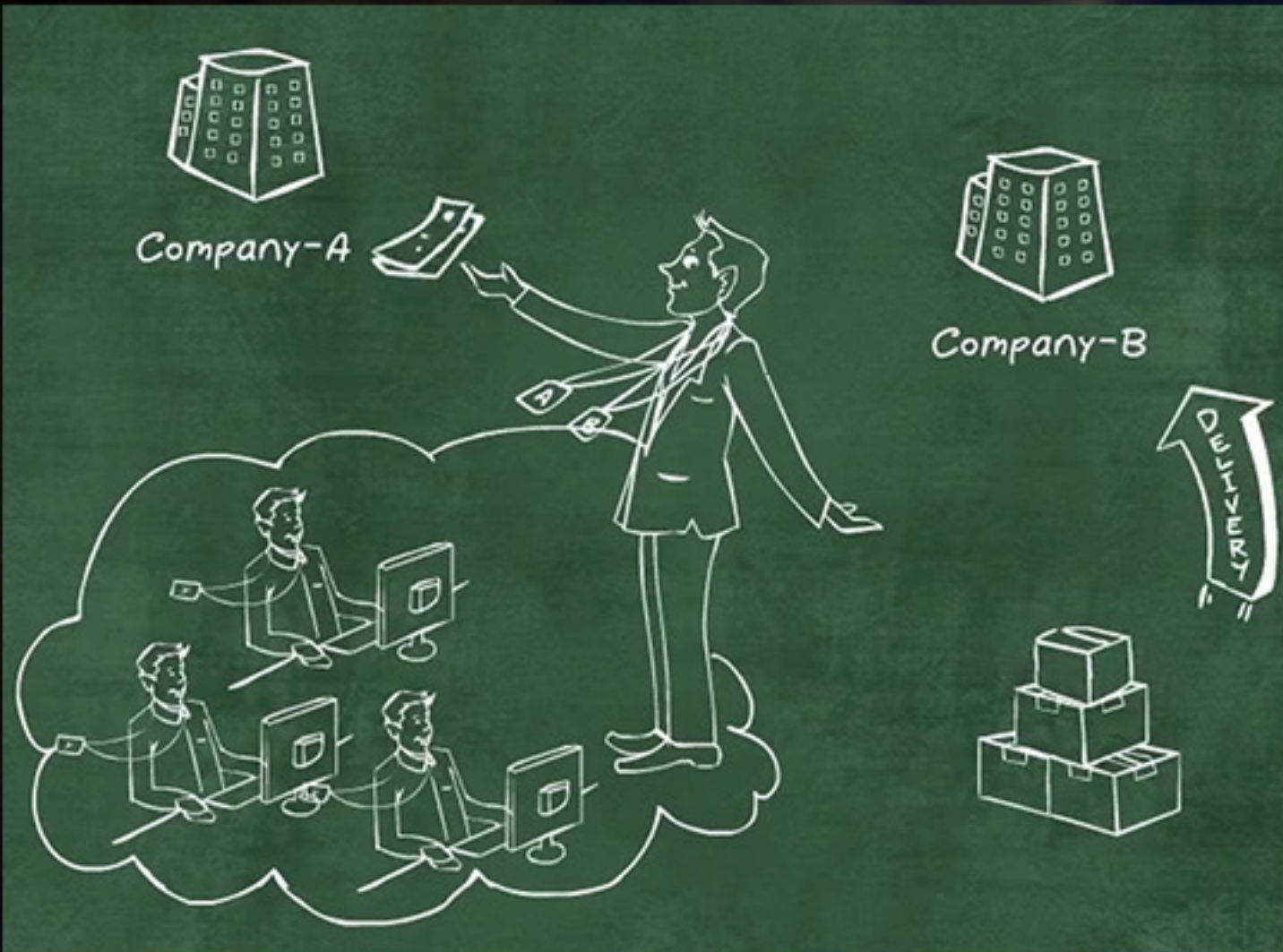


Example 4



Example 5





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gain the nature of the source content?

Well, most of the content, around 90+ hours, is highly factual and deals with our company's rules, regulations and policies. Hope this helps.

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ENERGISING LEARNING

ould also like to know if you are going to localise the content. If many languages?

the content is compliance-related, I think we should opt for an audio and minimum onscreen text approach as we need to use s and scenarios to engage the learner.

Example 4: Selecting The Right Audio Strategy (Supplements A Suite Of Professional Skills Program For Instructional Designers).

Strategy: This Microlearning nugget features a branching scenario with a visual indication of how learners fare with the choices they make. The learners are presented with a real life scenario (a project need). Basis the learning of the primary learning course, they need to apply their knowledge and determine the right audio strategy for this project.

As you see, the visual indicators constantly provide cues to the learners on how they are performing. Looking at these cues, they can relook at further choices as they move forward.

Select the Back and Next buttons to Navigate.

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Example 1	Example 2	Example 3	Example 4	Example 5





Content is compliance-related, I think we should opt for audio and minimum onscreen text approach as we use graphics and scenarios to engage the learner.

Really?? We opted for a page turner approach mainly to reduce the development cost. Having elaborate audio or animations will only lead to a significant increase in training cost. Elaborate audio/animations would not work.

I'd advise against going for a strict page turner. I have some ideas which can make your course more interactive. Let's use them.

Decided. In that case, let us go for a matching audio and onscreen text. That should work fine.

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Example 4: Selecting The Right Audio Strategy (Supplements A Suite Of Professional Skills Program For Instructional Designers).

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Example 5: Work-Flow For Storyboarding (Supplements A Suite Of Professional Skills Program For Instructional Designers).

Strategy: This Microlearning nugget uses a simple yet effective technique of kinetic text (or text-based animation). This too supports the primary learning course and is aimed at improving the conformance (among [Instructional Designers](#)) to the best practices in the workflow to create storyboards.

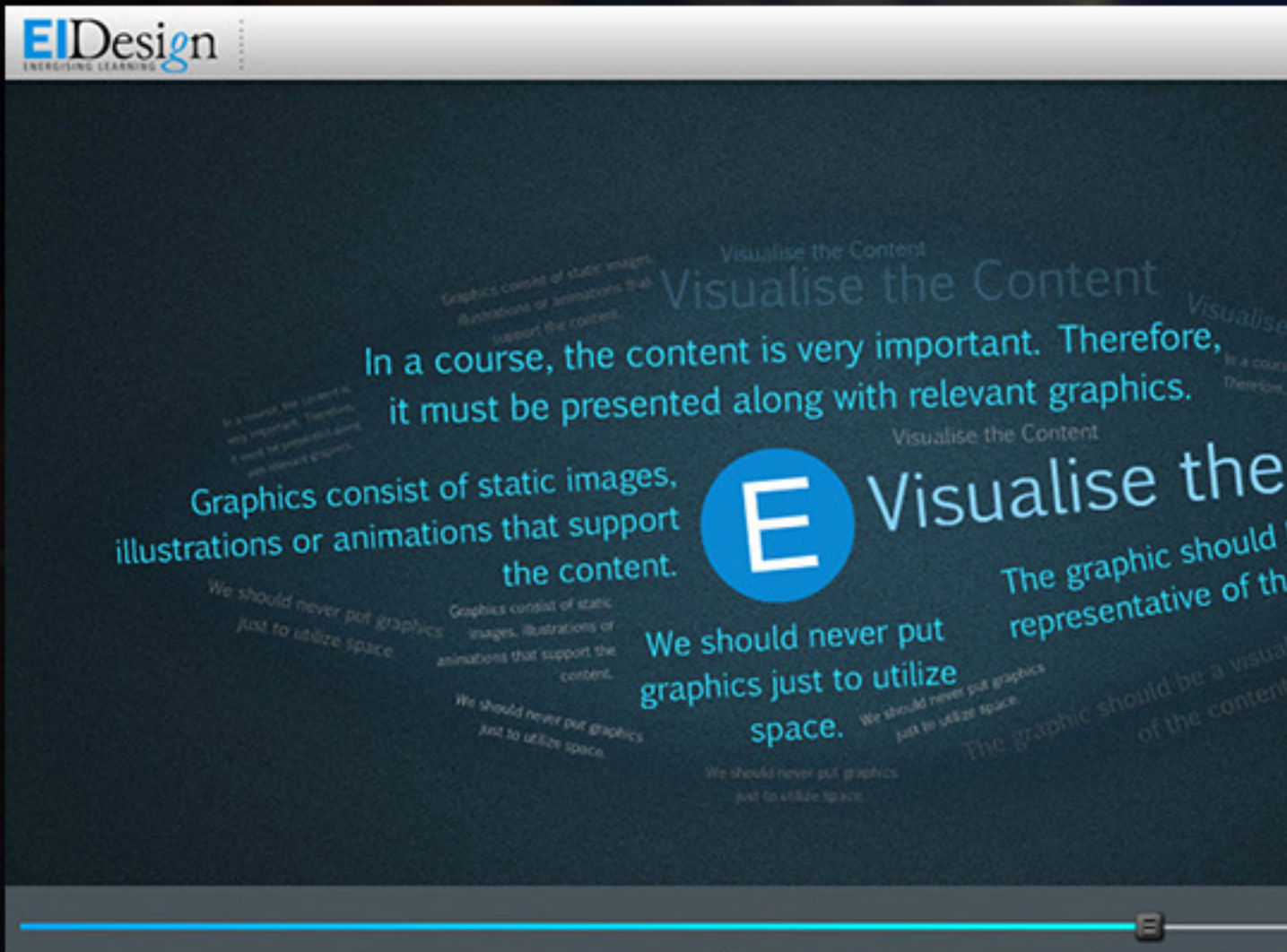
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Example 5

◀ ▶



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Select the Back and Next buttons to Navigate.



Example 1	Example 2	Example 3	Example 4	Example 5





Key Takeaways

With insights from these examples, you can now:

- Evaluate how and where you can use Microlearning based training in your organisation.
- Determine the right strategy that you should use to provide the desired Learning experience to your intended Learner group.





Looking to adopt Microlearning? EI Design can help you with that and more!

Our innovative approaches and focus areas include:

- Gamification
- Videos and interactive videos
- Mobile Apps (for formal and informal learning + assessments)
- Decision making - complex branching simulations
- Scenario based learning
- Storytorials
- Guided exploration
- Microlearning and Social Learning
- Designing for the millennial workforce

We offer a comprehensive services portfolio that includes custom online (eLearning and mLearning) and blended solutions. With a focus on performance gain, we offer a wide range of Performance Support Tools (just-in-time learning/job-aids). We also have a large Localisation practice covering over 26 global languages.





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