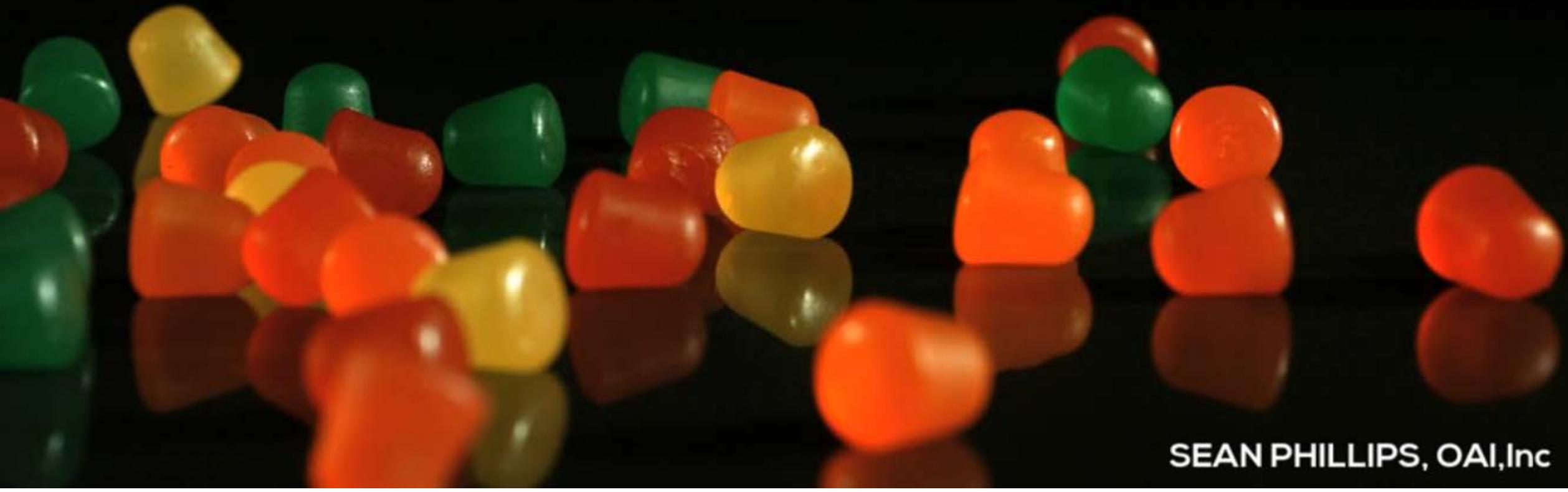


MICROLEARNING

Delivering Delightful and Delectable;
Bite Sized Chunks of Learning







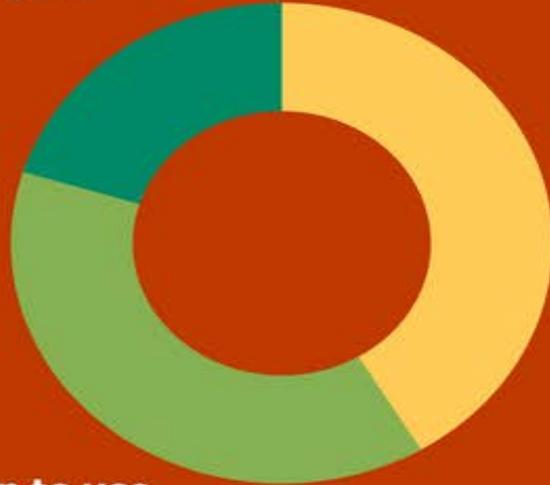
LEARNING AND
DEVELOPMENT

PHILLIPS

MICROLEARNING USE

In 2017, ATD Research surveyed almost 600 people from a wide variety of organizations on their use of microlearning.

No plan to use
20%



Currently use
41%

Plan to use
38%

MEET THE MODERN LEARNER

As training moves to more digital formats, it's colliding with new realities in learners' jobs, behaviors, habits, and preferences.

Today's employees are overwhelmed, distracted, and impatient. Flexibility in where and how they learn is increasingly important. They want to learn from their peers and managers as much as from experts. And they're taking more control over their *own* development.

OVERWHELMED...

Number of times online every day
early days of the Internet **5** today **27**

41 % of time workers spend on things that offer little personal satisfaction and do not help them get work done.

DISTRACTED...

Most learners won't watch videos longer than **4** minutes

People unlock their smartphones up to **9** times every hour

Knowledge workers are constantly distracted with millions of websites, apps, and video clips.

2/3

IMPATIENT...

Online, designers now have between **5** and **10** seconds to grab someone's attention before they click away

Workers now get interrupted as frequently as every **5** minutes—ironically, often by work applications and collaboration tools

of knowledge workers actually complain that they don't have time to do their jobs

1%
of a typical workweek
is all that employees
have to focus on
training and
development

UNTETHERED

Today's employees find themselves working from several locations and structuring their work in nontraditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.



ON-DEMAND

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:



People are increasingly turning to their smartphones to find just-in-time answers to unexpected problems



COLLABORATIVE

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.



Learners are:

- asking other people
- sharing what they know



EMPOWERED

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers.



Source:
"The Overwhelmed Employee: Simply the Work Environment" Deloitte consulting blog
"The Knowledge Worker's Day" Forrester
"Make Time for the Work that Matters" Harvard Business Review
"Collaboration & Social Tools Drive Business Productivity Gaining Momentum in Work Interactions" Forrester
"We're Creating a Culture of Shortcuts" LinkedIn.com
"Study Says We Click Our Phones a Little Each Day" TIME
"Involuntarily Causes Distraction and Stress at Work" HR Magazine
"IT Training Gets an Emotional Makeover" Computerworld
"Network Performance: Does It Really Matter to Users and By How Much?" University of Massachusetts
"Worldwide Mobile Worker Population 2011 - 2015" IDC
"Apathetic is Not a Strategy" Association for Talent Development
"The Rise of the Extended Workplace" Deloitte
"Engaging Disengaged Learners" Learning Management
"Just-in-time Information Through Mobile Connections" New Research
"Research on Smartphone App Categories" Capgemini

Most Learners won't watch videos longer than 4 min.

01

What is Microlearning?

- Benefits of Microlearning
- Microlearning effectiveness.

02

The Three C's of content Generation

- Best practices for Designing Microlearning

03

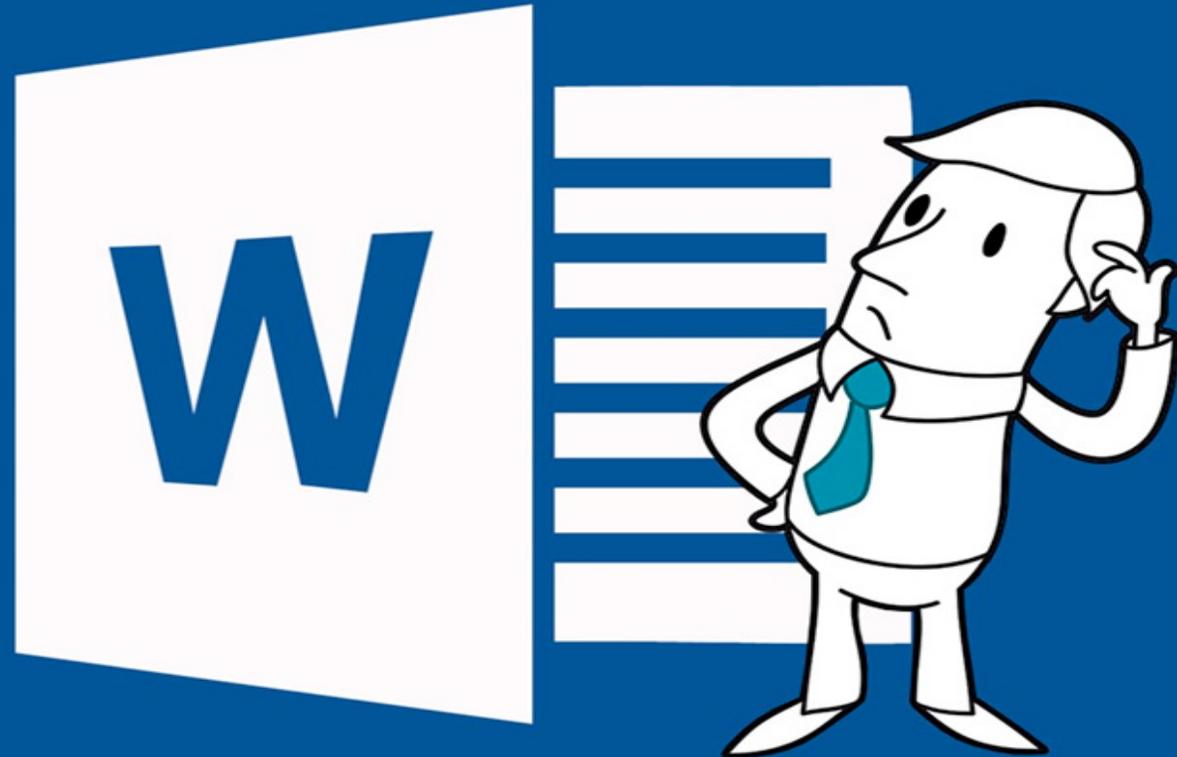
Developing your own Microlearning

- Using the Microlearning design model.

Let's say you want to learn something new in Microsoft Word.

Which would you choose and why?

- Watch a two minute video on YouTube
- Watch a ten min video done by your team
- Go to a one hour in-person class



What is Microlearning?

A piece of learning content that can be consumed in no more than five min.

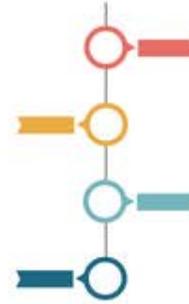
MICROLEARNING



VIDEO



MINI EARNING



INFOGRAPHIC



TEXT

ASK YOURSELF WHAT WOULD YOU WANT.
WOULD YOU GIVE UP YOUR TIME IN A BUSY DAY FOR THIS
LEARNING?





Too Much

Cognitive Overload

INFORMATION

**TOP BARRIERS TO APPLYING WHAT YOU
LEARNED IN THE ECWT PROGRAM.**

OPPORTUNITY TO USE THE SKILL.

SUPPORT FROM OAI STAFF.

SUPPORT FROM PEERS AND COLLEAGUES IN THE WORKPLACE.

SUFFICIENT KNOWLEDGE AND UNDERSTANDING

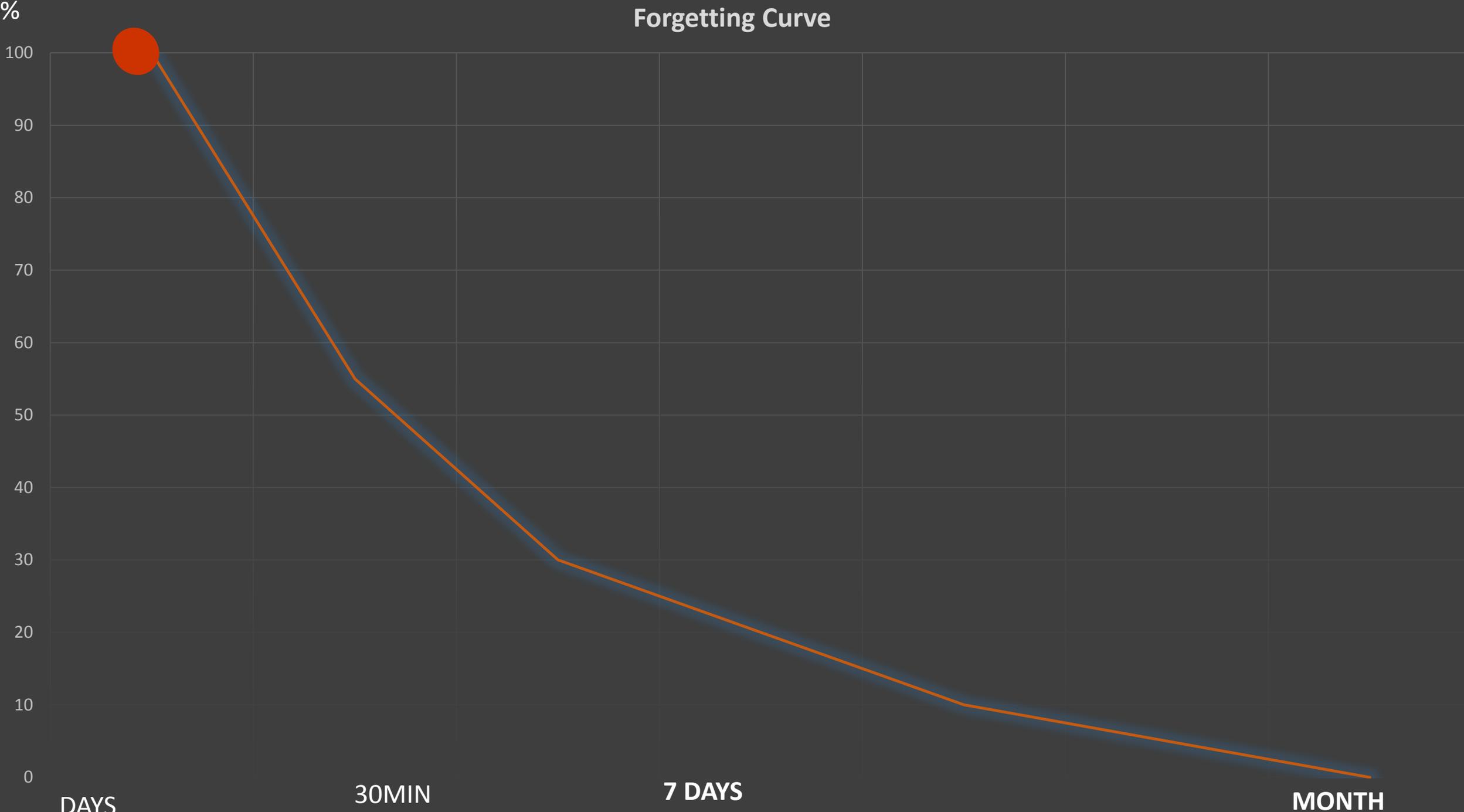
CONFIDENCE TO APPLY THE KNOWLEDGE

SUPPORT FROM EMPLOYER

**TOP BARRIERS TO APPLYING WHAT YOU
LEARNED IN THE ECWT PROGRAM.**

CONFIDENCE TO APPLY THE KNOWLEDGE

Forgetting Curve



MICROLEARNING CAN BE USED IN MANY WAYS.

**Preparation
before training**

**Standalone
Training**

**Follow up
after training**

**Standalone
performance
support**



THE



Three C's



CURATE

Curation is when you or your team finds what you think are the "best of the best" resources on the internet.



CREATE

Creation is when you or your team develop content from scratch.



CROWDSOURCE

Crowdsourcing happens when social collaboratives share their favorite resource from the internet.



- Environmental Career Worker training program in Chicago has 18 learners that are currently in Job Readiness course.

Microlearning Goal:

Learn how to tie a Windsor knot for a Job interview.

CURATE

CREATE

CROWDSOURCE

- Environmental Career Worker training program in Chicago
- Has about 10 staff members that are involved in outreach and recruitment.

Microlearning Goal:

employ the top speaking points while recruiting candidates for the ECWT program.

CURATE

CREATE

CROWDSOURCE

MILE

The **MI**cro**LE**arning Design Model

CREATE OR SELECT
RESOURCES

DETERMINE
PROGRAM
TECHNOLOGY
AND STRUCTURE

IDENTIFY
PERFORMANCE
OBJECTIVES



PROMOTE

MONITOR AND
MODIFY

Microlearning is a hot topic in talent development; however, while many agree that microlearning is delivered in bite-sized chunks, further details vary. To bring some clarity to this topic, the Association for Talent Development (ATD) surveyed 596 talent development professionals, finding that 38 percent currently use microlearning and another 41 percent plan to start within the next year. *Microlearning: Delivering Bite-Sized Knowledge* investigates the primary delivery methods organizations use for microlearning, as well as the effectiveness and top barriers of microlearning activities.