What is microlearning?

What is microlearning?

What is microlearning?

What is microlearning?

The Essential Guide To Microlearning

How To Make A Big Impact From Short Sessions

Written By Sean McPheat

mtd
Management Training Specialists

Contents

About the author, Sean McPheat

Sean McPheat is the Founder and CEO of **MTD Training**.

Founded in 2001, MTD have since trained staff from thousands of different organisations from hundreds of different industries.

MTD specialise in designing and delivering **management training courses** and **leadership development programmes.**

These range from open courses run throughout the UK through to fully blended solutions.

Please click on the link below for further details about MTD's management development solutions:

www.mtdtraining.com

Sean is regarded as a thought leader within the L&D industry and has been featured on CNN, BBC, ITV and has over 300 different media credits to his name.

He has created a number of thought leadership whitepapers that have gone viral throughout the L&D community.

MTD are a multi-award winning training partner that include CIPD and Personnel Today Awards.

CIPD Best HR/L&D Supplier

Personnel Today Best HR Supplier Partnership

Today, Sean continues to lead his team to design and delivery innovative L&D solutions that focus on getting the results that you are looking for.

His daily LinkedIn posts and muses receive millions of hits each month and he is often asked to keynote at events worldwide.

Introduction

So you're **interested in microlearning!**

Maybe you've just heard of the term and what to find out exactly what it is?

Maybe you're thinking of implementing it within your company?

Or maybe you want some pointers on how to structure a session?

Whatever brought you to this special report I hope you're going to find the answers you were looking for no matter what your question was!

In putting this download together I hope to **cover all of the main questions** that you might have when it comes to microlearning.

I also want to provide you with some evidence as to why it is so important and why it needs to be part of the modern day learning and development mix.

Notice that I said that it needs to be "part of" your training mix. I don't prescribe to throwing the baby out with the bath water. There is still room for face to face, virtual learning, informal and formal learning.

Microlearning is a modern day solution that caters for how the modern day learner wants to learn and when they want to learn.

So grab yourself a drink and enjoy the report!

What Is Microlearning?

Microlearning provides your staff with the **"Must Have"** skills and behaviours they need to be more effective in their role.

These sessions are usually delivered online via video or online learning and each session is focused on a selection of key skills delivered in **quick, short bursts** that make the learning memorable.

We're talking between 1 and 5 minutes per session here and they can be accessed on **any platform at any time** whether it be smartphone, tablet or laptop so the sessions are easily accessible for when you need that 'just-in-time' learning.

Microlearning requires little effort from the individual and a**llows them to be in control of how they learn.** It is easily digestible and can sometimes include short-term activities to help you retain what you have just learnt and put it into practice.

We all now need to do "more with less", **we receive countless emails** and requests each day and our **attention spans are at an all-time low.**

So your staff **can't really afford to spend days away** from their day job in training. If they do, they return to a backlog of work and fail to implement what they learned – which defeats the object!

Instead, your staff are **crying out for personalised development (not sheep dip)** that is delivered in a way that suits how they learn best, that **utilises modern technology** and keeps them engaged and interested.

Microlearning sessions are perfect for organisations who want a **real, practical approach** to developing their staff or for those of you that want something a little bit different.

They are also ideal for organisations who use the **70 20 10 model.** As part of the 10%, microlearning sessions can become a valuable part of learning something relatively quickly and then enabling informal learning to take over for the rest.

Interesting Research

We all love a stat!

Here are some **interesting statistics and research** about microlearning, how people learn and the technologies that we are using today that makes microlearning very appealing.

22%

*The improvement that microlearning has in the **retention of information** over traditional training*

(Dresden University Study)

4.8 Minutes Per Day

*The average employee only has time to devote 1% of their working week to **development**!*

(Deloitte)

80%

*By 2019, **video** will be responsible for 80% of the internet traffic in the world*

(CISCO)

50%

*Millennials are expected to constitute **half of the global workforce** by 2020*

(PriceWaterhouseCoopers)

28%

*People who learn through microlearning techniques **answered questions** 28 percent faster*

(Dresden University Study)

75%

*The number of today's tech savvy employees that are **more likely to watch a video** than to read emails, documents or web articles*

(Forrester)

60 Seconds

*1 minute of video content was found to be equal to about 1.8 million written words for **training retention***

(Forrester)

17%

*Learning in bite-sized pieces makes the **transfer of learning** from the classroom to the desk 17% more efficient.*

(Journal of Applied Psychology)

94%

*Percentage of L&D Professionals said that they **prefer microlearning** to traditional time-consuming eLearning courses because their learners prefer it*

(Boyette study)

50%

*Half of the 385 employees who took part in a survey indicated that they would use their company's learning tools more on their own LMS if the **courses were shorter***

(Software Advice)

53%

*Percentage of Millennials that **prefer on-the-job training** than a formal training approach*

(ATD Research)

27

*Number of times that Millennials **switch between tasks** per hour*

50%

50%

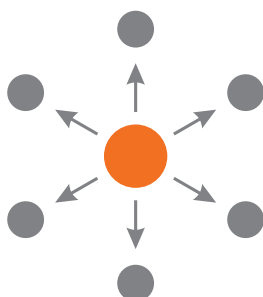***Attention spans** have shrunk by half over the past decade*

60%

*"Best in Class" organisations are 60% more likely than all others to c**onsider microlearning to be effective** for employee development*

(The Aberdeen Group)

Key Features & Benefits Of Microlearning

Short Bursts

Sessions last a couple of minutes. Limits time away from the office.

Keeps Your Attention

Better attention = better retention. Improves buy-in to the learning.

Engaging Content

Video instructors coupled with on-screen graphic reminders.

"Doing" Not Theory

Sessions focused on the most important, practical elements.

70-20-10 Enabled

Ideal for 70-20-10 style of training – coaching aids too.

When You Need It

Use the sessions as and when there is a specific need and on any device

The DNA Of Microlearning

The power of one…

One
Objective

One
Activity

As mentioned before, microlearning focuses on **one specific skill or behaviour** that is linked to **one specific performance objective**.

So that could be:

"How to address persistent lateness" – management topic

"How to overcome a price objection" – sales topic

"How to book holiday" – as part of induction and onboarding

"How to reduce wastage" – for a food manufacturer

The idea here is to not cover too much as you simply do not have the time to play with in a microlearning session – leave that for another training intervention.

So a session is normally designed around one type of media or activity, the most common ones being:

● Video

● A short module using elearning authoring software

● A game

● Survey

● Articles

● eBooks

● Infographics

● Screen capture/recording

How Organisations Use Microlearning

Microlearning can be used in many different ways.

Based on our experience here are some of the most common uses:

● For **pre-work exercises** or knowledge as part of a face to face programme

● Used as a resource for the **70 20 10 model**. As part of the "10"

● To help **reinforce the learning** from other interventions

● As part of **induction/onboarding** to cover procedural knowledge

● **For demonstrations** on what "excellence looks like" i.e a software demonstration or walk around a car in a dealership

● Used as a resource that staff can **call upon "on-demand"** rather than "googling information"

● Used as something different. Many organisations use microlearning to **mix up the type of learning and development** opportunities and activities that they offer their staff.

● For internal coaches and managers to use as a resource **to coach and develop their staff.** i.e watch a session and then hold a coaching session around it

● To load up on an organisation's LMS or intranet as **part of a HR/L&D Academy**

● For **internal systems orientation** for staff

● For **process explanations** on how it they work and why

● For **company history, about us and mission and values**

● For content and training **where your learners are less engaged**

Is Microlearning A Good Fit For Your Company?

There are some **key considerations** that you need to think of if you're looking to implement microlearning within your company.

Here's a list to help you:

- Do you have **internal resource** that are capable of designing microlearning sessions?

- Will you **create your own microlearning from scratch** or will you use content from an **external provider?**

- **Who will "own"** microlearning within the business?

- Will you go **"big bang"** or will you pilot microlearning on a small number of people?

- Will you **hire the content** or **purchase it outright**?

- Will the **content sit on your LMS** or will it be on an **external system**?

- How will you decide **what content is required?** i.e conduct a TNA

- How will you **map out all of the skills** that your learners need and in which order they will need them?

- Following on from the question above; how will you determine **which skills and behaviours can be covered** through microlearning?

● How will you **connect the content** to the business outcomes?

● **Think micro-skills** i.e "How to say no and mean it" rather than a generic title "Improve your communication skills"

● Will you use **presenters or voice over?**

● How will your learners **access the sessions?**

● How will you ensure that your learners can **access the content through their mobiles** in an easy way.

● Will there be any **security and bandwidth constraints?** Firewalls, data etc

● Will you give your learners **specific time throughout the day** to complete the sessions or will they need to "find the time"

● **How will you get buy-in** into this approach?

● How will you monitor the **progress/usage** of your staff?

● **What records** will be kept?

● **How will sessions be followed up** their line manager?

● Will there be a **specific order** for staff to complete the sessions or not?

● How will you **measure the effectiveness** of the sessions?

● **How will you monitor the action** taken by each staff member?

What process will you follow to **break down and chunk** large pieces of training content into micro-sessions?

How To Create An Effective Microlearning Session

Here are some **overarching design principles** to take into consideration if you're thinking about putting your own microlearning sessions together.

Focus on **1 key skill** or behaviour

Use a memorable and **eye-catching title**

Start with a heavy hitting & **attention grabbing statement**

Roadmap what will be covered and the **key outcome**

Get to the point **very quickly**

Keep the session focused on **taking action**

Use graphics, imagery and **limit text**

Ask yourself **"How can we make this engaging?"**

Conclude the session with **what to do next**

What Next?

We published **"The Essential Guide To Microlearning. How To Make A Big Impact From Short Sessions"** to help leaders become more effective with their coaching sessions.

We hope you found it useful?

If you would like to discuss how MTD can help you or your leaders to take their performance to the next level then we'd love to hear from you. Please contact us on info@mtdtraining.com

Management Training Specialists

MTD Training are a multi-award winning, global training partner and we have developed managers from thousands of different organisations from hundreds of different industries.

We specialise in providing face to face, digital and blended solutions for improving leadership capability.

- Management & Leadership Courses
- Bespoke, Customised Training Solutions
- Digital & Online Training Solutions

- 360 Degree Feedback
- DISC Assessments
- Management Blog

www.mtdtraining.com

UK 0333 320 2883   INT +44 2476 992 486

info@mtdtraining.com