

Microlearning
A framework for
learning reinforcement!



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Scan for the handout or http://bit.ly/Microlearning\_reinforcement



# Jump to it











MicroLearning is short bursts of focused "right-sized" content to help people achieve a specific outcome.

## What is MicroLearning?



### A Way of Learning

### Not "Learning" Done to You

#### 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.

of a typical workweek

is all that employees

have to focus on

training and development

#### **OVERWHELMED...**

Number of times online every day

DISTRACTED... Knowledge workers are constantly distracted with millions of websites,

won't watch videos longer minutes

by **Deloitte** 

People unlock their smartphones up to

% of time workers spend on things that offer little personal

satisfaction and do not

help them get work done.

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

apps, and video dips.

Online, designers now have between

Workers now get interrupted as frequently as every

minutes-

ironically, often by work applications and collaboration tools

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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.



of the global workforce is expected to be "mobile" by the end of 2015

of full-time employees do most of their work somewhere other than the employer's location



of workforce comprised of temps, contractors, and freelancers

#### 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:

To learn what they need for their jobs, employees. access:



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.

of workforce learning happens via on-the-job interactions with peers, teammates, and managers Learners are:



at Google,

of training courses are delivered by an ecosystem of

2.000+peer learners

#### **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.



Half-life (in years) of many professional skills

of workers who say they have opportunities for learning and growth at their workplace



of IT professionals who report having paid for training out of their own pockets



# Consider this



2/3 workers complain they don't have time to do their jobs

#### Bersin by Deloitte.

#### Meet the modern learner

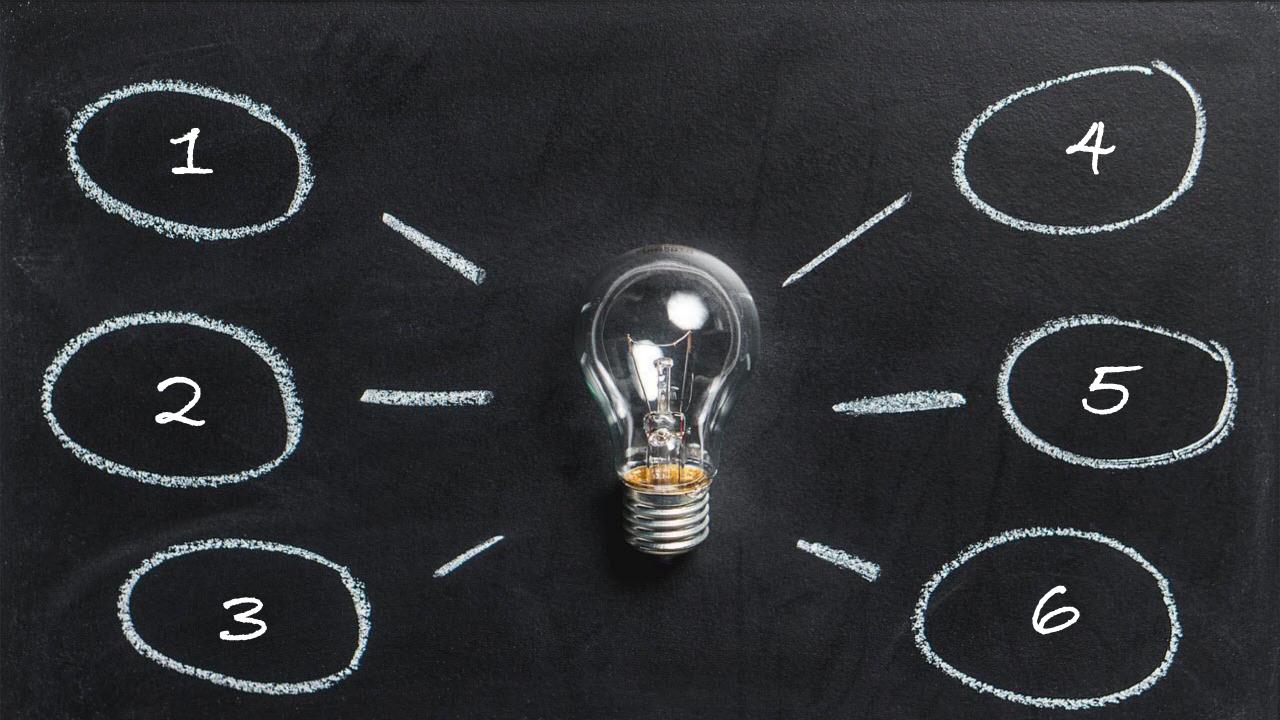


1% of a typical work week is all that employees have to focus on training and development

#### 24 minutes!







1 Short Short Time 3 Small Units

### 6 Markers



1 Immediate Use 5 Flexible Modality 6 Easy Access

#### 6 Markers

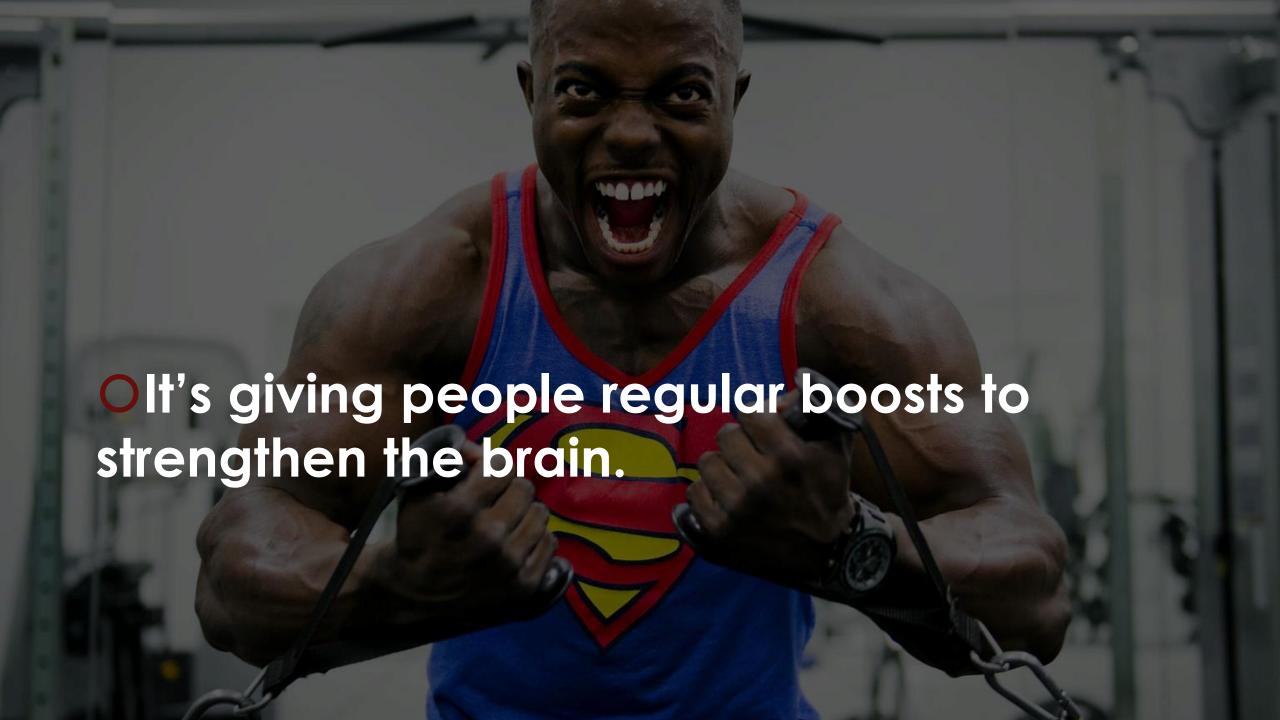


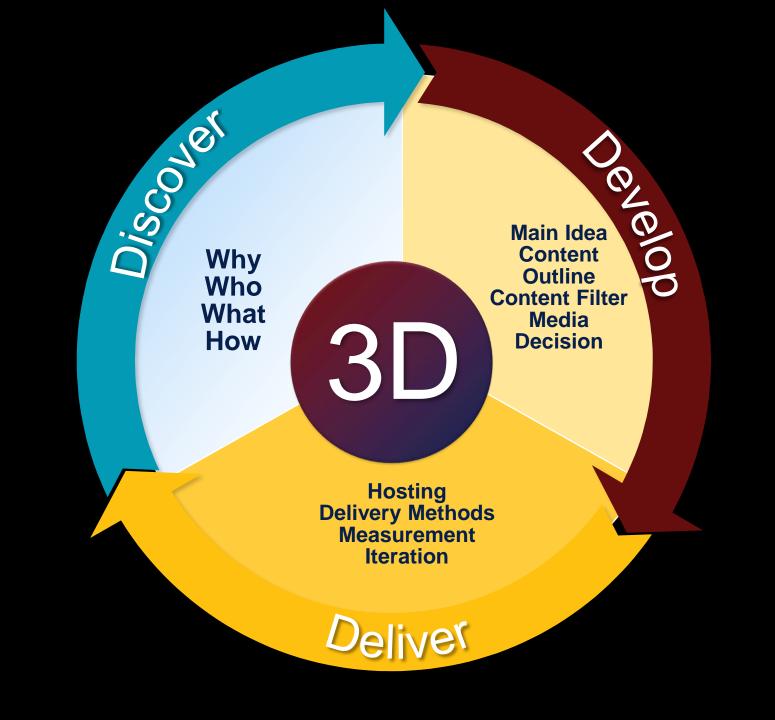


#### In the Workflow











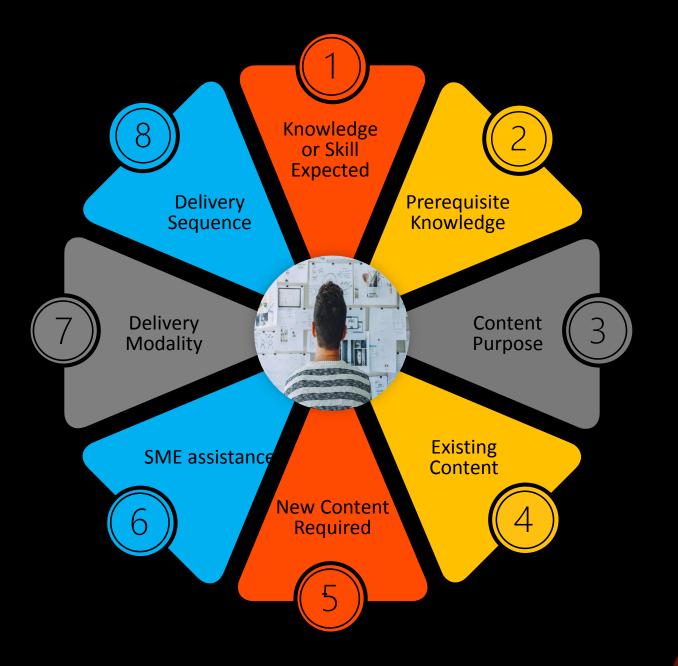
# What is reinforcement goal?



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# Content Mapping





What problem are you trying to solve?

Who is the target audience?

What will people be able to do?

How will people be using the content?

Discover



Break down content. Need to know

Categorize, look for bloat

5

Prioritize key concepts.
Areas of need

One Key Takeaway

7

## Develop



Macro Topic

#### Sales Training

Priority
Need

**Customer Connection** 

8 Key Takeaway

**Elevator Pitch** 

## Develop

Key Takeaway

#### **Elevator Pitch**

Supporting

Who you are

What is the product

Why you need the product

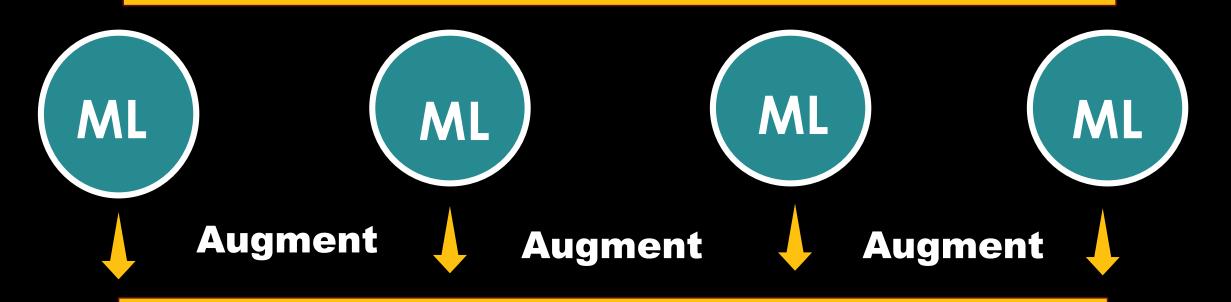
9 Modality

**Podcast Series** 

## Deliver



#### Sales Training



**Lead Generation** 

Building Relationships Product Knowledge



### Sales Training

**Lead Generation** 

Building Relationships Product Knowledge









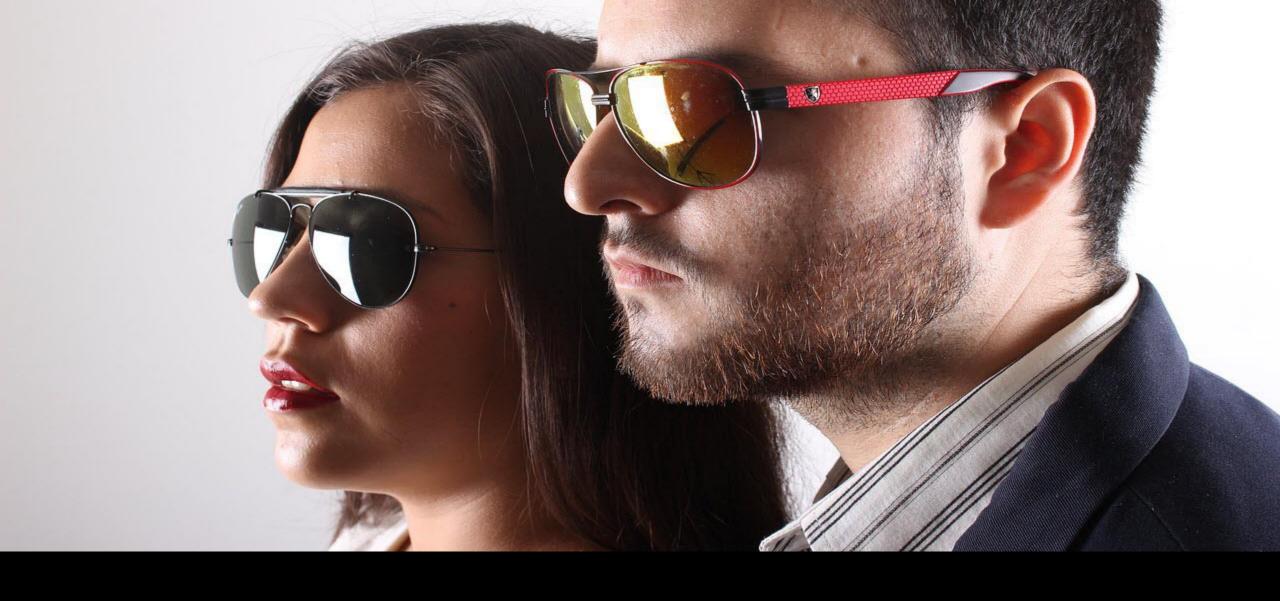
Support

**Support** 

Support







Your Job if You Choose to Accept it

Content
Aligns with
Objectives

Content is self-supporting

**Experiment!** 

Perfection not required

# Content Tips





—TIME TO THINK DIFFERENTLY—

Curriculum
Reconstruction
for Micro, Virtual
and Blended
Learning

**Custom Workshops** 

Non-Traditional
Training
Solutions

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