



WHITE PAPER

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# Incorporating Microlearning Into Your Organization

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# Delivering Bite-Size Training Can Benefit Employees and Employers

There's a major shift in how workers approach their ongoing training and workplace growth. Today's workforce seeks on-demand, bite-size pieces of information they can quickly incorporate in their jobs. They want to maximize their investment to get the most impact from their learning. Employees are demanding opportunities to expand their skills in easily digestible ways—and they expect learning and development teams to deliver in a format that fits their needs. For those with training responsibilities, this poses an enormous opportunity to expand employees' knowledge base with relevant information they will retain and use in their jobs.

This white paper focuses on the growing trend of microlearning, its benefits to employers and employees, best practices and how companies who incorporate it into their training offerings are seeing significant, positive results.

## MICROLEARNING—AN OVERVIEW

Our work environments are evolving faster every day as new technologies emerge. In fact, Deloitte reports that digital skills have a half-life of just over two years in any given role. Workers are

Microlearning is defined as learning in short, digestible, bite-sized pieces of information.

constantly trying to grow in their jobs and make a positive impact in their organization. One of the best ways to keep pace is through microlearning.

## THE HUMAN BRAIN AND LEARNING

Traditional training in a classroom setting can be effective for some topics and audiences. But more and more, workers are opting for brief, accessible and immediate information.

One percent of a typical work week is all that employees have to focus on training and development, according to a 2015 report from Bersin by Deloitte. This is likely the result of the fast-paced, on-demand world that technology has created.

**Only 1%**

of an employee's work week is available to focus on training and development.

It's been widely reported that the human attention span is about eight seconds. Many people assume that millennials are the ones with short attention spans, and this is true to a certain extent. However, according to eLearning company Axonify, neuroscientists have determined learners can only absorb four to five pieces of information into short-term memory at any given time, so by breaking it down into shorter increments, it's easier to understand and retain.

**Best Practices.** Answers to key questions should shape LMS training objectives and goals. Consider the following:

- **Length.** With an average attention span of eight seconds, clearly brevity is key. Content should drive the length but according to microlearning expert, Ethan Woidke, three minutes is optimum. This short timeframe forces the content to be focused and succinct.
- **Accessibility.** The online delivery method makes learning available through a variety of avenues such as desktops, smartphones, tablets, point of sale terminals and employee kiosks.
- **Engaging.** There are several options, depending on the topic and audience. Some include videos, eBooks, eTips, blogs, games, quizzes, simulations, podcasts and slideshows.
- **Content**
  - **Tell a story:** If you think of your content in terms of a beginning, middle and end, it will be easier to develop and less confusing for the end user.
  - **State an objective:** Employees should know exactly what they will know by the end of the lesson. The point of microlearning lessons are to isolate and hone complex or multi-faceted topics.

- **Deconstruct:** There may be a tendency to try and retrofit existing presentations. A better approach is to deconstruct the long-form content and create new, more focused pieces of information.
- **Make it intuitive:** Simplicity is key. The design should be clear about delivering next steps, accessing information and devoid of any unnecessary visuals or words.
- **Be Interactive:** The lesson should have components where learners engage with the content. This can be done via quizzes, games, etc. and can also test memory recall.

## BENEFITS TO EMPLOYEES

Employees often opt for information at the time of need, which means they are most likely to be receptive to the information and use it right away. They can immediately incorporate their learnings into their daily responsibilities.

Completing several, short-form courses can create a sense of accomplishment and a hunger for more learning. Additionally, these short bursts of learning are less disruptive to a worker's day. In the end, better training leads to better performance.

**Microlearning reduces brain overload by delivering information in easy-to-understand, highly focused pieces developed for our short attention spans.**

## BENEFITS TO EMPLOYERS

According to recent research from the Aberdeen Group, a research and analytics leader, nearly half of organizations say their main employee training challenge is ensuring what is taught is actually understood and applied on the job.

Microlearning can be one solution for that issue. Bite-size learning produces 17% greater transfer of information, reports performance management company, Mind Gym.



Bite-size learning produces 17% greater transfer of information.

**2x**

Microlearning is 30% cheaper and delivers almost 2x ROI.

And it's financially efficient too. Microlearning is 30% cheaper and delivers almost twice the return on investment (ROI) than a traditional approach (Mind Gym, 2015). There are other benefits as well:

- **Time.** Trainings are easier to create and distribute, and *Learning Solutions Magazine* reports 300 times faster to produce.
- **Flexibility.** Instructional designers can rapidly develop new offerings to educate employees on new topics, or adapt content with updated information.
- **Global.** Suitable for a global workforce, because its online setting makes learning accessible anytime and anywhere.
- **Retention.** The method consistently yields four-to-five learned takeaways per session (Mind Gym, 2015).

By incorporating microlearning into an organization's overall training and development programs, employees and employers can reap the many benefits it offers.

# About Pryor Learning

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning, create one of the most respected international providers of professional training. Since pioneering the one-day seminar in 1970, our organization has built a reputation for high-quality, convenient, and practical business-skills training around the world, in every industry and sector. Our recent name change to Pryor Learning, LLC better represents our full line of training which includes live seminars, online training, and enterprise solutions.

Today, with more than 13 million satisfied customers, we continue to pride ourselves in providing the superior training you've come to expect. Our cutting-edge research and course development are designed to meet the adult learning needs of your employees and your organization.

At Pryor, we offer training for any learning type—in-person and through live seminars, online with videos, quizzes, e-books, webinars. Every learning style is an option based on the company

and employee needs. As a cloud-based LMS, learning is three clicks and three days away from adoption of learning plan.

Tracking and measurement can be cost-effective and simplified. Drive accountability and ROI with Pryor's advanced admin features. Admins can assign, track, and report on training in real-time with single-click reports or export to Excel. Learning objectives can be tied to professional development goals to more accurately gauge employee performance around review time.

With the Pryor LMS turnkey solution, businesses can be up and running quickly. Ongoing support and maintenance is covered. You can save money on resources and manpower to launch and train employees on how to use the system. Built-in custom marketing campaigns are available to aid in the launch and roll-out of company directed business goals such as employee emails or poster campaigns to welcome new learners; and reminders to existing learners on where to access to all online and in-person offerings. ■

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