

How to Fit Microlearning Into Your **Workforce Training Strategy**

EBOOK





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INTRODUCTION: **DECODING THE MICROLEARNING HYPE**

Microlearning is the hottest trend in workplace education. While definitions of microlearning can vary from one industry to the next, the general idea of using shorter, mobile-friendly content to educate one’s workforce has a clear appeal.

In both the workplace and everyday life, today's professionals are engaging with bite-sized pieces of information requiring little investments of time to digest and understand. Applying this approach to training is a natural progression.

It's one thing to notice a trend in workplace learning, though, and another to make it work practically. Your task as a workplace training leader is to determine what the true value of microlearning means for your company and how you can incorporate it into employee development for maximum impact.



WHAT MICROLEARNING MEANS TO YOU

As noted, there are many competing definitions of microlearning, which makes it difficult to compare and assess models. This multiplicity of models doesn't have to be confusing, however. All the various suggestions about what microlearning might mean — mobile accessibility, short length and highly focused subject matter among them — are based on features actually present in some of today's training content offerings.

You need to decide which of these elements matter most to the learners in your organization, then seek out products offering those experiences.

As with any changes you make to your training content strategy, adding microlearning elements should be closely aligned with the overall goals you have for your employees and the organization at large.



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THE CURRENT STATE OF MICROLEARNING

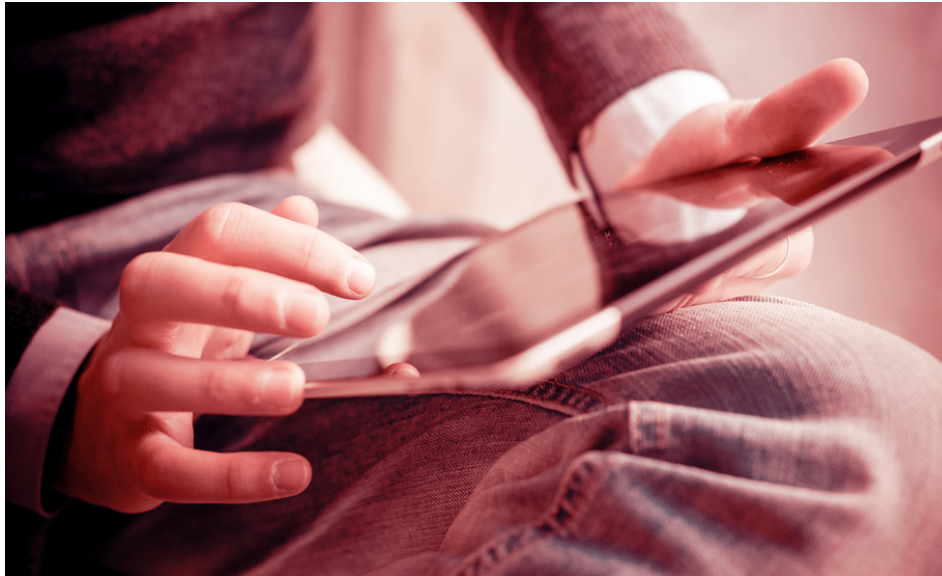
Some of the hype around microlearning has taken on a revolutionary tone, with pundits suggesting it will replace traditional learning content. However, this misses the true value of microlearning content. Short, focused lessons can become important parts of varied content strategies, mixed with detailed informational materials to give a comprehensive overview of a subject.

A more practical approach to the current state of microlearning is to exploit its close connection to mobile device use. At present, while the use of learning content on smartphones varies by region, mobile usage rates are on the rise everywhere. Seeking out content that works well on mobile platforms is one potential way to add microlearning to your overall strategy immediately.

MAXIMIZING MICROLEARNING'S **POTENTIAL**

Once you've gotten a handle on the microlearning options available and determined your company's specific needs from short-form content, it's time to consider the specific ways to combine new, short-form content with your existing learning materials.

Ask yourself, "How can I ensure my team makes the most of microlearning, turning the bite-sized content into a powerful new source of information instead of letting it remain a fad?" Harnessing a few best practices will help.



- **Ensure platform-agnostic mobile access:** Your employees use a variety of smartphone types, operating systems and browsers to access content, and training options shouldn't limit their choices.
- **Focus on the most in-demand skills:** When microlearning offerings focus on concepts employees want to learn, the materials will have natural value.
- **Update the program effectively and continuously:** The first short-form training content you offer shouldn't be the last. Continually refine microlearning your offerings to your staff.

It's worth exploring these three priorities in greater detail.



GO PLATFORM-AGNOSTIC AND MOBILE-FRIENDLY

Granting mobile access to materials isn't just a way to make your training program more on-trend: When employees don't have to go to particular desktop computers to view training content, they gain freedom in completing assignments, making them more likely to finish important sessions.

Every individual in each of the company's locations is able to participate equally in learning.



Employees with this kind of access to short-form content can learn on the go or complete new just-in-time training modules when conditions change quickly. Microlearning offerings in your program should be:

- ➔ Accessible on both mobile devices and desktop computers
- ➔ Available through any contemporary operating system and web browser



PICK THE RIGHT SKILLS FOR YOUR BUSINESS

Microlearning is a great way to get employees up to speed on the key concepts that drive their day-to-day work. You can use micro-lessons on key topics, delivering pinpointed updates on newly introduced programs, promoting depth of learning about the biggest ideas and even powering optional training tracks for self-motivated team members.

Due to the wide variety of lessons available in bite-sized versions, you have options about how to enhance your strategy. The following are a few of the most promising roles for microlearning content:

- ➔ Reinforce more traditional lessons, whether the original session was a traditional sit-down session or a longer-form piece of digital content.
- ➔ Convey important skills piece by piece, building up a complete knowledge base from targeted lessons. This method may increase retention of individual topics.
- ➔ Allow employees to self-select microlearning, letting employees choose microlearning when they feel they need it on the job.
- ➔ Augment coaching and mentoring efforts within your organization, recommending coached employees view one or more microlearning courses to extend and reinforce advice and direction from a coaching session.



KEEP YOUR PROGRAM **UP TO DATE**

One of the most compelling aspects about microlearning is how the lessons' short length allows you to add new content to the rotation often, without requiring employees to take large amounts of time from their days to complete the new courses.

Whether you're introducing new optional lessons for employees who want to expand their horizons or delivering updated versions of courses to cover a new tech deployment, regulation or policy, rolling updates are a compelling microlearning advantage. You can:

- ➔ Bring employees up to speed on the latest technologies or policy priorities. Any and all changes can be reflected in new content and conveyed in minutes.
- ➔ Enable self-guided learning with a large library of optional microlearning courses. You can even ask employees to request which topics they'd most like to learn about.





CONCLUSION: A RELEVANT AND POTENTIALLY VALUABLE TREND

When widespread trends appear in the training field, they can sometimes appear to be all-or-nothing propositions. With microlearning, it's best to avoid this on-or-off mindset and instead add short-form content to your strategy in targeted ways that make sense for your overall training objectives.

Employees are increasingly interested in learning content that is convenient and fits their tech use preferences. Microlearning can fill this niche. If the courses you deliver are accessible on many devices, targeted to the most relevant topics and constantly kept up to date, your microlearning can take your training program to the next level.

To see how these materials really work, check out content examples from MasteryTCN's microlearning library.

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