

# Introduction - What is MicroLearning?

A graphic featuring a dark blue, textured, splatter-like shape on a white background. Inside the shape, the text "Social MicroLearning" is written in white, with "21<sup>ST</sup> Century Learning" below it. The text "SMART Community Exchange" is written in small black font at the bottom right of the graphic.

## Social MicroLearning

21<sup>ST</sup> Century Learning

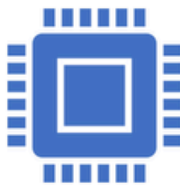
SMART Community Exchange

This guide is designed using Social Microlearning methods.

Microlearning is a learning approach ideally suited for skills training. It involves stripping down a skill or idea to its most essential parts - and only teaching those. Consequently, microlearning courses are highly focused and made up of bite-sized exercises

Bite-sized exercises or “learning nuggets” are at the core of microlearning. In fact, everything about microlearning is shorter, quicker and sharper than traditional long-form learning methods.

# How We Learn - Technology



## Social Micro Learning

Technology has changed the way we live work and learn

Through computers, and mobile devices, we stay connected to information and learning opportunities.

Today, employees need to continue learning to stay current in their field

Social Micro Learning allows employees to

- Receive information they need:
  - When they need it
  - In relevant context
- Focus on individual learning needs
- Choose the time, place and pace of learning
- Interact with other learners or trainers

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# How We Learn Through Daily Communication



Internet Searches



Email and Text



Accessing video

We engage with Micro Learning and Communication daily

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# How We Learn Today



Digital Textbooks in the Classroom



Online searches and dictionaries



Digital Workforce Training

This is how we learn today

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# Benefits for Learners



## Benefits for Learners

- **Less Time Consuming:** Ideal for short attention spans.
- **Learner-Centric:** All of us live in a world of distractions and anything that is short, and easy to assimilate is certainly welcome. Nearly 80% of training professionals confirm that Microlearning is the preferred approach for their learners.
- **Better Learning Experience:** Use of high impact, rich media formats creates a higher engagement quotient as well as sticky learning experiences.
- **Social Micro Learning** offers interaction with peers and trainers before, during and after the lesson.
- **Just-in-Time Availability:** Learners enjoy the option of accessing training when and where they need it.
- **Accessible and Flexible:** Social Micro Learning programs are designed for multi-device delivery offering learners the accessibility of the training on the device of their choice. This offers tremendous flexibility to the learners.

# Benefits for Business



## Benefits for Business

- Create higher impact: Studies indicate that Microlearning based training creates 50% more engagement and leads to better completion rates and more sticky learning
- With shorter run lengths as compared to traditional eLearning, the Microlearning is more cost-effective with employees taking less time off the job for training.
- Microlearning can be used to meet most of the corporate training needs
- Microlearning is also easier to update and create