

Future-proof your workforce with microlearning

Why bite-sized learning is the secret to thriving in today's fast-changing workplace

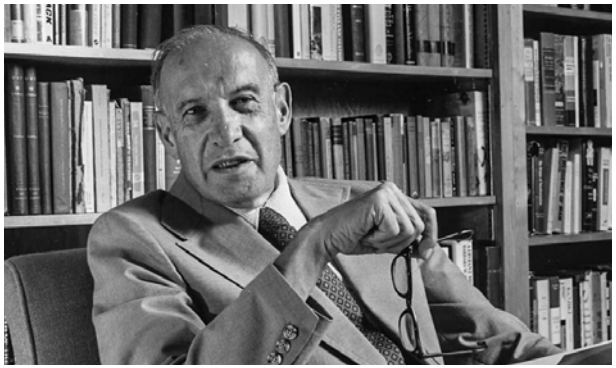
Learning in the modern workplace

In a world that's changing faster than ever, organizations are facing unprecedented challenges. Employees now need to learn, adapt, and evolve more quickly than ever before—and in an environment of unrelenting pressure.

As organizations' need for learning is increasing, employees' attention spans are decreasing. Between 2000 and 2013, the average attention span fell from 12 seconds to eight seconds—less than that of a goldfish.[1] Information overload, social media, push notifications, and a 24/7 news cycle have ushered in an age of continuous distraction.

Moreover, talent today is flowing seamlessly from employer to employer, project to project, and even task to task. Forty percent of today's workforce is contingent, and that number will only rise.[2] Companies need a faster, more nimble, and more effective way to get the rapidly revolving door of talent up to speed and producing results.

We need a solution, and we need it now—86% of business executives anticipate that the pace of change will increase at an unprecedented rate over the next 3 years.[3] Fortunately, recent advances in technology, media, and cognitive science have given rise to a powerful new form of learning that's perfectly suited to this dynamic new world of work. It's called microlearning, and it's the key to future-proofing your workforce.



> " The rate at which an organization learns may be its only competitive advantage. "
>
> — Peter Drucker

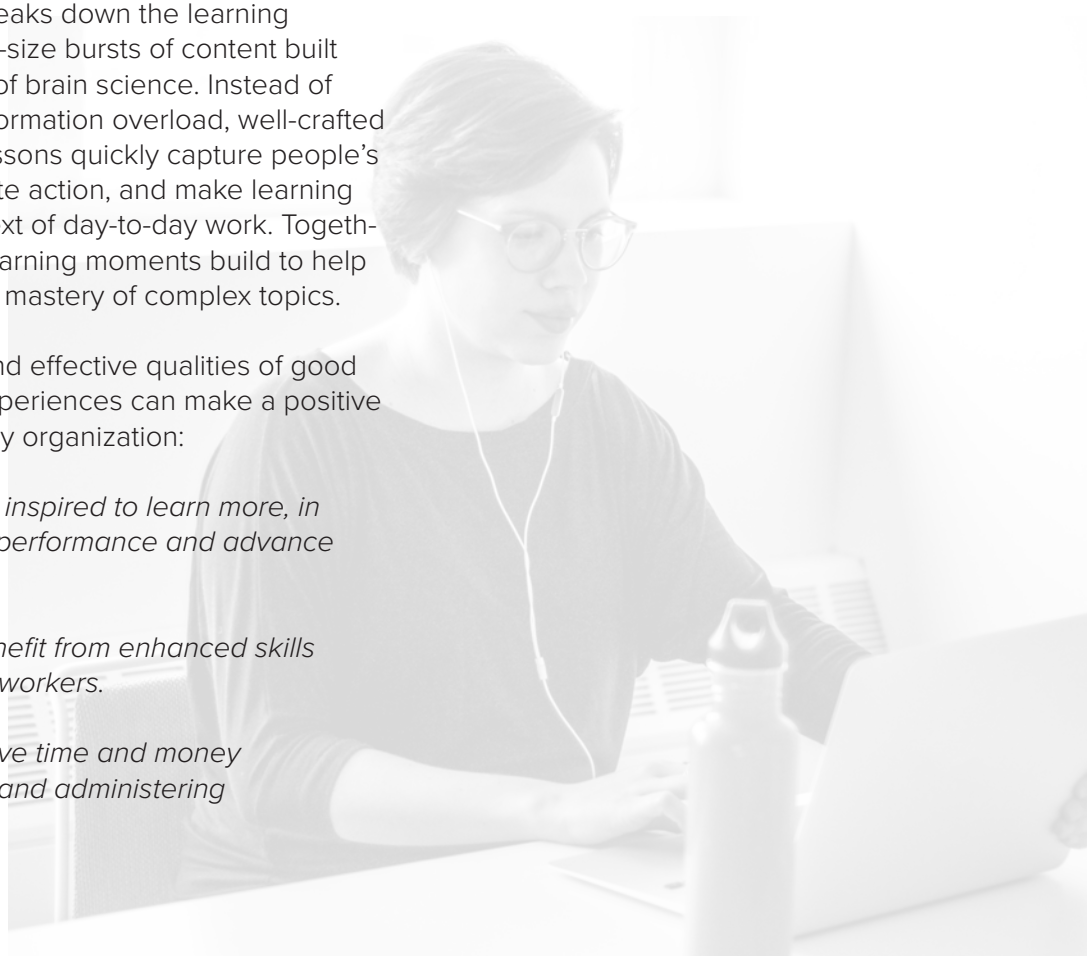
What is microlearning?

L&D leaders are increasingly recognizing the need to include microlearning as part of their learning programs.

Microlearning breaks down the learning process into bite-size bursts of content built using principles of brain science. Instead of adding to the information overload, well-crafted microlearning lessons quickly capture people's attention, motivate action, and make learning stick in the context of day-to-day work. Together, these small learning moments build to help learners achieve mastery of complex topics.

The fast, easy, and effective qualities of good microlearning experiences can make a positive impact across any organization:

- *Employees are inspired to learn more, in order to boost performance and advance their careers.*
- *Companies benefit from enhanced skills and motivated workers.*
- *L&D admins save time and money on developing and administering faster training.*

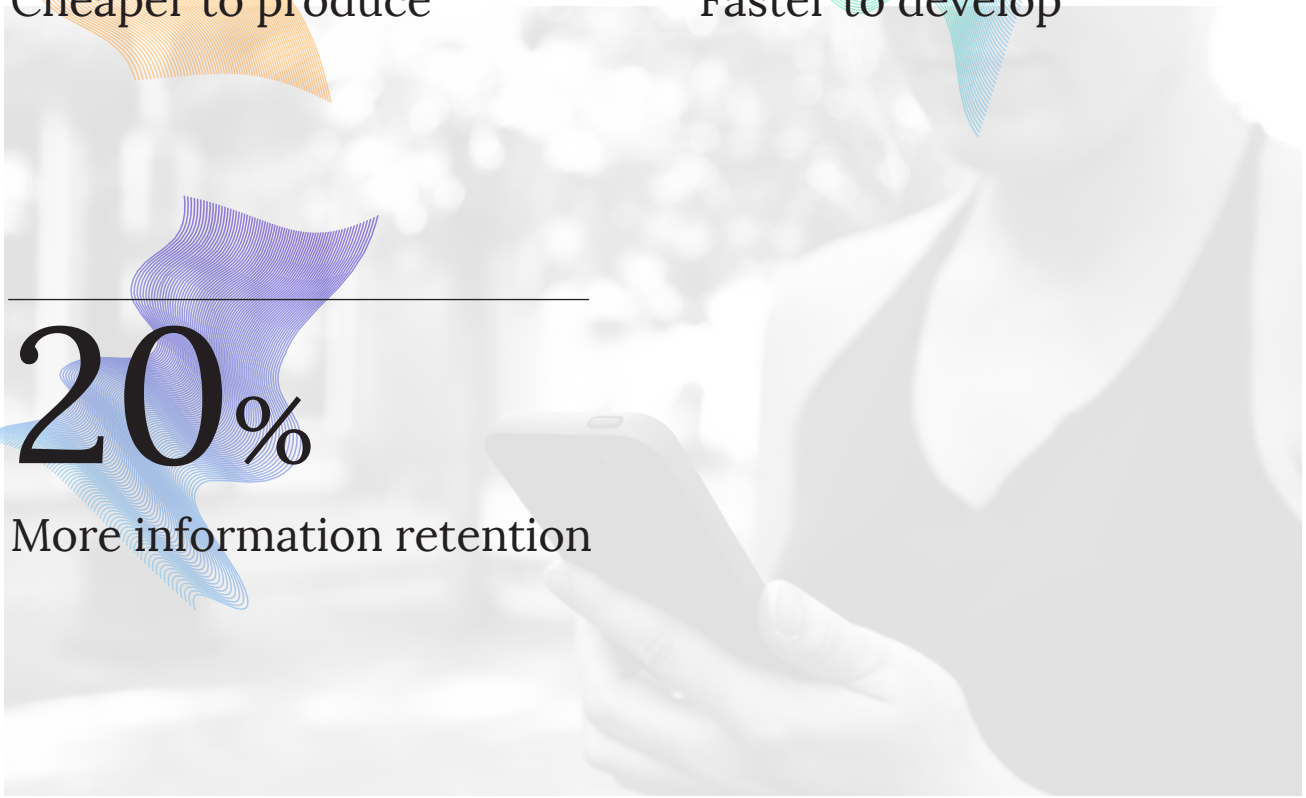


Faster, cheaper, more effective

50%
Cheaper to produce

300%
Faster to develop

20%
More information retention



In an environment of information overload, short, focused content is the best way to engage learners and build a culture of continuous learning.

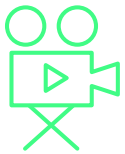
Microlearning is more than the most effective approach to e-learning—it's a powerful way to transform learners in the 21st century.

When compared to traditional training, microlearning is 50% cheaper in cost, 300% faster to develop and drives 20% more retention.[2] Which is why microlearning, in the span of just a few years, has seemingly come out of nowhere as a top trend disrupting the L&D industry.

According to the L&D Global Sentiment Survey of 855 people from 60 countries, microlearning increased from the #5 top area of interest in 2015 up to #3 in 2017.[4]

Microlearning formats

Microlearning is a flexible learning style. There are a variety of mediums that can be used to help learners easily consume and engage with training.



Video

Quick videos can be used to introduce learners to new subjects, relevant scenarios, and industry experts in an engaging format that modern learners prefer.



GIFs

GIFs have the power to tell a full story in just a couple seconds, and they look and feel like the apps learners use every day: interactive, swipe-able, playful, and eye-catching.



Text

By breaking up long forms of content—like articles, PDFs, or eBooks—you can quickly highlight the most important, relevant information to your learners.



Audio

High-quality audio can capture learners' attention and create a true, immersive, multimedia experience.

Quizzes

Short quizzes can be used to test what learners have retained on any given subject.

How microlearning works

Microlearning doesn't mean simply breaking down classroom training into shorter segments and putting them online.

Microlearning is about finding "application points" that promote working proficiency in a particular area. While some call 30-minute units "microlearning," Grovo takes a more precise, targeted approach for greater effectiveness:

- *Each lesson is focused on a specific, self-contained segment of the overall learning objective.*
- *No lesson is longer than three minutes, most average 60 to 90 seconds.*
- *The pace changes every 20 to 40 seconds.*
- *Short, interspersed assessments between lessons reinforce learning.*

Microlearning helps learners build skills, habits, and behaviors through many tiny adjustments, delivered where and when they're most useful. Ideally, learners have access to microlearning moments at any time they find convenient, on any device they want. The benefit of this immediate availability goes beyond simple convenience. It empowers just-in-time performance support, ready to be retrieved by the learner when it's most needed so they can practice and perform behaviors right away on the job. It's like a personal, on-demand trainer for every employee.

> " Microlearning matches the pace of how we do business today. "
>
> — Sally Ali, Chief Talent Officer at DDB



Imagine an L&D program where your employees are engaged, eager to learn, changing their behaviors, and happier at work as a result.

How do you start?

Follow these five steps to apply microlearning to your own training– a positive step toward effective learning.

Determine your learning objectives 1

- ✓ Do you want to change behavior?
- ✓ Do you want to teach or improve a skill?
- ✓ Do you need to share information for compliance purposes?

Organize and analyze the content 2

- ✓ Have you conducted a content audit to determine lesson priority?
- ✓ Is the content a comprehensive collection of information and instruction necessary to achieve the learning objective?

Choose a rapid creation format 3

- ✓ Does your content design format help you achieve your learning objectives quickly?
- ✓ Can you create and update content quickly?
- ✓ Is your content interactive? Does it create great learner experiences?

Make it granular, engaging, and effective 4

- ✓ Is the content broken down into small, easily-consumed units?
- ✓ Can learners watch any lesson in any order, at the point-of-need?
- ✓ Are you using high-quality visuals, animation and video?
- ✓ Have you made the learning sticky with embedded ideas and rewards?

Test and retest your approach 5

- ✓ Are you using assessments to measure participation, engagement, and completion rates?
- ✓ Do you have the capability to track learners' behaviors changing?
- ✓ Do you have a tool to gather employee feedback?

Case Study: InterContinental Hotels Group

Once you understand how microlearning works, it helps to see it in action. InterContinental Hotels Group (IHG), one of the world's leading hotel companies, with nearly 5,100 hotels across 10 brands, is world-renowned for its customer service. The company's mission is to "create great hotels guests love." Now that customers can book rooms and handle other basic tasks online, incoming service requests are getting increasingly complicated for the customer care team, requiring greater knowledge, creativity, and communication skills from reps to solve. The Director of Customer Experience recognized the need for a faster, engaging training solution. That's when IHG looked at Grovo. IHG uses Grovo's intuitive learning platform to assign and deliver short, compelling microlearning lessons to reps that they can access on any device, on a daily basis. The results have been astounding:

High engagement

Within two days of launch, learners in 5 countries around the world could access over 5,500 lessons, with activation and engagement steadily increasing day over day.

Greater efficiency

IHG cut onboarding time from 5 weeks to 2 weeks, getting reps back on the phones faster and saving the company time and money.

Better scores

IHG reports better scores from newly hired staff, as well as a rise in scores among existing staff for the training they've released with Grovo.

> " Our employees are excited about learning, and perhaps that is one of the greatest results of microlearning. "
>
> — Damon Kershaw, Customer Care Operations Manager at IHG



Microlearning benefits every organization

LIVEPERSON

Start-up company LivePerson decreased onboarding time from 9 months to 3.5 by delivering faster, more efficient microlearning content.

5 MONTH
Decrease in onboarding time

SAATCHI & SAATCHI

Global advertising agency Saatchi & Saatchi completely transformed their learning approach to microlearning, increasing user adoption by 59% and enabling 84% of learners to put new concepts to immediate use.

25 PERCENT
Increase in user adoption

Magellan HEALTH℠

Healthcare organization Magellan Health saw an 80% increase in engagement from the previous year after implementing a microlearning program.

80 PERCENT
Increase in engagement

The time for microlearning is now

Bite-sized content perfectly suits our modern information-rich lifestyle because it enables learners to access small chunks of information instantly, anytime, and from anywhere. It's better for learners, and more efficient for organizations.



Measuring the benefits

Microlearning is better for learners:

- Combats learner boredom and disengagement with visual and interactive elements like bullet points, games, quizzes, and videos.
- Delivers short, focused sessions that help learners avoid mental burnout and promote energy and alertness.[6]
- Expands short-term memory (STM) capacity—which can be expanded by chunking content—which eases integration in long-term memory.[7]
- Caters to a variety of learning styles, including visual, auditory, and kinesthetic and tactile.
- Increases performance by 17% with distributed practice.[8]
- Drives usage: 58% of employees say they'd use their company's learning software more if the content was broken up into shorter lessons.[9]

Microlearning is better for organizations

- Cuts development costs by 50% while increasing the speed of development by 300%.[8]
- 4 out of 5 learning professionals say microlearning is changing the knowledge acquisition process by effectively delivering it inside the workflow, making learning adoption more effective.[10]
- Offers a modular assembly, which is easy to manage in a CMS, so changes are fast and simple.
- Decrease administration time for L+D leaders through dashboard and measureable tools.
- Ideal for global training and multiple cultures, as small segments are easier to translate.
- Research shows that of all the positive events that influence inner work life, the single most powerful is making progress in meaningful work.

Can microlearning save you $250,000?

Consider the following story:

A leading biomedical company's learning and development (L&D) team was working across multiple platforms to provide training to a specific segment of its employees. Serving a combination of field-based and home-office-based employees with disparate learning resources wasn't working. The team needed a better way to coordinate their L&D program and deliver quality learning experiences to employees.

Grovo created customized content for the company's unique learning needs, managed live event registration, and provided access to its own library of nearly 5,000 microlearning modules. A weekly newsletter sent to employees featured training suggestions, highlights, and helpful information, which has increased employee engagement.

Within one month of launching the new program, half of targeted learners had interacted with it, exceeding expectations.

Best of all, the company saved $250,000 on L&D while increasing engagement and winning an industry award for the program.

> " Microlearning has allowed our employees to work smarter, not harder. "
>
> — training manager from a leading biotechnology corporation



Gaining an edge

As the 21st century transforms organizations and their employees, it's time for workplace learning to transform, too.

The writing is on the wall: companies must either adapt their learning approach to meet the new demands of the digital age, or fall behind. Microlearning is the only way to keep learners engaged and building the behaviors they need to perform at their best, even as the world changes under their feet.



The big picture

At Grovo, our customers have seen microlearning improve:

Higher Engagement and Completion Rates

97%



97% of assignments get finished, and the average user completes more then half of the content they were assigned.

Increase Retention & Measurable Impact

60%



60% decrease in onboarding times, while measurably improving critical business metrics like deals sourced and sales upon close.

Time savings and cost effectiveness

50%



50% of costs cut and increase speed of development by 300%.

Short, engaging content available at the point of need works better than longer, more tedious lessons and traditional training solutions.

We've seen our customers halve their onboarding times, triple learner engagement, save hundreds of thousands of dollars, and double their rate of behavior change, all by embracing microlearning.

Microlearning is how L&D engages today's learners. It's the most effective way to build skills and behaviors in real time and bring a culture of continuous learning into your organization. This is L&D adapting to the 21st century. Microlearning makes it possible.

Make microlearning your own

Get more from your L&D program with microlearning.

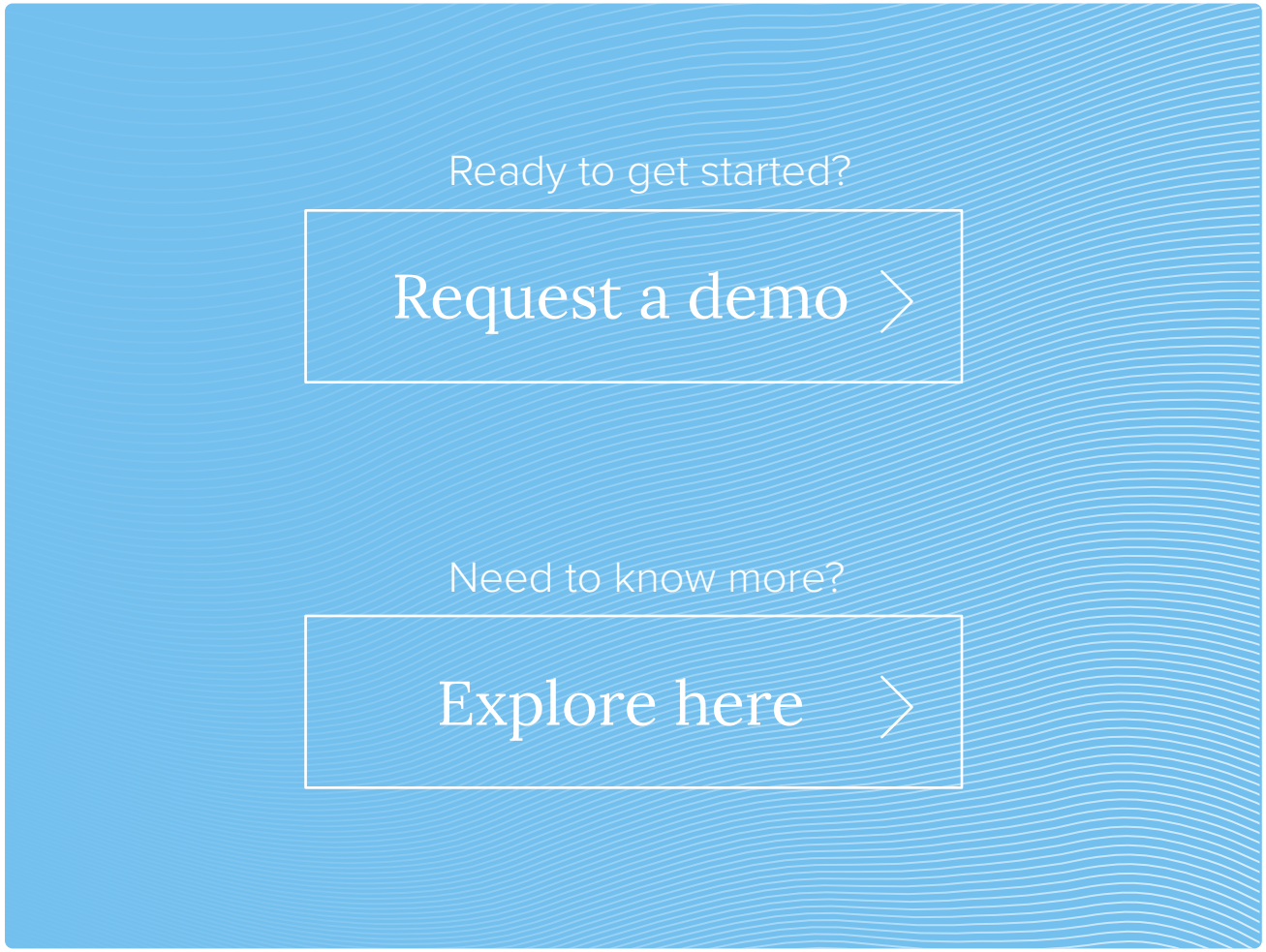
Grovo uses a proprietary methodology to produce microlearning content in-house, which we combine with the technology and learning expertise you need to transform your entire organization. Request a demo to find out more.

Learn more:

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