

MICROLEARNING GUIDE

HOW TO
MAKE SHORT
& ENGAGING
CONTENT



WHAT IS... MICROLEARNING?

Quite simply, microlearning is like yummy little bite-sized learning nuggets. It's a method of learning that breaks down information into small, focused chunks that are easy to understand and quick to consume whether you need to learn something in a hurry, or have time to spare.

Think of microlearning as learning one step at a time – you can absorb what you need to learn without feeling overwhelmed. This method is perfect for busy schedules and helps you retain information effectively.



WHAT ARE THE BENEFITS OF MICROLEARNING?

Well, there are plenty for the business you work for and for individuals within it. Let's look at a few ways microlearning empowers learners.

Microlearning offers flexibility

Learners have the flexibility to learn at their own pace – what they want, when they want – on the device of their choice, whether that's a smartphone, tablet, laptop, or desktop computer. Often, learners don't even have to log on to their learning management system to access the learning they need! A survey by LinkedIn suggests that 58% of employees prefer to learn at their own pace.

Microlearning is learner-centric

These bite-sized chunks can be embedded in a learning path in a flexible way. Learners don't have to wait for a set time to take them, and they adhere to individual learner preferences, too. So if you want to download podcasts and listen offline, or even learn by reading a transcript, you have different options to access the learning. Shorter courses can also address the specific learner styles of end-users to make the experience more personal.

