



## MICROLEARNING: CORPORATE TRAINING'S GREAT DISRUPTER

**When it comes to entertainment**, binge watching has certainly gone mainstream. We can spend hours catching up on our favorite episode-heavy series as we block out everything else.

It is unlikely, however, to find employees equally engrossed in long-form training at work. Time for training is limited.

L&D managers increasingly focus on microlearning in their quest to understand "the latest tools and techniques to drive learning performance, and then apply them to work in a modern, relevant, and cost effective way."<sup>1</sup>

This eBook shares microlearning best practices and why this approach is adaptable for training across departments.



Business



FAVOR MICROLEARNING BECAUSE  
THEIR LEARNERS PREFER IT<sup>2</sup>



## Best Practices

As attention spans dwindle, microlearning may be the ideal teaching method for employees dealing with a potential barrage of distractions.

The premise of microlearning is simple: to teach content in short capsules of information designed to produce a specific learning experience in a brief time. Employees enjoy greater success with microlearning when it is supported by these best practices:

**Provide easy access** – Companies already know where employees go for much of their information. Mobile access to content lets employees learn on familiar devices (often their own) to fit their schedules.

**Personalize learning** – Not every employee advances at the same rate or needs the same content. Serving up the appropriate training information at the right time supports successful microlearning.

**Don't overwhelm** – Even the most dedicated employees can absorb only so much information at one time. Resist squeezing in an extra chunk of content just because microlearning makes it easy to do so.

**Keep it engaging** – Imagine all of the tools now available to develop and present microlearning content. Vary how content is presented to keep training interesting while not drowning out key takeaways.

### WHO BENEFITS FROM MICROLEARNING

#### EMPLOYERS

- Fosters workforce engagement
- Increases performance data
- Identifies areas for improvement

#### EMPLOYEES

- Expands learning opportunities
- Accelerates training process
- Focuses on learner experience

# Where is Microlearning Effective?

Microlearning takes advantage of continually refined technology tools to shape how content is developed, delivered, and retained. As a result, many company departments and initiatives can benefit by including microlearning within their training courses.

**“Microlearning is about short segments – no more than 5-10 minutes each – and different activities should be associated with them.”<sup>8</sup>**



## 1 Sales and Product

Having sales personnel get off on the right foot, armed with accurate product knowledge, is critical. One review of training for pharmaceutical sales reps advised companies to “Provide quick, effective learning of short duration that fits into the schedule of even the busiest salesperson.”<sup>4</sup>

Microlearning does just that, while also making it quick and simple to update or change content.

In another example, an electronics trade-in and recycling service provider needed to train retail employees to examine products that were turned in. Short training videos were used in microlearning modules accessible by employees right on the shop floor. The result was a double-digit boost in the accuracy of their inspections.<sup>5</sup>

## 2 Legal Compliance

It states the obvious to say most corporate employees are not attorneys. As compliance training grows in importance, so does the need to break down unfamiliar concepts to help employees better understand them. Microlearning effectively meets that need.

Employees unfamiliar with a subject find it more challenging to remember what was taught. “Employees begin to forget concepts they’ve learned soon after the training, creating a “knowledge gap” between what they learned and what they actually retain.”<sup>7</sup> By presenting content in easily digested bits of information, training managers make it more likely that content retention will increase.

The real training opportunity here is not only to make content shorter, but to deliver it in new and compelling ways. A modular approach puts all the presentation tools on the table, and using them judiciously contributes to a better understanding by employees of the content.



**MOST LEARNERS WON'T WATCH VIDEOS LONGER THAN 4 MINUTES<sup>6</sup>**



**1% OF A TYPICAL WORKWEEK IS ALL THAT EMPLOYEES HAVE TO FOCUS ON TRAINING<sup>9</sup>**

### 3 Workforce Safety

Safety is vital to employee well-being and business success.

A key contributor to workforce safety is clear communication between employees while they are on the job. Microlearning provides a strong foundation for clearer communication. Safety training itself can be viewed as having three phases, all supporting that ultimate goal.

TRAINING PHASE	MICROLEARNING EXAMPLE
 CREATE AWARENESS	Accident videos to illustrate need for safety
 PRESENT CONTENT	Infographics to break down safety gear details
 REINFORCE LEARNING	Refresher modules to keep safety top of mind



Microlearning also represents an opportunity to incorporate gamification into training, especially as a spur to retention of material. A study by the University of Colorado found that participants in gamified eLearning experiences scored 11 percent higher in terms of comprehending factual knowledge and 9 percent higher in retaining it.<sup>10</sup>

### 4 Language Learning

E-Learning resonates with businesses that compete in the global economy because investing in workforce language skills is both practical and forward thinking. Microlearning plays a special role in online language training because learning in frequent short segments leads to more long-term success than binge learning larger chunks at infrequent and random intervals.



## 4 Language Learning *continued*

Here are four benefits microlearning provides to online language learners:



**Instant feedback** – Learners have the ability to repeat a speaking activity using speech recognition technology that helps perfect pronunciation, leading to greater confidence.



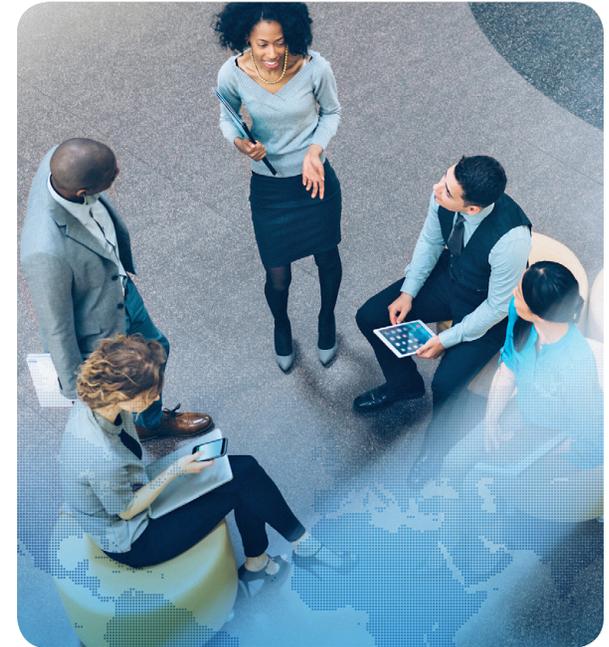
**Varied formats** – A microlearning approach delivers content for speaking, reading, writing, and listening, as well as stories, videos, games, and other activities, increasing learner engagement.



**Steady achievement** – As a learner engages in lessons, units, or levels, microlearning is seen in the way the program repeats previously challenging material and offers refresher content to reinforce learning.



**Compatible culture** – Microlearning swirls around employees who are plugged in. Online language learning takes advantage of that same technology to serve up content in a familiar, bite-sized manner.



## 5 Onboarding

Microlearning helped International Hotels Group improve guest experiences and employee work satisfaction.<sup>11</sup> Onboarding time was reduced to two weeks, down from five weeks. Using microlearning during new hire training is an excellent example of how this approach benefits business.

- Employees learn content faster, reducing training time
- Employers identify challenges, prompting closer evaluation
- Modules can be job-specific, focusing on what needs to be learned

In addition to delivering content based on job relevance, microlearning is an effective way to welcome new hires to the company, bring them up to speed on leadership and locations, and generally give them a sense of the new environment they find themselves in.

MICROLEARNING CAUSES THE TRANSFER OF LEARNING TO BE



## Conclusion

Employees' keen desire to learn new skills through tech-driven methods can make a significant, positive impact on any organization. Microlearning is a way to avoid information overload that is detrimental to effective corporate training.



To learn how Rosetta Stone incorporates microlearning in its language training solutions for business, visit: [RosettaStone.com/Business](https://RosettaStone.com/Business) ▶

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### About Rosetta Stone

Rosetta Stone is a global leader in technology-driven language and learning solutions for individuals, classrooms, and entire organizations.

Our scalable, interactive solutions have been used by over 12,000 businesses, 9,000 public sector organizations, and 22,000 education institutions worldwide, and by millions of learners in over 150 countries.

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