Building an Entire Learning Experience with Micro Videos

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Small Steps to Big Wins
How Microlearning Transforms Organizations
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Today’s speaker

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Meet the biggest development in learning.

Today we’ll see:

- What microlearning is
- Where it comes from
- Why it’s exciting
Microlearning:

*noun.* 1. The process of building successful habits in small, focused steps. 2. The best way to reach 21st century learners.
What’s the problem?
Most training is tolerated at best, ignored at worst.

Training is broken

Engagement & retention are down

Learners are distracted

Information overload

38% of employees feel they have access to effective learning

66% of employees are not engaged at work

1% amount of time employees spend on learning

80% of traditional training is forgotten in 30 days
It’s not changing behaviors.

Effective learning means transforming what people do.
Make Learning Effective Again

Then

Now
Where’s the app for this?
Learning slingshot
What’s working, what’s not, and where we have opportunity.
What’s working

More than a century of research has yielded valuable insights into how people learn.

- Working memory
- Realistic practice
- Performance-based
What’s **not** working

Traditional training is:

**Cognitively oppressive**

Throwing too much information at people overloads working memory.
What’s not working

Traditional training is:

Out of context

When learners can’t apply training right away, they stockpile and forget it.
What’s not working

Traditional training is:

Information-based content

Training focuses on transferring information instead of building skills.
A new opportunity

What if we flipped each of these failings around?
New opportunities

What if training was:

Digestible

With bite-sized content, learners are never overwhelmed with information.
New opportunities

What if training was:

Point-of-need

Learning takes place in or near the performance context.
New opportunities

What if training was:

Experiential

Learners hit **milestones** with the help of action-based resources.
This is microlearning.
Digestible, point-of-need resources that help you hit milestones.
Here’s why we’re excited:
Why we’re excited:

With microlearning, L&D can:

Actually change behaviors

Learning inside the workflow builds successful habits in real time.

And since it’s done gradually and with reinforcement, the transformation sticks.
Why we’re excited:

With microlearning, L&D can:

Exploit 21st century technology

L&D can finally leverage the technologies today’s users demand:

- Mobile learning
- Search on demand
- People analytics
Why we’re excited:

With microlearning, L&D can:

Scale up to the whole organization

A smart platform engages learners programmatically, which means everyone gets a personal trainer.

When individuals transform together, the entire workforce transforms too.
Finally, an evolution in enterprise learning.

Innovation cycles of enterprise communication vs. enterprise training

- **Comms**
  - **Email**
  - **Instant message clients**
  - **Wikis, Yammer**

- **Training**
  - **Learning Management Systems**
  - **Microlearning**
This is only the beginning of the buzz.
Questions?
Learn more

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