Session 403
How to Deliver Bite-Sized Learning

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Passionate about Bite-sized Learning

Xyleme – new LCMS for modern learning
Business Case for Bite-Sized Learning

• The learner has changed, we must adapt
• Science says it’s more effective
• Higher ROI from content investment

According to Training Industry

“… the growing preference of learners for carefully targeted nuggets of information enables training departments to repurpose existing content in new and innovative ways that actually increase learning.”
Bite-Sized vs. Micro-learning

- The difference?
- Is this a trend?

Source: Tagoras Association Learning Technology 2016
Which are you offering now or planning to offer soon?

- Microlearning
- Flipped Classrooms
- Digital Badges / Microcredentials
- Gamified Learning
- MOOCs
<table>
<thead>
<tr>
<th></th>
<th>Macrolearning</th>
<th>Microlearning</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Learning context</td>
<td>formal learning</td>
</tr>
<tr>
<td>2</td>
<td>Time spent</td>
<td>several hours</td>
</tr>
<tr>
<td>3</td>
<td>Content type</td>
<td>learning modules, comprising and structuring a broader range of ideas or topics and combining learning objects</td>
</tr>
<tr>
<td>4</td>
<td>Content creation</td>
<td>content created by subject matter experts, usually with authoring tools</td>
</tr>
<tr>
<td>5</td>
<td>Content aggregation and fragmentation</td>
<td>learning objects usually need to be combined with other learning objects to enable full understanding; content can be easily split for re-use and restructuring</td>
</tr>
<tr>
<td>6</td>
<td>Content retrieval</td>
<td>courses or topics retrievable through a unique URL, however single learning objects are not addressable</td>
</tr>
<tr>
<td>7</td>
<td>Structure of the learning cycle</td>
<td>hierarchic, sequential, pre-planned structures consisting of a number of units or lessons, each combining a number of learning objects, such as texts, images, audio, video</td>
</tr>
<tr>
<td>8</td>
<td>Target group</td>
<td>learners aiming at gaining an insight into topics defined by domain experts</td>
</tr>
<tr>
<td>9</td>
<td>Learner’s role</td>
<td>learners as consumers of content, attempting to build mental structures similar to those of experts</td>
</tr>
<tr>
<td>10</td>
<td>Learner participation</td>
<td>focuses on learner-content interactions</td>
</tr>
</tbody>
</table>

We still have a lot of work to do

<table>
<thead>
<tr>
<th>What Modern Learners Need</th>
<th>The Current Reality</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SEARCHABLE</strong></td>
<td><strong>CONTEXTUAL</strong></td>
</tr>
<tr>
<td>81% of workers uses search for workplace learning . . .</td>
<td>54% of workers want to learn on-the-go . . .</td>
</tr>
<tr>
<td>. . . but only 12% of the learning assets are “mobile-ready”</td>
<td>. . . but only 28% believe that they are ready to deliver individual and personalized learning paths</td>
</tr>
</tbody>
</table>

Source: Bersin 2015, The Learning Content Investment Model, Figure 7
Content can spiral out of control
We need a strategy

• Borrow from Product and Marketing playbooks
  - Object-oriented design
  - Design thinking
  - Web content strategy and analytics
  - Online retail user experience
Content Strategy

Right content to the
Right people at the
Right time for the
Right purpose.

Source: Brain Traffic
Your current content strategy includes guidelines for which of the following?

- Wait, What?
- Content: Substance
- Content: Structure
- People: Governance
- People: Workflow
Learner’s Journey

**Expertise / Goal**

- Classroom followed by email reminders, podcasts, coaching guide

**Time**

1. **SEARCH**
   - Email with 3 min video and a checklist

2. **RETRIEVE**
   - Learning Path

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Let’s get on with it...

HOW TO
The 3Rs of bite-sized content

Design for the modern learner
- Adapting to Change
- Managing Ambiguity
- Searching for Information
- Merging work and non-work
- Running from meeting to meeting

Create a library of reusable content

Design content to be platform agnostic

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Manage the lifecycle
How to – Analyze

- How do we implement the product?
- How will we use the products?
- How do I deliver a build?
- How do we change the look of X?

Staff

Customers

Partners

<table>
<thead>
<tr>
<th>Component</th>
<th>User Guide</th>
<th>Brochure</th>
<th>External web (customers)</th>
<th>Internal web (call centre)</th>
<th>Vendor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product/service description</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td>Target market</td>
<td>O</td>
<td></td>
<td></td>
<td></td>
<td>M</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name of topic/content chunk</th>
<th>Type of content</th>
<th>Roles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales cycle</td>
<td>Topic</td>
<td>Sales</td>
</tr>
<tr>
<td>How to enter an order</td>
<td>Procedure</td>
<td>Sales</td>
</tr>
<tr>
<td>Handling a customer inquiry</td>
<td>Process</td>
<td>Sales</td>
</tr>
</tbody>
</table>

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How to – Author

- Size
- Format
- Voice
- Taxonomy
- Audience
- Geo-data
How to – Author

- Collaboration
- Authoring Templates
- Reuse content
- Governance
# Reusable Blocks

## Reusable Blocks

### How to login

During your day, you will receive a variety of requests from your clients and will need to check their account in order to address the client's need.

To do this you will access the Client Star system.

If the client has an issue with their bill, you will need to check their billing history.

### How to access billing history

Once you are in the system, verify the client's identify by checking their....

### How to adjust a payment

In order to manually adjust a client's account, you must first login to the Client Star system.

And access the billing history.

There are typically three types of adjustments that need to be made. The most common one is...

Sometimes you need to...
How to – Publish

Repository

Search for learning nugget – procedure, article, video, etc.

Learning Path

Email with 3 min video and a checklist

Classroom followed by email reminders, podcasts, coaching guide

Shared publishing themes increase quality and consistency while reducing effort!
How to – Deliver

External Accounts
(LMS, Portals, LinkedIn, Jive,
 & other apps)

Embed in Applications

Public Link
(Social, Web, portal –
all informal)

Private Link
(Formal extended classroom,
informal dev. plan & share)

On Demand Learning Content

Pull
(JiT, Search, Bite-sized)

Learning Path
(Sequence, required / optional)

Non-SCORM
(Informal observed proctored events)

SCORM
(Formal)

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Software Company Example

- Add to Issue ticket
- Embed in product help

Mobile App

Support training

Repository and Learning Record Store

- Extend the reach of content through sharing options
- Increase relevancy of searches using tags
- Filter content to quickly find exactly what is needed
- Ensure accuracy by controlling our content from a single repository

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How to - Analyze

Who is consuming?
How are they consuming?
Which have highest consumption?

Which audiences prefer which modalities?
What changes to performance are we seeing?
How can we make content more accessible?

Commented
Completed
Downloaded
What’s stopping you from delivering bite-sized learning today?

- Nothing!
- Tools
- Skills
- Processes
- Mindset
- Management Support
Toolsets

- Authoring Tools
- Desktop and Creative
- CMS / LCMS
Skillsets

Instructional Designer
Learning Consultant
Facilitator
Content Developer
Training Administrator
Experience Curator
eLearning Developer
Web Designer
L&D Manager
Content Strategist

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Mindsets

• Content = Reusable Business Asset
• Content ≠ Course
• Separate Content from Presentation
Summary

• Microlearning is here to stay
• Bite-sized learning is both an end-product and a strategy to build, repurpose, deliver, measure and scale your content
• You may have to think about content differently
• You will get tremendous content ROI
• And so will your learners
Thank You!

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Credits and More Reading

• http://learnnovators.com/micro-learning-workplace-learning-strategy/
• https://educators.co.nz/story/microlearning-elearning-method-taking-around-world/
• Association Learning + Technology 2016 - a report published by Tagoras and sponsored by YM Learning
• http://www.tagoras.com/microlearning-for-professional-development-and-continuing-education/
• http://www.digplanet.com/wiki/Microlearning
• https://cdns3.trainingindustry.com/media/20819179/ctil-2016-web.pdf
• http://www.whatisdesignthinking.org/
• http://www.learningsolutionsmag.com/articles/display_article.cfm?id=1578