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## The Do's and Don'ts of Building Your Microlearning Strategy

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### Broken Screw Story



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## Broken Screw Story



"I recalled my experience."

"I checked the specs document."

"I asked someone else."

"I tried again and again."

"I checked the equipment."

"I measured it with a microcaliper."

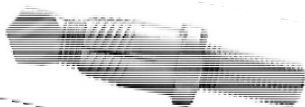

"I called the supplier."

"I need the answer and solution now!"

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## Broken Screw Story



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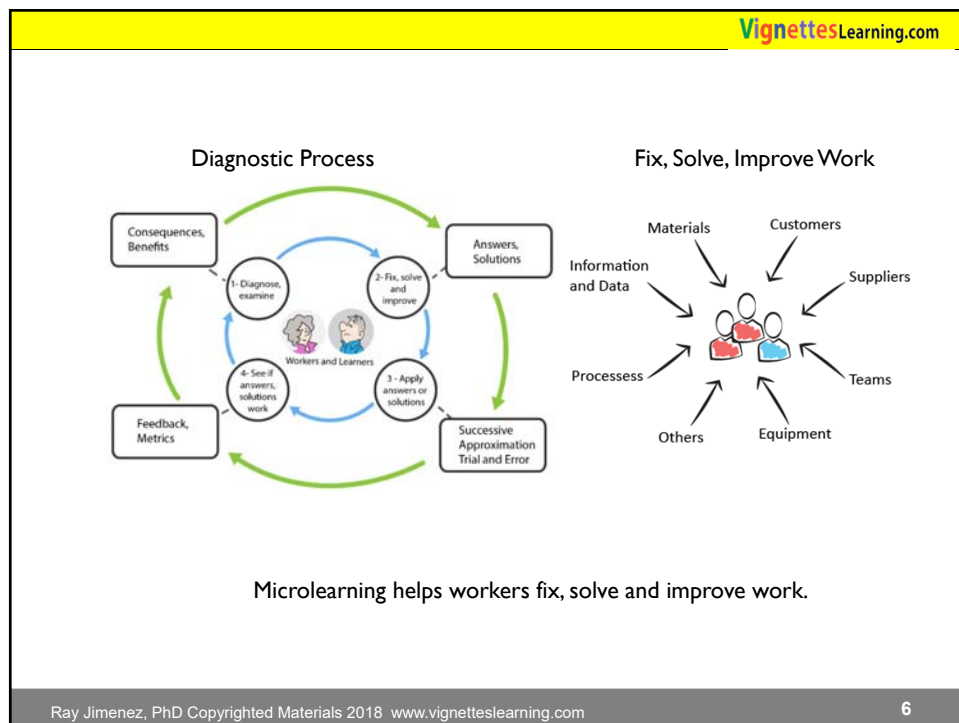
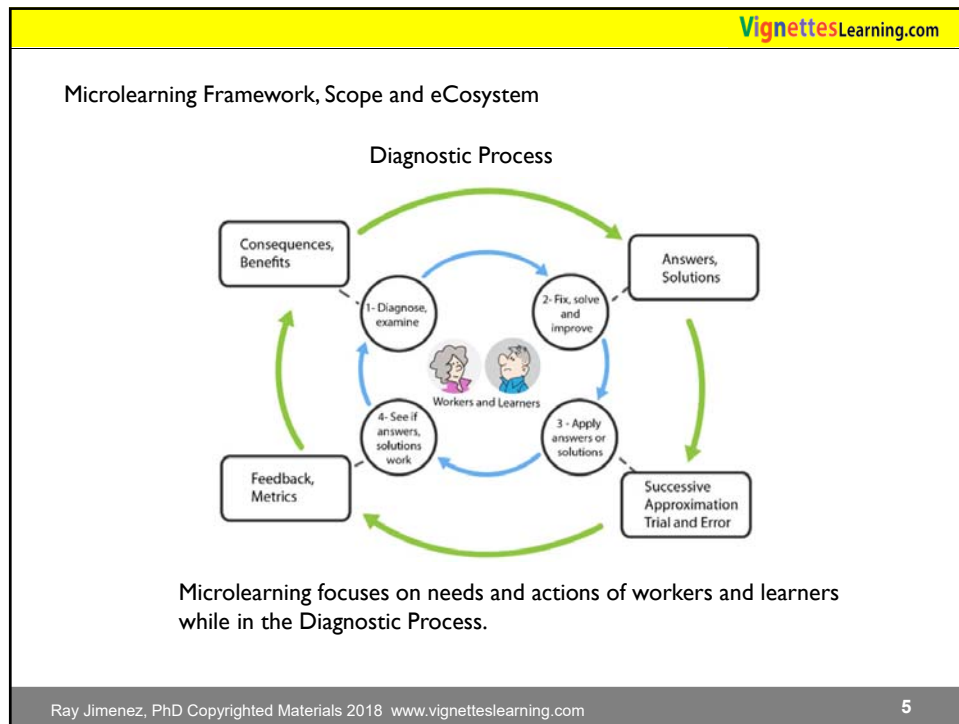
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# The Do's and Don'ts of Building Your Microlearning Strategy



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# The Do's and Don'ts of Building Your Microlearning Strategy

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Definition / Scope

1. Microlearning is about using answers and solutions that help workers fix, solve and improve work.
2. It is low effort, easy, fast, quick to apply and useful.\*
3. They are rich-in-context and ready-to-use.

\*This definition is an adaptation of Theo Hug's ideas.

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Cases studies will cover:

Benefits

- A. Savings
- B. Faster cash flow
- C. Reducing time
- D. Easier compliance
- E. Avoid errors
- F. Rapid updates

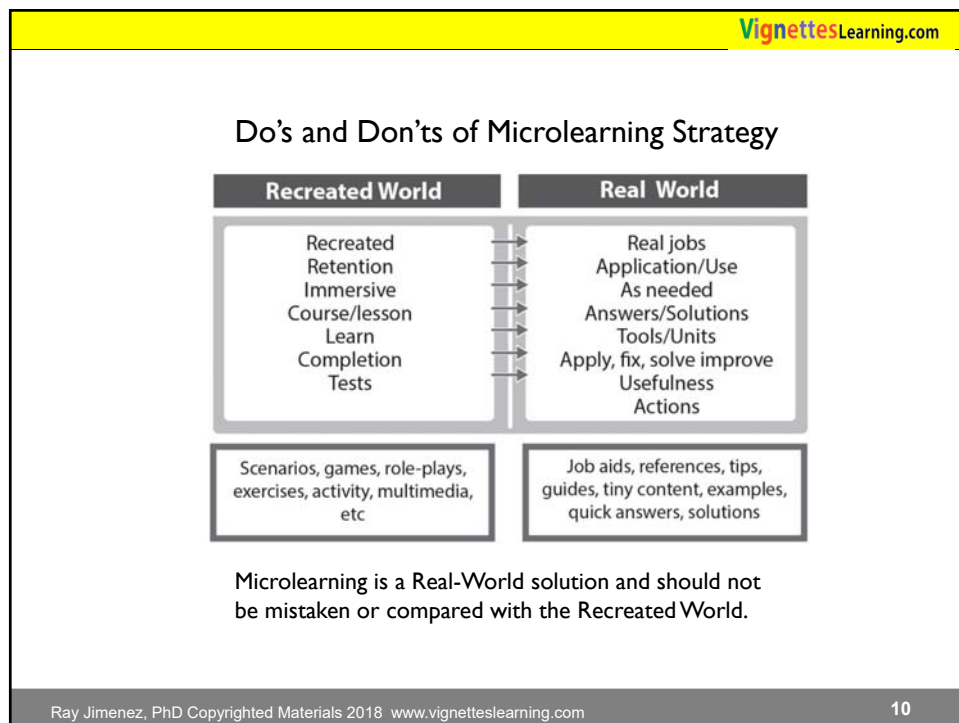
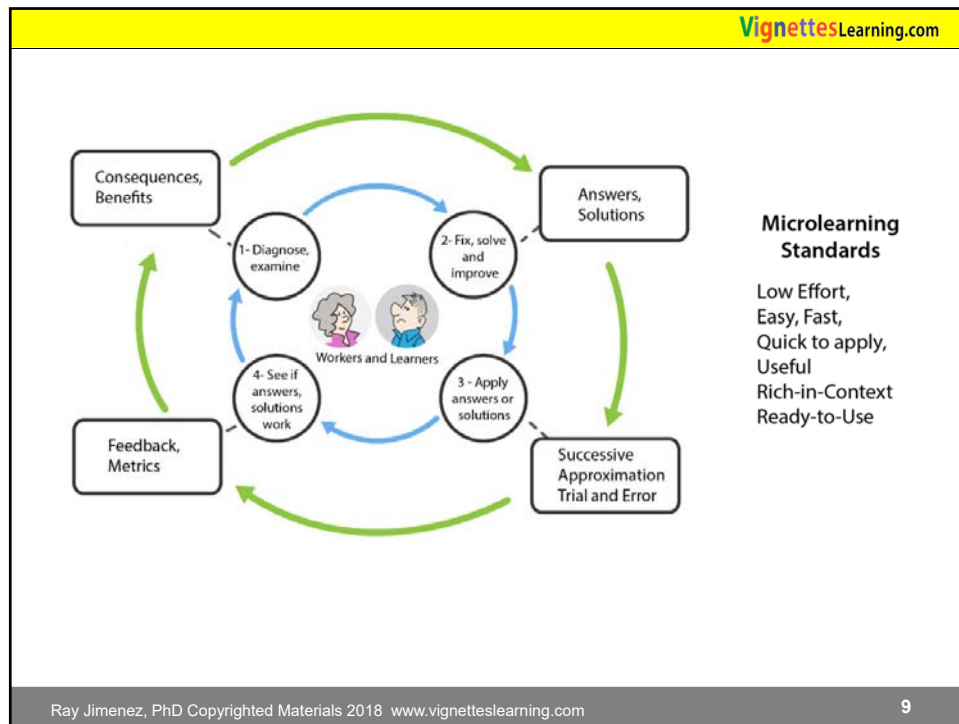
- G. Instant answers
- H. Reliable answers
- I. Friendly software
- J. In-depth knowledge
- K. Learning from others
- L. Teaching others

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Case study

**Unbundling Content**



**Classroom Certification**  
The course started as a 5-day event. It was reduced to 2 days supplemented by slideshows and mobile apps.

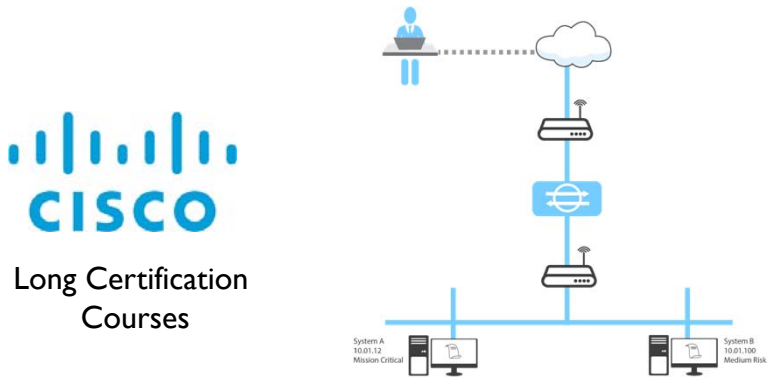
**15-Minute Slideshows**  
Slideshows were presented online before, during, after classroom meetings and as follow-up resources.

**1-Minute Mobile App**  
Small apps are downloaded for instant access, up-to-the-minute updates while on the job.

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Example of Micro-Action



**Long Certification Courses**

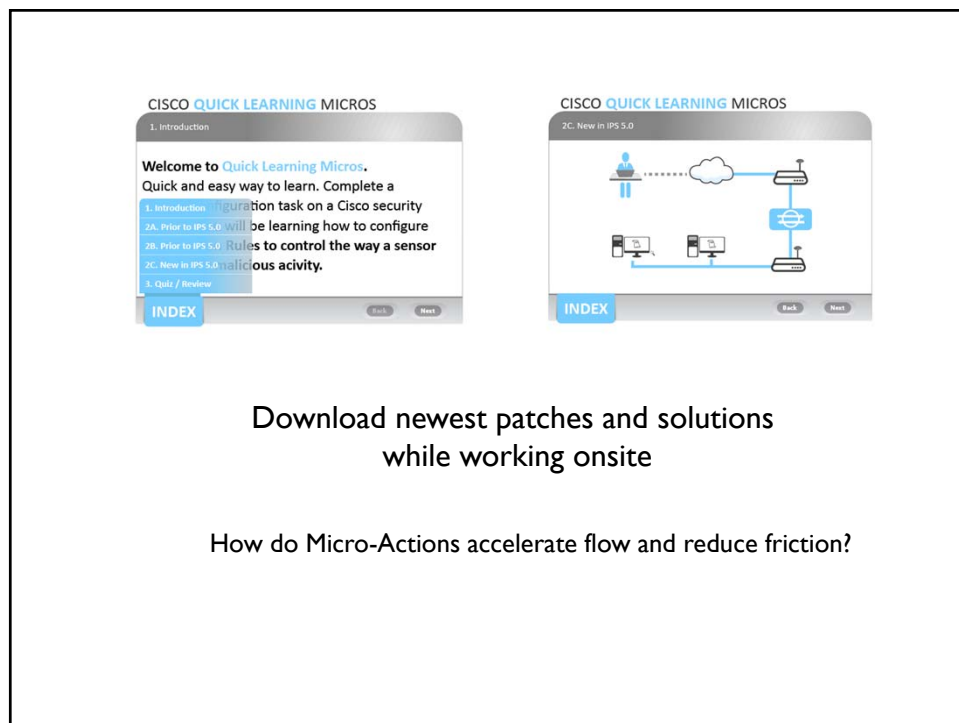
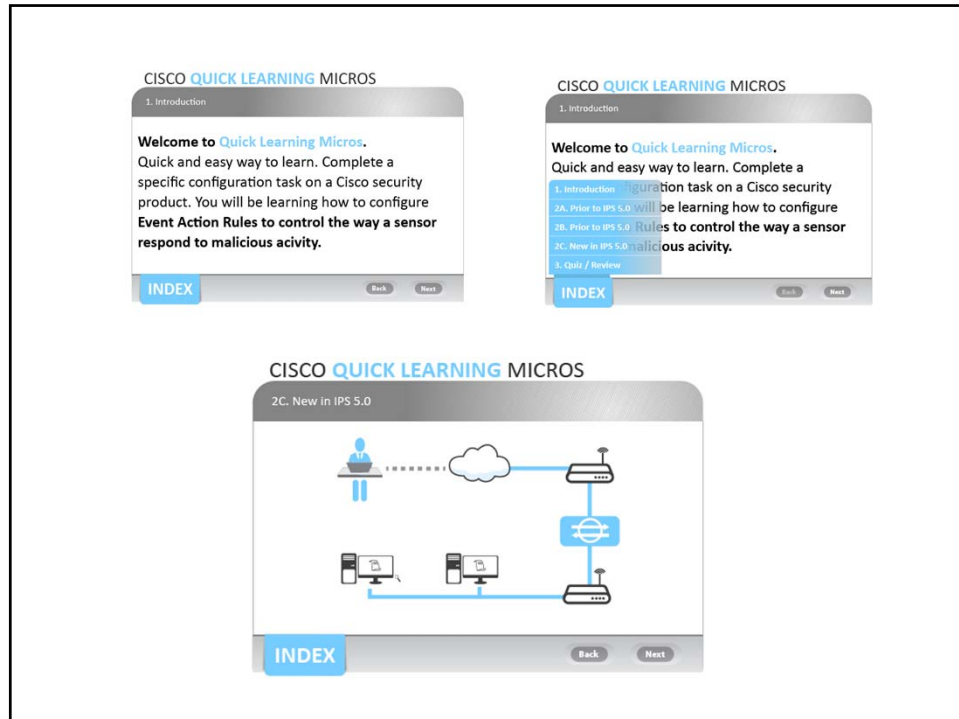
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# The Do's and Don'ts of Building Your Microlearning Strategy



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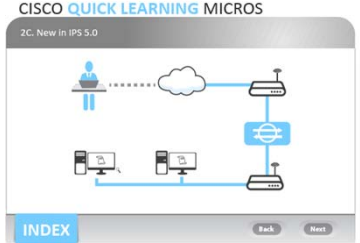
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# The Do's and Don'ts of Building Your Microlearning Strategy

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**Challenge:**

- Shorter lessons
- Spaced out micro-lessons
- In-depth interactions
- Redesign of business
- Improve quality of learning
- Improve revenues



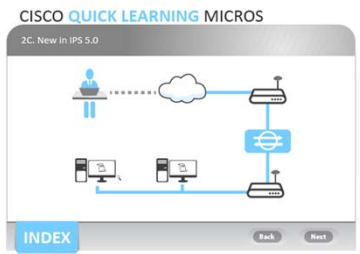
The screenshot shows a user interface for 'CISCO QUICK LEARNING MICROS'. At the top, it says '2C. New in IPS 5.0'. Below this is a diagram of a network setup with a person icon, a cloud, and various network devices. At the bottom, there is an 'INDEX' button and 'Back' and 'Next' navigation buttons.

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**Benefits**

A. Savings	G. Instant answers
B. Faster cash flow	H. Reliable answers
C. Reducing time	I. Friendly software
D. Easier compliance	J. In-depth knowledge
E. Avoid errors	K. Learning from others
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What are the benefits of this delivery method?

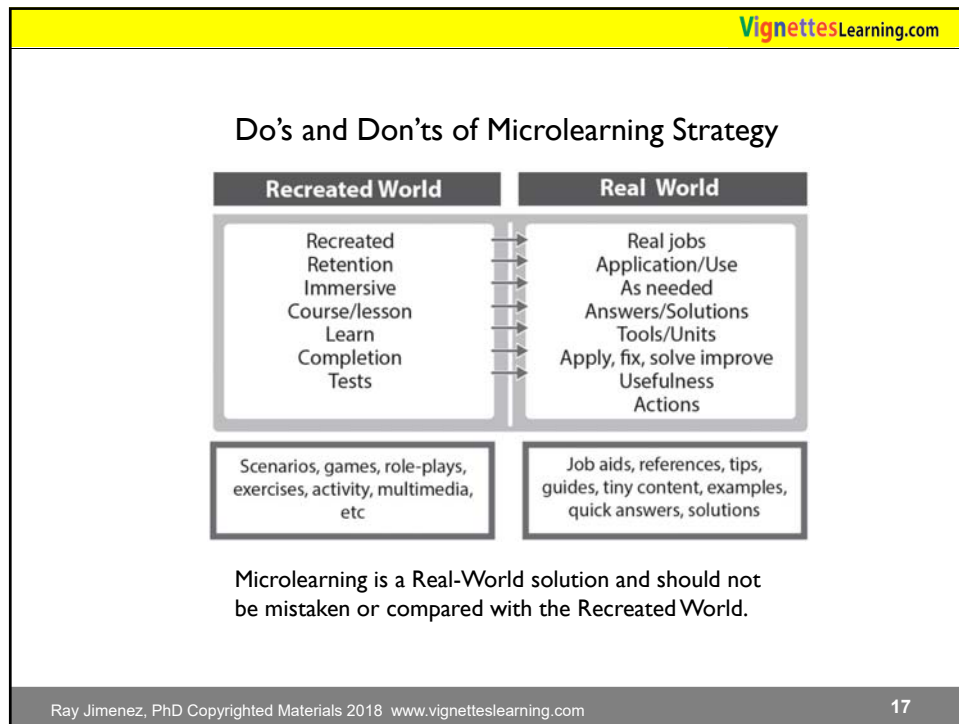
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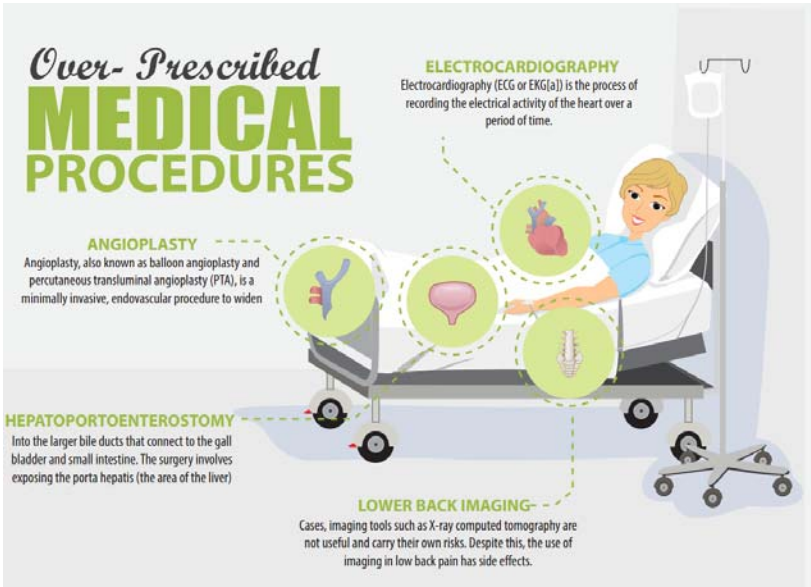
## Over-Prescribed Medical Operations

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Case: How to make doctors' compliance course short, fast, engaging and allow the association to generate revenues by adding more value.

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A Course



**Over-Prescribed MEDICAL PROCEDURES**

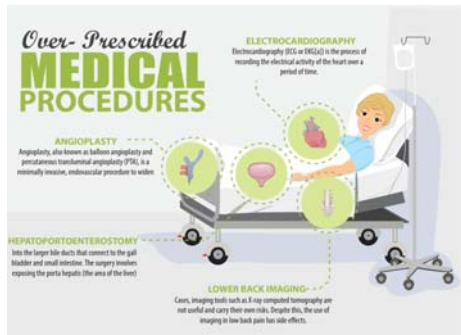
**ANGIOPLASTY**  
Angioplasty, also known as balloon angioplasty and percutaneous transluminal angioplasty (PTA), is a minimally invasive, endovascular procedure to widen

**ELECTROCARDIOGRAPHY**  
Electrocardiography (ECG or EKG[a]) is the process of recording the electrical activity of the heart over a period of time.

**HEPATOPORTOENTEROSTOMY**  
Into the larger bile ducts that connect to the gall bladder and small intestine. The surgery involves exposing the porta hepatis (the area of the liver)

**LOWER BACK IMAGING**  
Cases, imaging tools such as X-ray computed tomography are not useful and carry their own risks. Despite this, the use of imaging in low back pain has side effects.

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**Over-Prescribed MEDICAL PROCEDURES**

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- Improve quality of learning
- Improve revenues

A Course

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Classroom



Multiple Platforms



Spaced out  
Daily, weekly, etc.

Adding value: saving time, increasing speed, quick access, different levels of learning (onboarding and mastery), avoid waiting for training schedule, etc.

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→

Micro Answers Spaced-out: daily, weekly

Over-Prescribed Medical Procedures

HERNIAFOROTENTEROSTOMY

Into the larger bile ducts that connect to the gall bladder and small intestine. The surgery involves exposing the porta hepatis (the area of the liver)

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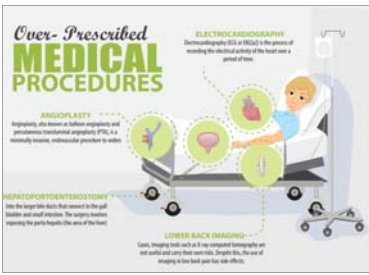
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Micro-lessons

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Over-Prescribed **Medical Procedures**

1. Introduction

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Micro Answers Spaced-out: daily, weekly

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Reviews, exercises

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Micro-lessons References (for drill downs)

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Spaced-out:  
daily, weekly

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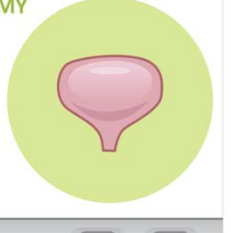
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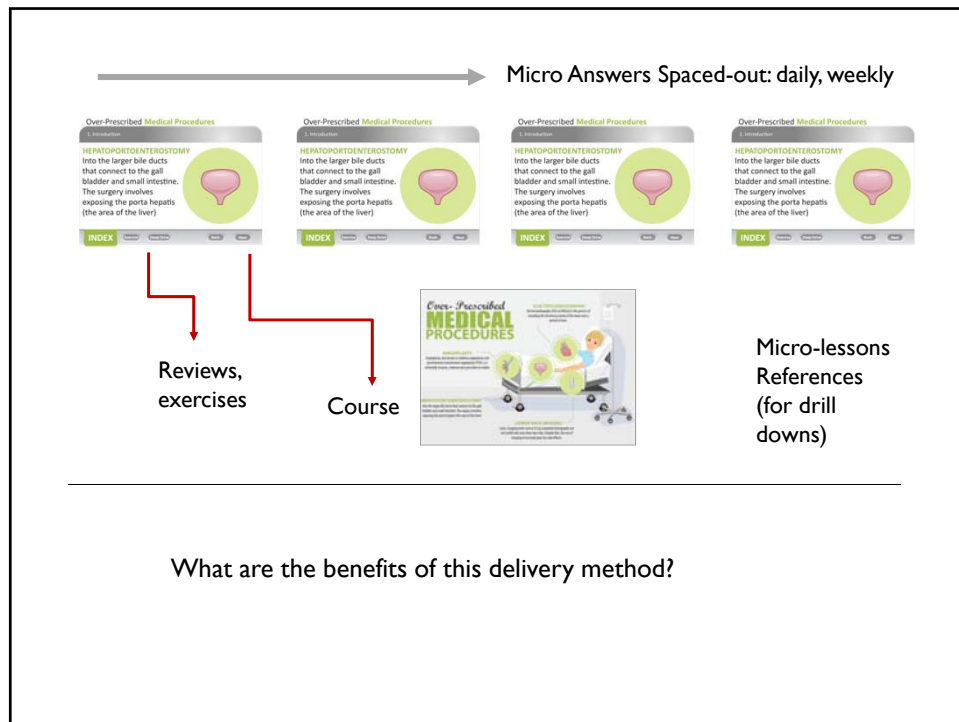
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# The Do's and Don'ts of Building Your Microlearning Strategy



Challenge:

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Micro Answers Spaced-out: daily, weekly

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Micro-lessons References (for drill downs)

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Micro Answers Spaced-out: daily, weekly

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**Benefits**

A. Savings	G. Instant answers
B. Faster cash flow	H. Reliable answers
C. Reducing time	I. Friendly software
D. Easier compliance	J. In-depth knowledge
E. Avoid errors	K. Learning from others
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What microlearning benefits are apparent in this case?

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## Do's and Don'ts of Microlearning Strategy

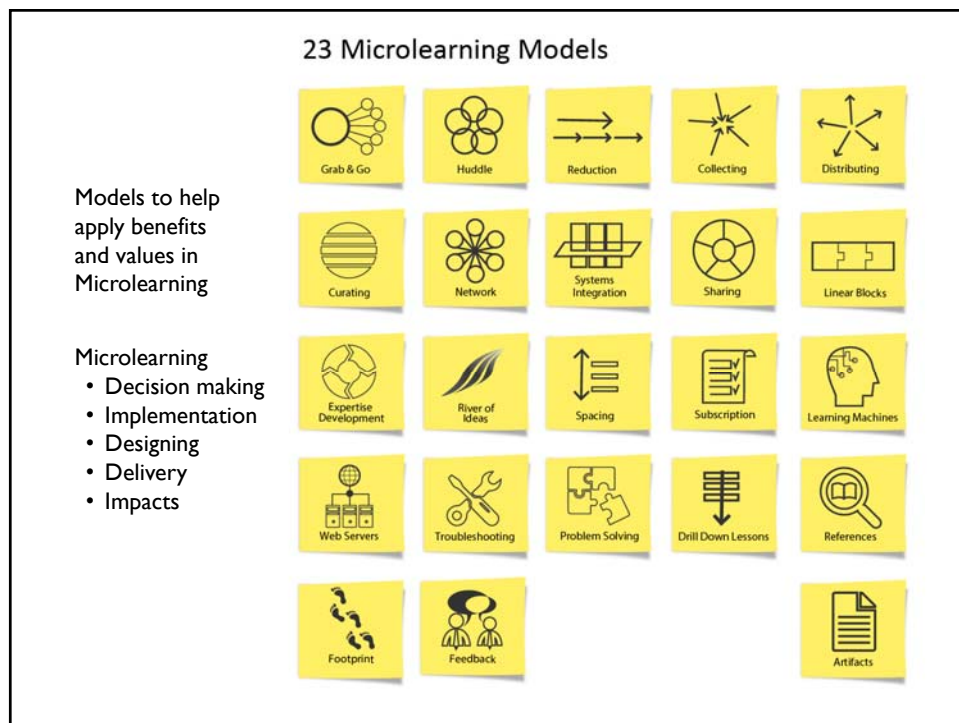
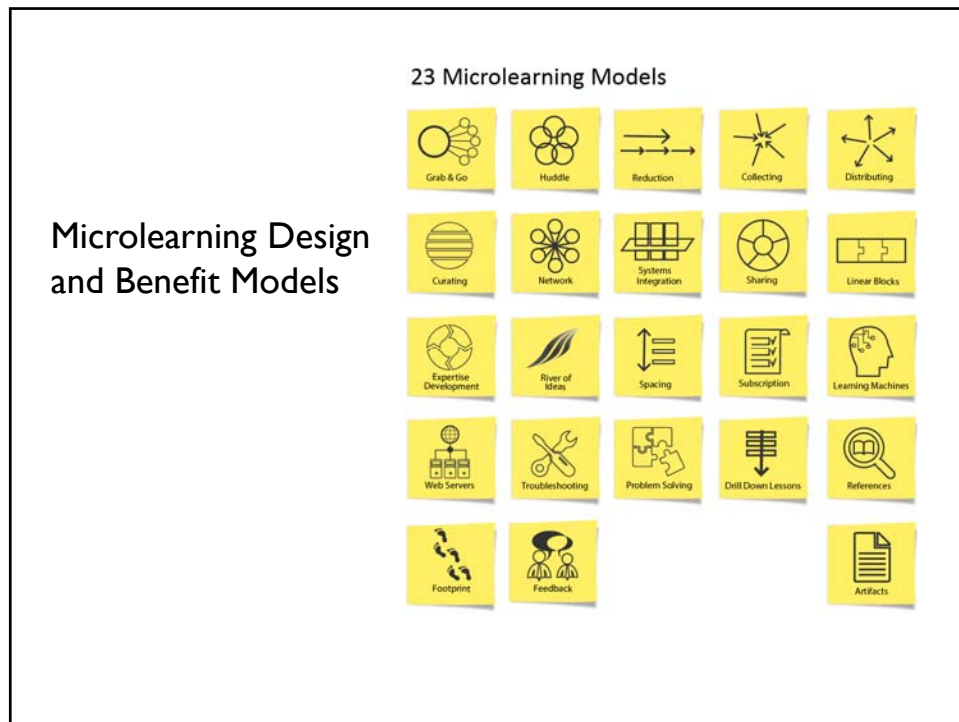
Recreated World	Real World
Recreated Retention Immersive Course/lesson Learn Completion Tests	Real jobs Application/Use As needed Answers/Solutions Tools/Units Apply, fix, solve improve Usefulness Actions
Scenarios, games, role-plays, exercises, activity, multimedia, etc	Job aids, references, tips, guides, tiny content, examples, quick answers, solutions

Microlearning is a Real-World solution and should not be mistaken or compared with the Recreated World.

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# The Do's and Don'ts of Building Your Microlearning Strategy



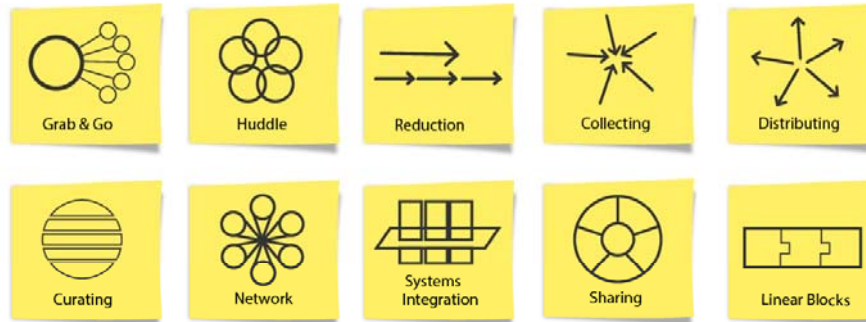
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# The Do's and Don'ts of Building Your Microlearning Strategy

## 23 Microlearning Models



### Benefits

- |                      |                         |
|----------------------|-------------------------|
| A. Savings           | G. Instant answers      |
| B. Faster cash flow  | H. Reliable answers     |
| C. Reducing time     | I. Friendly software    |
| D. Easier compliance | J. In-depth knowledge   |
| E. Avoid errors      | K. Learning from others |
| F. Rapid updates     | L. Teaching others      |




### Benefits

- |                      |                         |
|----------------------|-------------------------|
| A. Savings           | G. Instant answers      |
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Footprint



Feedback



Artifacts

**Benefits**

<ul style="list-style-type: none"> <li>A. Savings</li> <li>B. Faster cash flow</li> <li>C. Reducing time</li> <li>D. Easier compliance</li> <li>E. Avoid errors</li> <li>F. Rapid updates</li> </ul>	<ul style="list-style-type: none"> <li>G. Instant answers</li> <li>H. Reliable answers</li> <li>I. Friendly software</li> <li>J. In-depth knowledge</li> <li>K. Learning from others</li> <li>L. Teaching others</li> </ul>
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**Medical Compliance**

Over-Prescribed Medical Procedures

1. Introduction

**HEPATOPORTOENTEROSTOMY**
























Into the larger bile ducts that connect to the gall bladder and small intestine. The surgery involves exposing the porta hepatis (the area of the liver)



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What microlearning models are apparent in this case?

**23 Microlearning Models**

 Grab & Go	 Huddle	 Reduction	 Collecting	 Distributing
 Curating	 Network	 Systems Integration	 Sharing	 Linear Blocks
 Expertise Development	 River of Ideas	 Spacing	 Subscription	 Learning Machines
 Web Servers	 Troubleshooting	 Problem Solving	 Drill Down Lessons	 References
 Footprint	 Feedback			 Artifacts

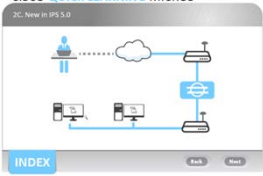
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













# The Do's and Don'ts of Building Your Microlearning Strategy

**23 Microlearning Models**

**Networking**




What microlearning models are apparent in this case?

 Grab & Go	 Huddle	 Reduction	 Collecting	 Distributing
 Curating	 Network	 Systems Integration	 Sharing	 Linear Blocks
 Expertise Development	 River of Ideas	 Spacing	 Subscription	 Learning Machines
 Web Servers	 Troubleshooting	 Problem Solving	 Drill Down Lessons	 References
 Footprint	 Feedback			 Artifacts

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**Technicians Upgrading Old Spare Parts of an Equipment**



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# The Do's and Don'ts of Building Your Microlearning Strategy

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Technicians Upgrading Old Spare Parts of an Equipment



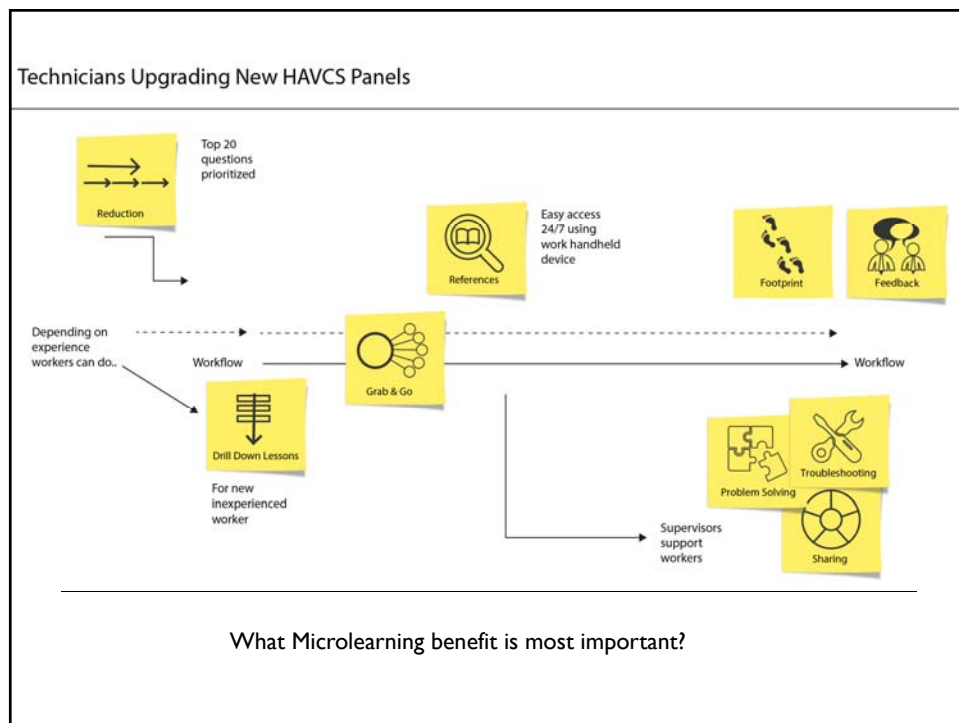
- Install new controls
- Internet monitor controls
- 120 technicians
- Contractors
- Want minimal training time

Models

- Focus on 20 most problematic issues
- Provide 1-2 minutes how to's, linked to more details
- Exception Q&A, coaching
- Saved 300 hours, only 5% called in for help
- 35% faster

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Leadership Innovation Stories for Strategy Changes



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Leadership Innovation Stories for Strategy Changes



- VP's, Execs, key managers
- Boost previous training on innovation
- Increase awareness to prepare for changes
- New demands on innovations
- Expected massive changes

Models

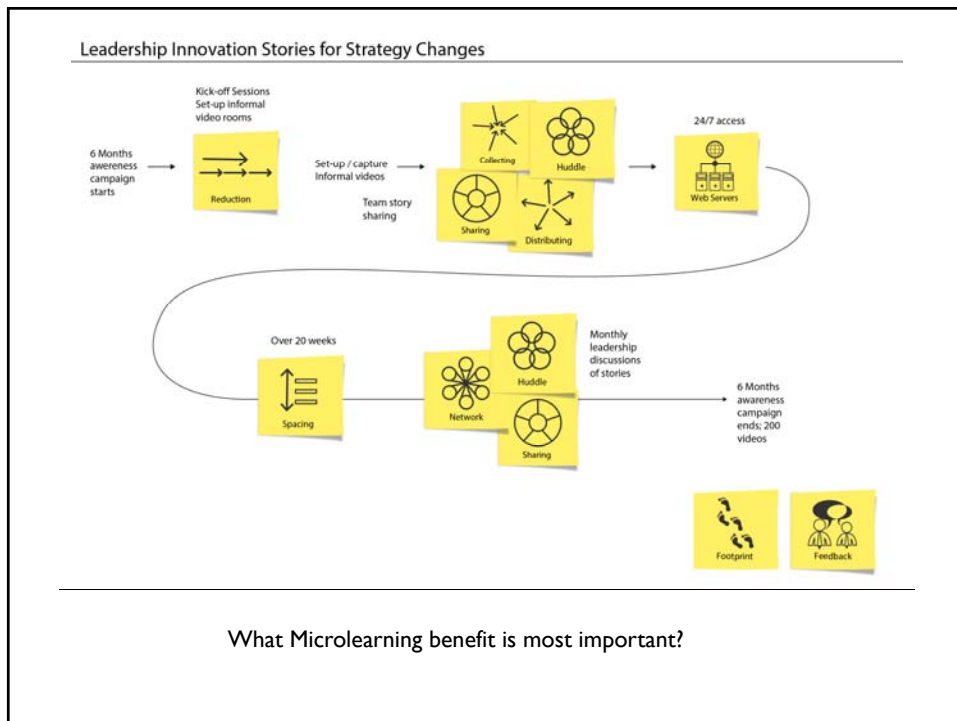
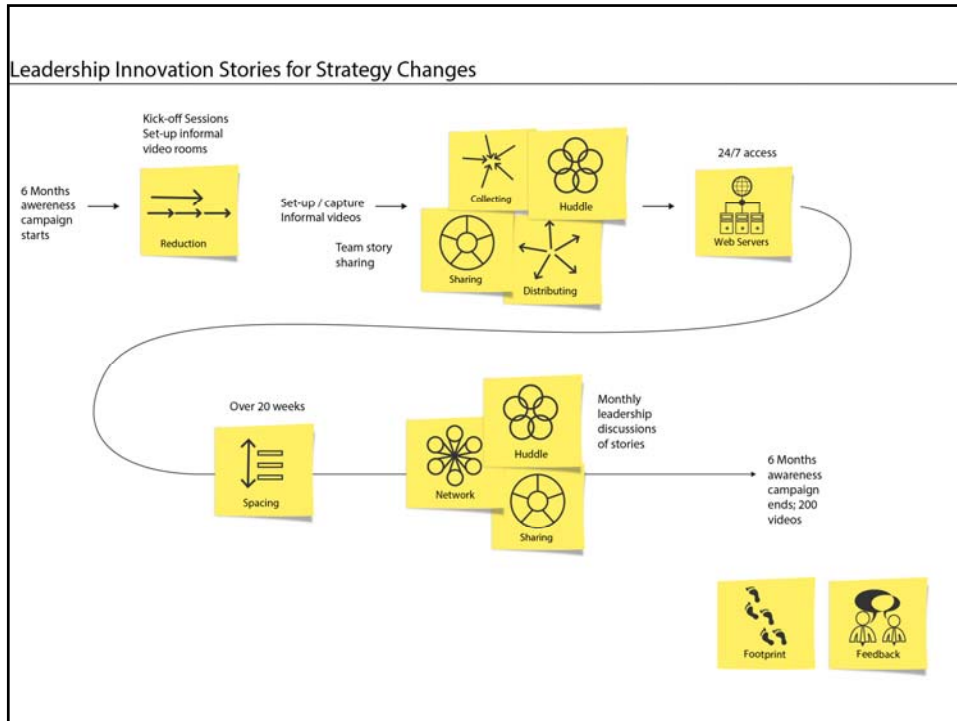
- Team members produced 1-2 video stories
- Experiences of innovations and change
- Weekly online and in-person conversations on stories
- Stories shared led to creative ideas
- Top management found easier to introduce new changes and innovations

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"How does it work? It does not work for me."

"Let me try it."

"This fixes the problem."

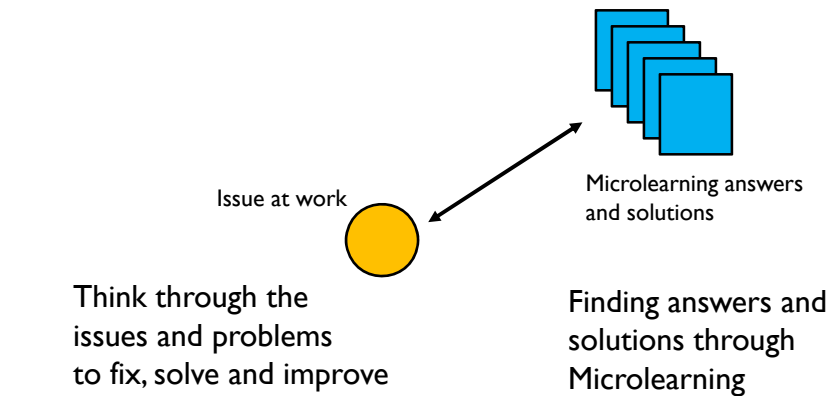


What are these people trying to do at work?

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Expertise through skills in thinking through problems and finding answers.



Issue at work

Microlearning answers and solutions

Think through the issues and problems to fix, solve and improve

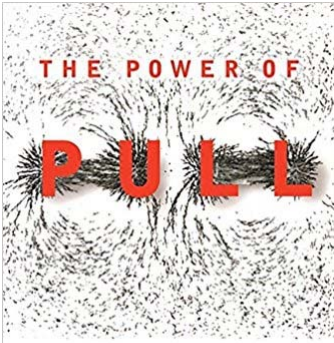
Finding answers and solutions through Microlearning

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**THE POWER OF  
PULL**

How *Small Moves, Smartly Made,*  
Can Set *Big Things* in Motion

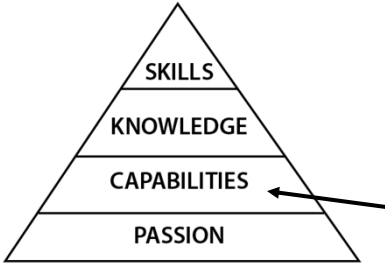
John Hagel III, John Seely Brown, and Lang Davison



John Hagel III

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**Learning Pyramid**



SKILLS

KNOWLEDGE

CAPABILITIES

PASSION

Specific Tasks

Explicit Knowledge

Thinking Skills

What work conditions or business environment requires more thinking skills?

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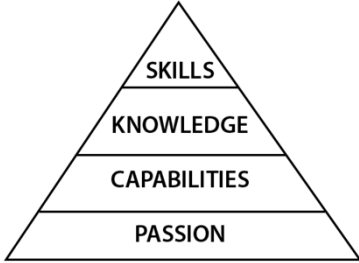
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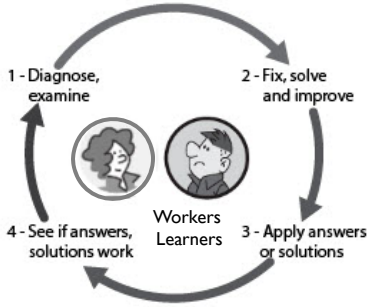

**Learning Pyramid**  


**Thinking Skills / Expertise**

- Critical Thinking
- Metacognition – thinking through
- Big picture thinking
- Reliable answers
- Better use of knowledge and tasks
- Value during fast change, unpredictable events, complex decisions

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**Diagnostic Process**  


When the worker (A) is fixing, solving and improving things, what is going on in his/her mind (B)?

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	Recreated World	Real - World
Attributes	Recreated Retention Immersive Course/lesson Learn Completion Tests	Real-jobs Application/Use As needed Tools/Units Apply, fix, solve improve Usefulness Actions
Impart		
Goals		
Methods		
Delivery		
Learner Actions		
Track		
	Scenarios, games, role-plays, exercises, activity, multimedia, etc	Job-aids, references, tips, guides, tiny content, examples, quick answers, solutions

**Diagnostic Process**

1 - Diagnose, examine

2 - Fix, solve and improve

3 - Apply answers or solutions

4 - See if answers, solutions work

Workers Learners

Why does the Diagnostic Process encourage faster Expertise Development?

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**Prognostic Process**

1 - Diagnose, examine

2 - Fix, solve and improve

3 - Apply answers or solutions

4 - See if answers, solutions work

Workers Learners

Thinking through, sharing experiences at work.

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# The Do's and Don'ts of Building Your Microlearning Strategy

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## Do's and Don'ts of Microlearning Strategy

Recreated World	Real World
Recreated Retention Immersive Course/lesson Learn Completion Tests	Real jobs Application/Use As needed Answers/Solutions Tools/Units Apply, fix, solve improve Usefulness Actions
Scenarios, games, role-plays, exercises, activity, multimedia, etc	Job aids, references, tips, guides, tiny content, examples, quick answers, solutions

Microlearning is a Real-World solution and should not be mistaken or compared with the Recreated World.

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## Research Project Micro.Expert

Micro.Expert Members Groups Communities More Hello, Ray!

Make Smart Teams Smarter.

Fix, Solve and Improve Work Situations.  
Through Work We Learn and Become Experts.

Play the video

How will this website benefit you?

What would you like to do?

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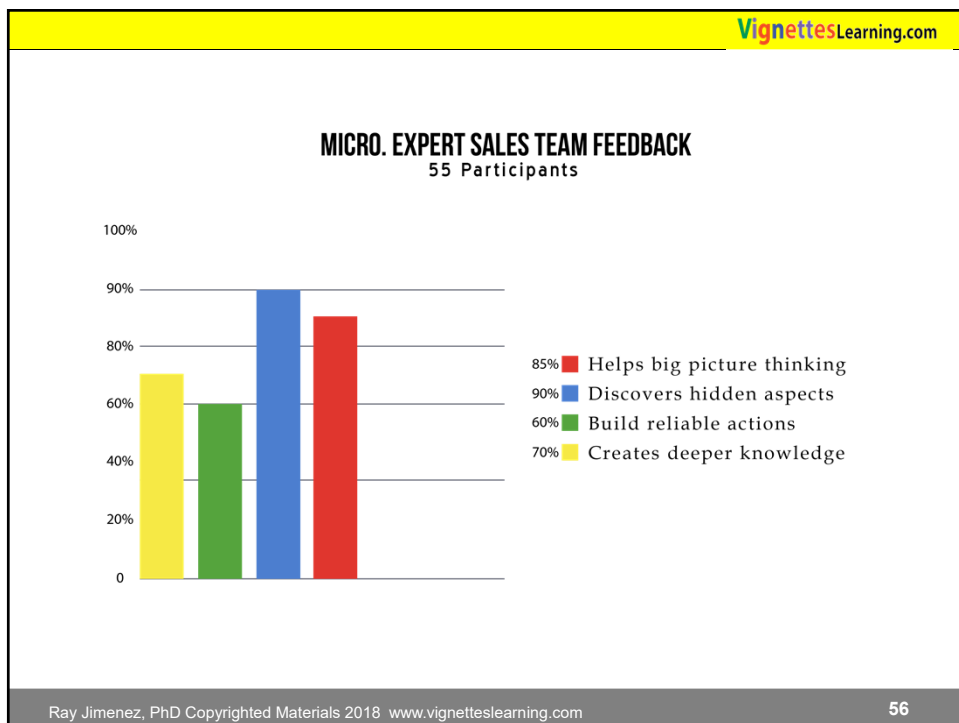
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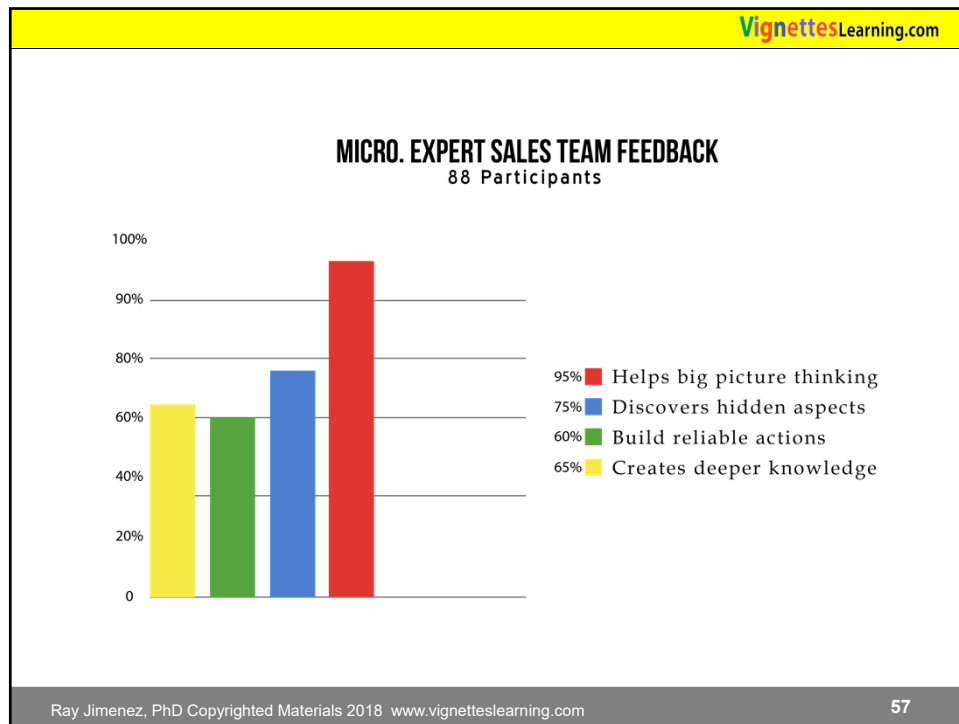
The Incompetent Employee

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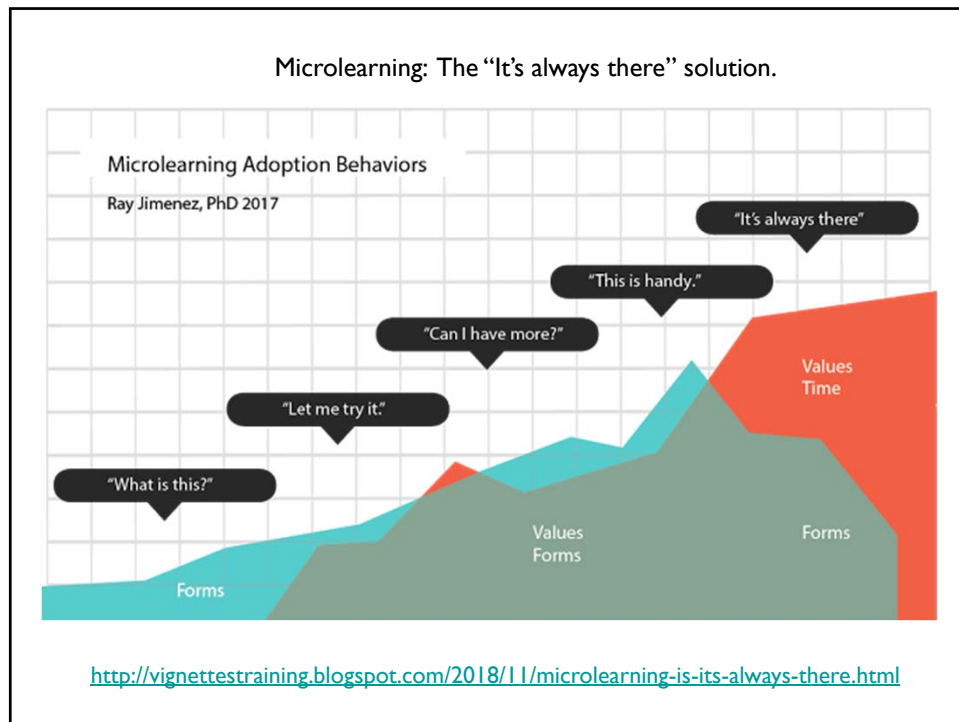


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Another way of assessing impacts of Microlearning is the adoption phases

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# The Do's and Don'ts of Building Your Microlearning Strategy



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If you don't fix the small chip in your windshield, it could be a catastrophe.

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# The Do's and Don'ts of Building Your Microlearning Strategy

## Opportunities for Microlearning Impacts

- Constant updates
- Urgent, rapid answers needed
- New knowledge from experience
- In-between formal learning and applications
- Customers teaching themselves
- As-it-happens need for answer
- Fill in the gaps for specific expertise
- Continuous learning, self-driven
- Rapid, no-wait time onboarding
- Spaced learning
- Subscription learning
- Many others



If you don't fix the small chip in your windshield, it could be a catastrophe.

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## Micro-Learning for Disruptive Results

July 10, 2018  
Register today!

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