



little learning and
BIG BRAINS

Developing a Micro Mindset



[why microlearning works]

THE FACTS

Understanding the What & Why of Microlearning

What is Microlearning?



Learning focused on **ONE** learning or performance objective.



It is **NOT** defined by the length of time.



It can **stand alone** as its own self-contained learning resource.



It should be short **AND** entertaining.

Understanding the What & Why of Microlearning

Why Should You Use Microlearning?



It fits learner ***expectations!***

- Short and to-the point
- Easily accessible
- Available when and how they need it (on demand)



Plus, it's ***Science!***

- Because microlessons are short and focused, they tend to keep learners' attention, ensuring they are more engaged in the learning process.
- Microlearning is more in line with how our brains naturally perceive and store information. Shorter, more focused learning doesn't throw too much at a learner at once AND it requires less mental effort.
- Not overloading working memory with too much information and long lessons makes comprehension and the transfer of knowledge easier.



[why microlearning works]

THE STRATEGY

Seeing the **BIG** Picture

Before getting started with microlearning, it is important to take a step back and think about your overall strategy. This exercise will help you see the big picture and where microlearning can have the biggest impact.

Start Here:



Within your training and learning strategy, what are the programs you have and topics you cover?

Seeing the **BIG** Picture

Before getting started with microlearning, it is important to take a step back and think about your overall strategy. This exercise will help you see the big picture and where microlearning can have the biggest impact.



Who are the audiences you serve? How do they take their training currently? What devices do they use (laptop, tablet, phone)?

Seeing the **BIG** Picture

Before getting started with microlearning, it is important to take a step back and think about your overall strategy. This exercise will help you see the big picture and where microlearning can have the biggest impact.



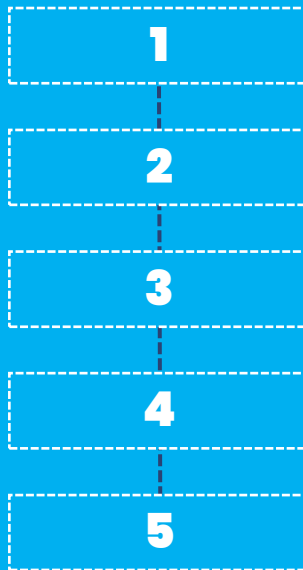
How do you see microlearning fitting into your current learning strategy?
Brainstorm all the ways that it could work.* How do you see it helping the most?
Where can it have the biggest impact the fastest?

*see following page for common ways to used microlearning

Seeing the **BIG** Picture

[How will you use microlearning?]

> **STACK** it



Using microlearning components and “stacking” them on top of each other to create a curriculum.

Seeing the **BIG** Picture

[How will you use microlearning?]

> **BLEND** it



Mixing them in as assigned content such as short tutorials that support and build on the main learning content. Think of taking class in college and then being assigned an article to read or questionnaire to complete before the next class.

Seeing the **BIG** Picture

[How will you use microlearning?]

> **SPACE** it

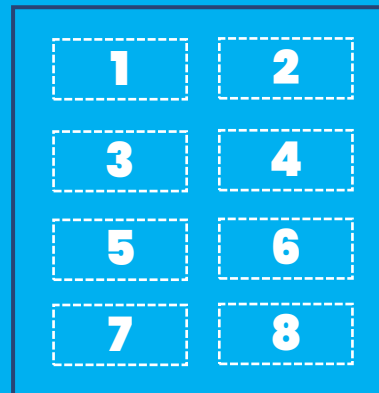


Spacing out small bites of content that build on one another is not only a quick way to engage learners, it's also a great way to move knowledge into long-term memory. Think about a scenario where a learner has taken a fundamental learning course and learned the main points of a specific topic. With spaced practice, you could provide them with short exercises a few times a week or even every day to allow them to recall information and use it in some tangible way, even if it's just a quick quiz question or two.

Seeing the **BIG** Picture

[How will you use microlearning?]

> **SUPPORT** it



These microlearning assets act as learning and performance support tools/job aids. They could be unassigned learning resources that, while not technically part of a learning plan, can allow quick access to practical advice and how-to videos to assist in carrying out tasks.

Seeing the **BIG** Picture

Before getting started with microlearning, it is important to take a step back and think about your overall strategy. This exercise will help you see the big picture and where microlearning can have the biggest impact.



How do you envision your learners accessing microlearning resources?
Will they be “pushed” to the learners or will they “pull” them as needed?

As you design your microlearning strategy, think about how you can allow your learners to pick and choose lessons that are applicable to them – when possible empower the learner to guide themselves and learn what they feel they need to learn at that time, and at their own pace.



[why microlearning works]

THE TACTICS

Zooming In and Getting Started!

Looking back at the last section, where did you identify that microlearning could have the biggest impact? Answer the more tactical questions below to zoom in from the big picture and get closer to implementation.



What is your subject matter? Determine the content that you will be covering with your microlesson. This includes identifying the problem. What is the target behavior you are after? What do learners need to do differently? Don't just try to increase what learners know, be deliberate in transforming what they do.

Zooming In and Getting Started!

Looking back at the last section, where did you identify that microlearning could have the biggest impact? Answer the more tactical questions below to zoom in from the big picture and get closer to implementation.



Who is your learning audience? Have a 'learner first' mentality. Don't just rely on a subject matter expert to understand the problems your learner is facing. Find out why the audience succeeds or fails at the target behavior. Do learners struggle because they lack the required Knowledge, Environment, Skills, Habits or Attitudes?

Zooming In and Getting Started!

Looking back at the last section, where did you identify that microlearning could have the biggest impact? Answer the more tactical questions below to zoom in from the big picture and get closer to implementation.



What is your ONE outcome/objective? For an effective microlearning resource, your storyboard should have only one objective per asset.

Zooming In and Getting Started!

Looking back at the last section, where did you identify that microlearning could have the biggest impact? Answer the more tactical questions below to zoom in from the big picture and get closer to implementation.



What is your design treatment? Common microlearning formats include videos, infographics, quizzes, interactive PDFs, games, flip cards, podcast, scenario, whiteboard animation, case studies, etc. Including different multimedia elements will help keep your learners engaged. Graphics, videos and images put a strong impression on the learner's mind while audio narration helps in retaining information. Infographics help in remembering and visualizing the information and interactive demos give learners a chance to actively participate in the learning process.

Zooming In and Getting Started!

Looking back at the last section, where did you identify that microlearning could have the biggest impact? Answer the more tactical questions below to zoom in from the big picture and get closer to implementation.



How can you tie it to their real-life? Learners will gain more knowledge if they relate to the content. Use real world examples, scenarios, and experiences in your storyboards. As the learners relate themselves to the content, the knowledge retention is quick.

Zooming In and Getting Started!

Looking back at the last section, where did you identify that microlearning could have the biggest impact? Answer the more tactical questions below to zoom in from the big picture and get closer to implementation.



How will this microlesson be deployed/delivered/accessed? Where will the content reside? What tracking abilities for the content do you want/need? Will learners be able to access it from any device, anywhere at any time?

Zooming In and Getting Started!

Looking back at the last section, where did you identify that microlearning could have the biggest impact? Answer the more tactical questions below to zoom in from the big picture and get closer to implementation.



Who will design it? Do you have the capability in-house or do you need to engage an outside partner to purchase or create the content?

Zooming In and Getting Started!

Looking back at the last section, where did you identify that microlearning could have the biggest impact? Answer the more tactical questions below to zoom in from the big picture and get closer to implementation.



What's your timeline for launch? Designate a launch date and put together a project plan working backwards from that tentative date.

Zooming In and Getting Started!

Looking back at the last section, where did you identify that microlearning could have the biggest impact? Answer the more tactical questions below to zoom in from the big picture and get closer to implementation.



How will you know it is effective? Determine how and when you will know if you have changed the target behavior.

Zooming In and Getting Started!

Looking back at the last section, where did you identify that microlearning could have the biggest impact? Answer the more tactical questions below to zoom in from the big picture and get closer to implementation.



Who can be your reviewers? Identifying a few people from your target audience to go through and test the content and give their feedback can help you get a real-world perspective before launching.

A large, stylized red outline of a brain, composed of thick, rounded lines, serving as a background for the main title.

little learning and
BIG BRAINS

Developing a Micro Mindset

CMR Institute is a non-profit organization dedicated to helping trainers and educators in the life sciences. We are passionate about what we do, and we pride ourselves on getting to know our potential clients. If you want to see how we use our customizable microlearning assets to help other clients achieve their training and development goals, we'd love to chat!



[CMRinstitute.org](https://cmrinstitute.org)



solutions@cmrinstitute.org



844.790.3021