

# MASTER MICROLEARNING

Make your training programs more engaging and effective with this learning strategy.

## WHAT IS MICROLEARNING?

Microlearning involves the process of reorganizing your training program into several short courses.



## WHY DOES IT WORK?

This approach allows your employees to learn a job-specific concept and apply it immediately.

## WHY IS THERE SUCH A HIGH DEMAND FOR MICROLEARNING?

Advances in **TECHNOLOGY.**  
(Twitter, YouTube, Vine, etc.)

It's essential to get employees **UP TO SPEED** quickly.

A need for **SHORTER, MORE RELEVANT** training methods.



When compared to traditional training this method **SAVES TIME** and **SAVES COST.**



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## WHO IS USING IT AND WHY?

Companies with **5,000+** employees and/or a global workforce.

**EMPLOYEES ♥ IT**  
They learn something they can use **NOW.**

**AND...** they feel more in control of their training.

**CORPORATIONS ♥ IT**  
Engages and reinforces for greater sustainment.

Cost ↓ Effectiveness ↑

**90%** of all information learned in a traditional classroom setting is lost within **1 YEAR.**

## HOW DOES RICH MEDIA FIT IN?

It **REFLECTS** the way people get information today.



It tells a **STORY.**



It can convey a lot of **A LOT OF INFO** in a **SHORT AMOUNT OF TIME.**



**VISUALS** are processed **60,000x FASTER** in the brain than text.



**IT STREAMS ANYWHERE.**  
(computers, phones, tablets, etc.)

## WILL IT WORK FOR MY COMPANY?

DO YOU HAVE SALESPEOPLE OR RESELLERS WHO NEED PRODUCT & SALES TRAINING?

**YES!** Get them confident and customer-ready fast!

AND/OR

DO YOU HAVE EMPLOYEES WHOSE PERFORMANCE WOULD IMPROVE WITH SHORT TRAINING SEGMENTS?

**YES!** Give them frequent opportunities to refresh their skills!

CONSUMER EDUCATION IS



TO CONSUMER LOYALTY.

VIEWERS ARE

**85%**

more likely to purchase a product after watching a product video.

## HOW DO I GET STARTED?

**PRIORITIZE.**  
Bring the most task relevant content to the forefront.

Have a curriculum **ROAD MAP** and ensure your microlearning is part of it.

Determine how to **INCORPORATE** rich media and other engaging learning elements.

## HOW DOES ALLENCOMM HELP CLIENTS MASTER MICROLEARNING?

WE

- Understand your **TRAINING GOALS.**
- Align those with **DESIRED BEHAVIORS.**
- Use the right **STRATEGY** and **TOOLS.**
- Incorporate **RICH MEDIA.**
- Create programs that have a **LONG SHELF-LIFE.**



**CONTACT US**  
**SO WE CAN MAKE**  
**MICROLEARNING WORK**  
**FOR YOU.**