

# MICROLEARNING: What is it?

Why do I need to know  
about it?



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# WHAT is Microlearning?



Microlearning is a way of providing short, focused pieces of content to an audience, ideally where and when they need it.



Regardless of the definition that you use, all microlearning shares one key feature: brevity. Topics are short and “chunked” together by meaning, and do not take longer than 2-3 minutes to deliver.

Delivery can be by video, audio, text or a combination of all of these.



In this era of busy schedules and short attention spans, microlearning is a near-perfect way to present your content. And it can be used for all kinds of training.

A few examples include employee onboarding, compliance training, and skills training.

# WHY use Microlearning?

In a world where people are checking their smartphones many times an hour, and competition for attention is fierce, it's no wonder that shorter digital learning content is becoming more popular.

However, it's important that microlearning isn't used as a vehicle to deliver lots of content randomly. That would misuse the small amounts of time modern learners have, and it also stops the learning from "sticking".

The most important reason to use microlearning is that it is **EFFECTIVE!**

It is task focused, conforms to human memory parameters and is easy and cost-effective to design and deliver.

# HOW do I use it?

**Microlearning is best used to present short, targeted, “just in time” information to your audience.**

In the example below, employee onboarding is broken down into small, meaningful chunks of information. New employees click on each topic and receive 2-3 minutes of text, audio and video presentations on that topic. The platform is always on their desktop, and they can access it at their convenience.

 WELCOME TO SSC!	 YOUR FIRST DAY	 YOUR HR PORTAL
 MEET YOUR TEAM	 LEARN ABOUT YOUR NEW OFFICE	 WHERE DO I FIND HELP?

# Want to know more?

Reach out and let us know how we can help!



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