

Microlearning takes the traditional approach to learning and turns it on its head by squarely addressing the main drawback associated with it: retention of information. While workshops and seminars are popular methods of delivering vital information *en masse*, they simply haven't been shown to be effective when it comes to participants actually retaining the information that was delivered. Instead, microlearning conveys knowledge in short, relevant and powerful bursts that have been shown to increase the success and power of learning.

Knowledge at the Student's Discretion

Mobility is a mainstay in the global world of today. Providing learning solutions that can be accessed while mobile means that students can tap into the resources and support available during those times when extra reinforcement is necessary. By delivering learning materials in a format that students already take advantage of, it is more likely that they will be able to digest it easily while also finding its content fresh and relevant.

Boost Formal Training

Formal training provides a wide base of knowledge that often involves an overwhelming amount of information delivered in a short amount of time. To improve retention of important messages and key points, targeted delivery of these elements in the form of an enticing slide presentation or a short and engaging video is a solid method of increasing the absorption of that material. This also provides the student with the opportunity to focus on material that might help them when they have a pertinent problem or they need a refresher.

Personalized Microlearning = Substantial Returns

Allowing students to populate a personal library filled with the content that most effectively addresses their needs is a flexible and useful method of harnessing the true power of microlearning. Providing them with a variety of formats from which to choose enables learners to find the one – or ones – that best fits with their style.

Tap Into Experts to Build Knowledge

Every company has those people who are experts within their departments but that find their understanding of the rest of the process a bit murky. Tap into that knowledge to populate an expert library that can be utilized by a cross-section of employees in different departments. A slide deck from the product team that highlights the solutions that an improvement can bring to consumers provides essential knowledge that other employees need. The company's most prolific salesperson can be in charge of curating five minutes worth of presentable video content that highlights various methods of closing sales. After tapping into the existing talent at a company, an expansive body of knowledge will be generated. This can also be used to train new employees and bring them up to speed quickly.

If your company spends money on training approaches that don't seem to result in the retention you expected, it's time to change things up. A learning management system that provides a flexible, robust and vibrant platform from which to generate learning opportunities that are more aligned with today's learning styles could easily pay for itself in information retention many times over.

