

## **Microlearning: Small Bites, Big Benefits**

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## "Success in management requires learning as fast as the world is changing." — Warren Bennis

Microlearning can be described as bite-sized, attention-grabbing lessons – usually video-based – that learners can easily access and apply; it is considered the fastest, most effective way for today's employees to learn.

At typically only 2 to 8 minutes in length, a bite-sized experience is meant to be concise and available on demand. The **idea behind microlearning** is that learners can conveniently pull it up anywhere, at any time – all great reasons for employers and employees alike to embrace the concept.

## **Finding the Microlearning Love**

With so many reasons to love it, everyone in the industry is joining the movement. So much so that if you Google the word "microlearning," you get 51,900,000 results. For comparison's sake, "elearning" only displayed 23,600,000 results. That's less than half!

Obviously, **bite-sized learning** has had a great impact on how organizations deliver learning and development to employees. The impact is vast and too much to cover in a single blog post. However, let's consider the impact of technology through the generations.

In our impatient, digitally-driven world, increasingly led by millennials seemingly born innately connected, employees are able to get exactly the information they need, when and how they want it. Furthermore, in this fast-paced, ever-changing world, organizations are able to deliver training and other urgent and necessary information precisely when needed. Particularly by using video – another fast-growing trend.

## A Case for Video in Learning

We can all agree that video is more engaging and memorable than text, creating a lasting impression in the minds of learners. With YouTube being the third most visited website in the world and with the technology of smartphones making video more accessible than ever, video learning has become more and more popular, allowing microlearning to emerge as a technically and socially viable learning approach.

With so many benefits of microlearning, what's not to love?

Increasing popularity of video-based training, demand for mobile learning solutions, shorter attention spans, and the expectation for instant access to information, have seemingly joined forces to all but guarantee that microlearning will continue to play a key role in corporate learning. If you have yet to experience the love that many of us feel for microlearning, now is a great time to get onboard. Still not convinced? Read how other organizations are leveraging microlearning.