

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.](#)