

Learning, Leading, Changing

“Microlearning is the process of learning through short, digestible, well-planned units (*Grovo*).” “It is generally characterized by a low time commitment, small chunks, short effort and narrow topics – but is complex as a whole (*Hug & Friesen*).” Microlearning has emerged to address the latest research on shrinking attention spans, retention, learners’ desire for control over their learning experience, and increased accessibility to the Internet.

BEST PRACTICES

- Typically 3-9 minutes long
- 1 learning objective = 1 microlearning
- 120 words = 1 minute
- To ensure exceptional results, there are 3 questions you must ask. These will ensure you pick the right training solution and will provide clarity on what needs to be taught.
 1. What do learners need to DO differently? If you’re not already asking yourself this question, it’s a game changer. And if no one’s able to easily answer this question, use action mapping. You can find all the details on [Cathy Moore’s blog](#) and I guarantee you’ll love the results!
 2. When will learners need the information? If your content is on demand, how will you remind them that it’s available?
 3. How will they find it when they need it?
- The storyboard process is critical to success!
 - Clear (easy to perceive, understand, or interpret)
 - Concise (giving a lot of information clearly and in a few words; brief but comprehensive; each sentence should have one specific point)
 - Engaging
 - Focus on content not look and feel



- When stakeholders are reviewing a storyboard, ask them:
 - Are the words simple and uncomplicated? Clarity not jargon.
 - Did I use the least words possible? Think radio copy.
 - Does it feel like I'm talking to a friend? A conversational tone helps lighten the mood and increases engagement.
 - Does it avoid passive language? Active voice is more energetic and draws us in.
 - Is the content correct/accurate? In the correct order? Any content missing?
 - Are the visuals and examples relevant?
 - If appropriate, did we include the relevant background (why) and WIIFM (what' in it for me)?
 - Do I feel invited to learn more (provide supplemental resources)?

SCRIPTING TEMPLATES

Choose a template that works best for the content being developed. Below are two examples.

Slide	On Screen	Narration/Closed Captioning
1		
2		
3		

Topic	Content & Activity	Links & Supplemental Information