

Building Microlearning

Rebellious rebuilds:

ENHANCE ONBOARDING: DELIVER WARM WELCOMES
SUPPORT SALES: SALES ENABLEMENT ASSISTANCE
WORKSHOPS: BRING MICROLEARNING TO YOUR TEAM



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Shannon Tipton, Owner
Shannon@learningrebels.com



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Microlearning Content Planner

Content Planner Steps Defined

Step	What this means
1. What problem are you trying to solve? What is the business/professional impact?	Determine exactly the issue at hand so you can get down to the exact microlearning application needed. “Communication Skills” is too broad. What is the struggle? Active listening? Poor writing skills? Identify the main issue and use this as your focus to move forward.
2. Who is the intended audience? (Extreme target)	Crucial: Identify EXACTLY the target audience. Example: Managers need to communicate differently than cashiers. Your microlearning element should reflect the persons exact problem.
3. What is the exact “DO”?	Microlearning is a standalone product that addresses a VERY specific need. After people engage with the microlearning element, what should they be able to specifically DO?
4. Identify the context of the problem – where does this problem most commonly occur?	Context is King. Are the communication skills issues you are targeting typically happen when people get busy? Are stressed? Are giving feedback? You must identify the moment of time the problem presents itself. The answer to this question will help you decide later the proper modality of delivery.
5. Break down the elements of the problem. What are all the learning pieces of this problem?	Brainstorm everything a person would need to know about the specific issue. Ex: Communication skills, “Email writing”. List everything a person needs to know about how to write an email to clearly convey a message. Don’t worry about including too many things, you will narrow down this list in the next step.



Microlearning Content Planner

Using this format we are going to use the example of:
Create communication skills training

Step	What this means
6. Chunk it down. Categorize the components into key concepts.	Take the list you created in step 5 and categorize the information. There might be a category for creating attachments, email etiquette, formatting, using bullets and numbers. Create a hierarchal task list to be sure you are not missing any steps. Be sure to run these steps by another set of eyes!
7. Prioritize the key concepts. Break down the one of highest priority.	From your category list, determine that which is the highest pain point. What are people most struggling with the most often. Then prioritize from there.
8. From this: What ONE KEY ELEMENT will be the focus? What are the learning points for this one key element?	“Email etiquette” is the one key element you will focus on. Continue to build your list around what people will need to DO. What items on this list can be built into a microlearning element.
9. What modality will be used to create the microlearning? Does this modality fit into the end-users “circle of life”?	You determine you will focus on the top email issues pertaining to etiquette: Improper font use, sarcasm, and vagueness. Determine what the best support tool might be created. Short video? Infographic? Email checklist? Keep in mind context of use. People may not always be able to watch a video in the moment of need.

These nine steps will help you to kick off the development of your microlearning content. If you want to learn more, check out Learning Rebels, self-paced Microlearning on the GO program at learningrebels.com

Microlearning 9 Step Content Planner

<p>What problem are you trying to solve? What is the business/professional impact?</p> <p>1 <i>Salespeople are struggling with building relationships with potential clients. Without this ability gaining trust to upsell or cross sell becomes more difficult.</i></p>					
<p>Who is the intended audience? (Extreme target)</p> <p>2 <i>New hires or team members new to the sales function</i></p>	<p>What is the exact "DO"?</p> <p>3 <i>Create positive and personal connections with the buyer in order to make a sale</i></p>				
<p>Identify the context of the problem – where does this problem most commonly occur?</p> <p>4 <i>During the initial sales process. The Salesperson will tend to lean on transactional sales techniques rather than building a relationship.</i></p>					
<p>Break down the elements of the problem. What are all the learning pieces of this problem? (<i>Building relationships</i>)</p> <ul style="list-style-type: none"> • <i>Determine personal need outside of pricing</i> • <i>Building trust</i> • <i>Advise and consult</i> • <i>Know value add beyond pricing</i> • <i>Finding common ground with customer</i> • <i>Discover customer best interest</i> • <i>Going above and beyond</i> • <i>Research client needs</i> • <i>Embrace empathy</i> <p>5 • <i>Active listening</i></p>	<p>Chunk it down. Categorize the components into key concepts.</p> <table border="0"> <tr> <td> <p>Show Value Add</p> <ul style="list-style-type: none"> • <i>Know value beyond pricing</i> • <i>Determine personal need</i> </td> <td> <p>Build trust</p> <ul style="list-style-type: none"> • <i>Advise and consult</i> • <i>Go above and beyond</i> </td> </tr> <tr> <td> <p>Research</p> <ul style="list-style-type: none"> • <i>Finding common ground</i> • <i>Go above and beyond</i> • <i>Discover best interests</i> </td> <td> <p>Active Listening</p> <ul style="list-style-type: none"> • <i>Empathy</i> • <i>Find common ground</i> • <i>Communication that connects</i> </td> </tr> </table> <p>6</p>	<p>Show Value Add</p> <ul style="list-style-type: none"> • <i>Know value beyond pricing</i> • <i>Determine personal need</i> 	<p>Build trust</p> <ul style="list-style-type: none"> • <i>Advise and consult</i> • <i>Go above and beyond</i> 	<p>Research</p> <ul style="list-style-type: none"> • <i>Finding common ground</i> • <i>Go above and beyond</i> • <i>Discover best interests</i> 	<p>Active Listening</p> <ul style="list-style-type: none"> • <i>Empathy</i> • <i>Find common ground</i> • <i>Communication that connects</i>
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<p>What modality will be used to create the microlearning? Does this modality fit into the end-users workflow?</p> <p>9 <i>Sales team spends most of their time in cars and planes. Podcast series: Short audio clips allow them to listen when convenient.</i></p>					

Microlearning 9 Step Content Planner

What problem are you trying to solve? What is the business/professional impact? 1	
Who is the intended audience? (Extreme target) 2	What is the exact "DO"? 3
Identify the context of the problem – where does this problem most commonly occur? 4	
Break down the elements of the problem. What are all the learning pieces of this problem? 5	Chunk it down. Categorize the components into key concepts. 6
Prioritize the key concepts. Break down the one of highest priority. 7	From this: What ONE KEY ELEMENT will be the focus? Break down the learning points. 8
What modality will be used to create the microlearning? Does this modality fit into the end-users "circle of life"? 9	

Plan Your Thoughts

Chatbots for Microlearning

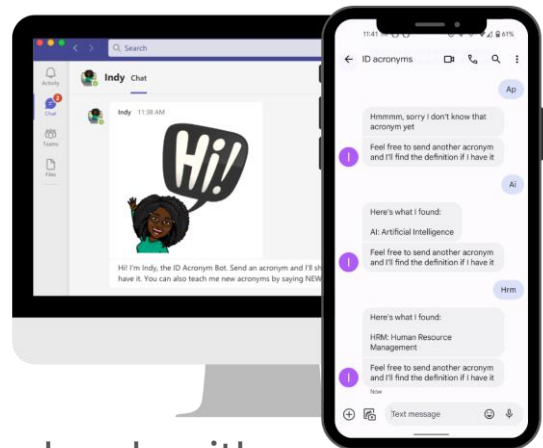
Employee Training Essentials via a Chatbot

- Easy for learners
- Accessible for all learners
- More engaging for effective learning
- Easy to deploy and manage for organizations



SCAN ME

Imagine a suite of essential courses delivered through interactive chatbots for an effective mobile learning experience. The possibilities are endless!



- Take your onboarding to new levels with consistent information delivery
- Level up your sales team with deeper product knowledge information delivered within the flow of work
- Create leadership development nudges

Chatbot Training Samples: Try it out!

Scan the QR code below to access a short text message driven lesson.



In today's day and age, keeping your data safe is top priority. Learn how to better protect yourself and your data from being a phishing target.



Tough conversations are an important part of doing business. But they're...tough...here you'll practice a few conversations to build your confidence.



An overview of three different types of sexual harassment and how to create a safe work environment.

Contact Learning Rebels for more comprehensive demos that can work on Slack, Teams, as a web widget and many more.