

Motivate
Employees to Learn
More in Less Time:

MICRO LEARNING



Why Continual Learning is Important

Continual learning has been a staple in successful organizations for years, allowing employees to develop new skills or refine those that need improvement. The goal of continual learning is to treat education as an ongoing process, rather than something that ends when a degree or certificate is obtained. Companies invest in continual learning because of the benefits that they receive, “including increased organizations knowledge, higher-skilled employees, greater efficiency and effectiveness, and a more positive organizational climate.”¹

With today’s complex business climate and evolving technologies, it is critical that employees continue to enhance important skills. “Experts in the fields of management, training and human resources argue that now, more than ever, individuals must understand and adapt to their constantly changing environment to be successful.”² To foster a corporate environment suitable for continual learning, the organization must be flexible and knowledge-friendly, providing new learning opportunities as often as possible.



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Journal Of Library Administration

The Time Challenge

Although we know that continual learning is important, it can seem impossible to find the time to fit it in. According to a study completed by Bersin by Deloitte, a typical employee will only spend 1% of his workweek on training and development.³

When employees do not devote enough time to learning, it can be detrimental to the organization. After all, continual learning has benefits for the individual, “including greater confidence, feeling of empowerment, and self-awareness, as well as enhanced skills, expertise, talents and intellectual capital.”⁴ To order to keep your employees at their peak performance, engage them with learning opportunities.

The Rise of Micro Learning

What if there was a way to improve as an employee, as a boss, as a coach, and as a team member, in **under 10 minutes a day**? With micro learning, employees just need to take a few minutes from their schedule to learn or improve critical soft skills that can make them an invaluable member of the organization.

Micro learning is a technique that involves tiny chunks of information, ingested in short bursts of time. This is in line with the way the brain naturally takes in and retains information, making it an effective learning method.⁵

Micro learning is becoming increasingly successful due to its use of flexible technology. According to a poll of 100 respondents completed by the *Broad Research in Artificial Intelligence and Neuroscience*, while **80%** of the respondents are interested in learning via electronic devices, only **43%** of that group answered that they use their smartphones for learning.⁶ With micro learning, employees can engage with a learning program through any mobile device.

Micro learning is changing the way in which employees develop skills, allowing them to learn on their own schedules, in the format that is most convenient to them.

What are “Soft Skills”?

Micro learning is an ideal way to hone “soft skills.” Soft skills are defined as “abilities that are not directly related to a specific career, but complement technical or professional job skills.” These skills are different from hard skills (or “technical skills”) as they cannot be measured, but they can make a huge difference in an employee’s value to an organization. Some of the most popular soft skills include: communication, problem solving, teamwork, professionalism, reliability, creativity, leadership, time management, loyalty and networking.⁷

The Benefits of Micro Learning

Everyone from CEOs to interns can benefit from micro learning, as it provides advantages to individual employees, as well as to the company as a whole. Some notable benefits of micro learning include:

- 1 Efficient** – For those who are short on time, micro learning allows for learning in smaller increments. This allows for the flexibility to learn new skills, without falling behind at their “day job.”
- 2 Accessible** – Micro learning can take place anywhere; employees do not need to be in the office. They can read a book summary on your lunch break, or listen to a short video on your commute home from work. Anywhere they take their smartphone, they can also take micro learning.
- 3 Effective** – Micro learning is delivered via rich media formats, which is engaging and helps knowledge retention. It is also ideal for anyone with a fleeting attention span.
- 4 Customizable** – Micro learning allows your employees to create their own learning program, focusing on skills that interests them or are most important to their company.

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“With micro learning, all you need is a few minutes from your schedule to learn or improve critical soft skills that can make you an invaluable member of any organization.”

How to Use Micro Learning at Your Organization

One of the benefits of micro learning is that it can be tailored to meet the needs of your company, as well as your employees. You can choose how to best implement micro learning at your organization. Some examples of effective micro learning practices include:

- **Formal Training Plan:** If, for example, you've found that your company lacks leadership, you can create a "formal" micro learning plan for your employees. You could select the best book summaries, articles and videos on leadership, and require that your employees use a certain amount of time (no more than 10 minutes a day!) to improve that skill.
- **Supplement to Formal Training:** Micro learning is the ideal means of reinforcing learning that has already taken place. Following up a formal training with a variety of micro learning lessons can ensure better retention of the knowledge.⁸
- **As-Needed Basis:** Sometimes, it is best to give your employees the tools they need to succeed, and let them choose their own path. With this approach, everyone can choose what areas they are interested in or need improvement in, and learn more as they feel it necessary.

Remember that micro learning should not be an overwhelming task that employees dread, but rather a path to improvement. Keep any required learning short and easy, and you'll be surprised at how quickly it catches on.



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***Acce/5*[™] is the newest product from EBSCO Corporate Solutions that focuses solely on micro learning.**

This program offers business book summaries, videos and articles from some of the top minds in business, including: Daniel Pink, Lisa Bodell, Erica Dhawan, Marshall Goldsmith and many others.

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- Best practices from an unparalleled group of business authors and executives in video, audio and text
- An on-demand platform that drives development of critical soft skills, including leadership, communication, innovation and many more
- A concise, actionable format ideal for busy employees and particularly millennials
- Fresh daily content that supports continuous, self-directed
- The ability to add your content to enable access to all informal learning resources from a single portal

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SOURCES

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