



MICROLEARNING DEVELOPMENT

Sustaining attention,
Engaging experience,
Maximising learning.

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Microlearning can make a macro impact to your organisation



Microlearning, learning that's part of everyday life

Microlearning respects how our brain works and presents content in small moments of learning that prevents learner burnout.

It breaks down information into topical, bite-sized chunks so lessons can be digested more effectively. This leads to the embedding of knowledge into the long-term memory.

Microlearning experiences should be interactive, engaging, convenient and be accessible on any digital device, anytime and anywhere.

The macro impact of Microlearning in your organisation

The nature of our work has changed, the pandemic has accelerated the pace of technology adoptions. The workforce is now more digitally savvy, with the majority working more remotely.

In this context, we are facing more challenges than ever when it comes to training our people: How can we embrace technology as a primary interface for learning so they can learn autonomously? How can we engage and sustain their attention and focus in their time-poor lifestyle? How can we enable them to retain information and use it at work more effectively?



Microlearning can help you address these challenges

It blends the neuroscience of learning to optimise how our brain processes and remembers information, using advances in digital mediums to create amazing new learning experiences for the participant.

At Microgo, we design and implement Microlearning programs based on our Neurodesign Learning™ Framework, our guiding principles that follow the latest insights of neuroscience and digital and multimedia trends.

More companies are adopting Microlearning in their arsenal of learning strategies - there are good reasons for this shift in L&D approaches.

The Benefits of Microlearning

Increases knowledge retention

According to the Ebbinghaus Forgetting Curve, our brains begin forgetting information as soon as we learn it. Microlearning spacing and repetition principles aid retention and recall in long-term memory. Furthermore, adding real context makes the learning highly relevant to the participants and promotes connection to existing knowledge and boosting retention.



Boost attention

As our attention spans are declining, Microlearning breaks up lessons into digestible chunks to deliver the information in a way that is familiar to the speed and style of how we now consume information in this changi digital age.

Keep the learner engaged with a greater sense of achievement

Influence strong emotional connections through highly relevant context. Add gamification through real-time quizzes and leader boards. This can activate the brain reward centre, keep the learner motivated and challenged so they fully complete the program and want to keep coming back to learn more.

The Benefits of Microlearning



Perfect dose of learning

According to Miller's Law, our working memory can only hold around 7 pieces of information at a given time. Well-designed microlearning respects those limits, delivering all the learning our brains can handle - nothing more, and nothing less.



Learning here, there, anywhere and on any device.

Microlearning modules can be delivered concurrently on any digital device. Learners can switch seamlessly from mobile to desktop. This gives participants the flexibility and autonomy to access their learning anytime and anywhere.

Promotes work-life balance

The flexibility provided by microlearning does not disrupt the work-life balance of the learner - rather, it promotes it. No longer is learning tied to the office workstation. Now learners can choose when, where and how they want to learn, based on their schedule and environment. Learning does not need to interrupt other activities.

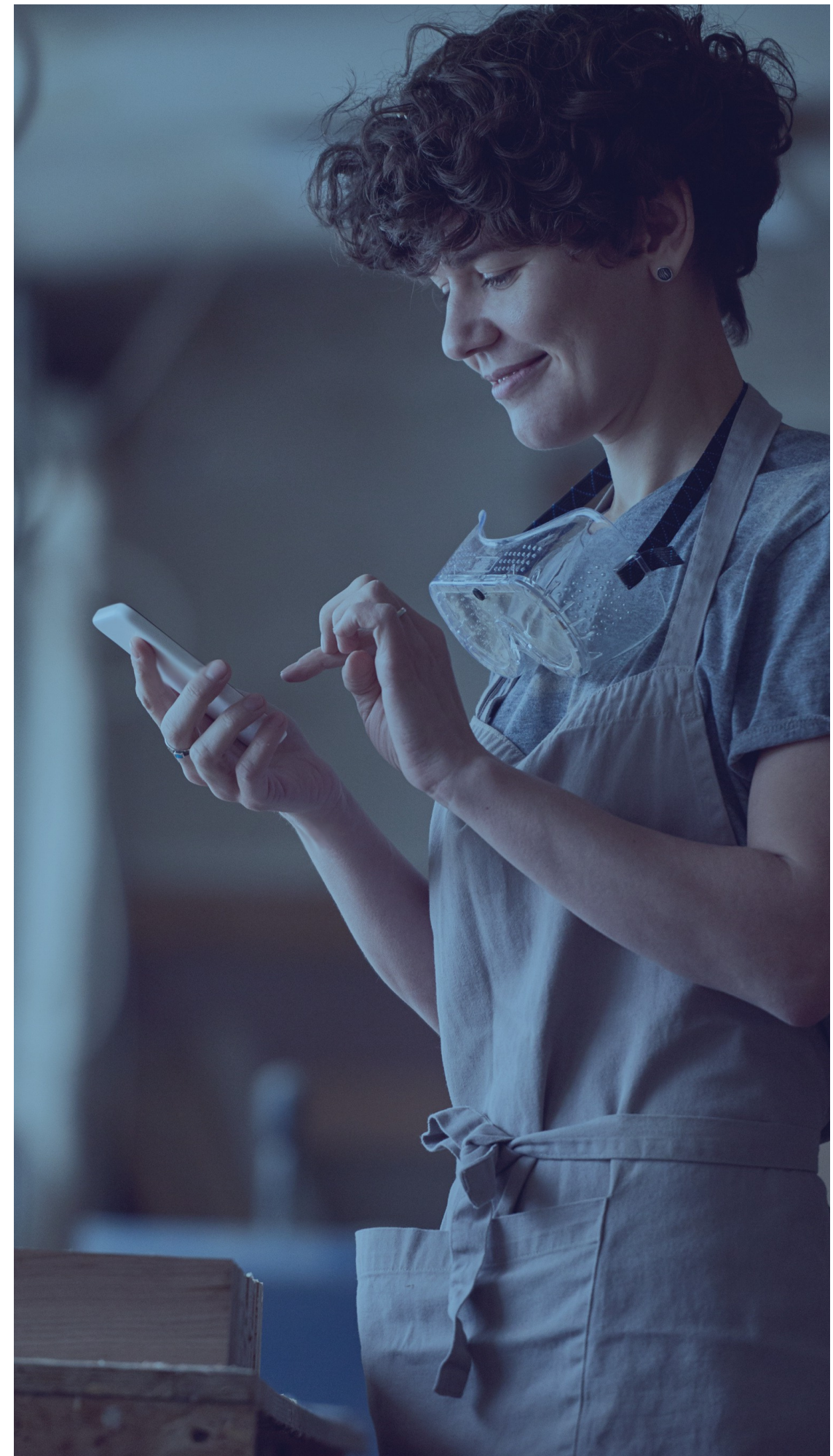
Wrap Up

Brains love Microlearning and for good reasons - breaking content down based on relevancy, time constraints and learner autonomy taps into learner's neuro-pathways.

Microlearning is not the only answer to the challenges facing organisational training, but it can be highly effective. **We believe that companies adopting Microlearning are gaining significant advantages.**

Contact us to request a demo and discuss opportunities to make your learning initiatives more effective and impactful.

Microlearning design can truly help your people retain information better, rediscover their love of learning and apply it effectively to their jobs.



About Microgo

We are a Learning Design Agency that brings a unique approach to your company around design and implementation of brain-friendly micro learning programs that are engaging, fun, convenient and maximise knowledge retention.



Contact Us

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