

The Neurodesign Learning™

Framework

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Learning is experience.
Everything else is information.
Albert Einstein

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Welcome from the author

The unprecedented challenges we all faced over the past years have changed the nature of our work leaving the companies with an increased need for agility, purpose and technology transformation.

In this context, the need for reskilling, upskilling, and lifelong learning of our people is more challenging than ever before. How to engage and sustain our people's attention in their busy and time-poor lifestyle? How to improve their knowledge retention so they can use it at work more effectively?

Luckily, there is a way to address these challenges and improve people's knowledge retention and recall to optimise their performance.

It starts with understanding our brain. Neuroscience informs us that the brain has unlimited learning potential when we apply the principles of how to optimise the hippocampus, a region of the brain that is responsible to embed information into our long-term memory.

At Microgo, we spent a great deal of time understanding how people learn best and we created **The Neurodesign Learning™** Framework - our guiding principles that blend what we know about attention, focus, memory and emotions with a strong focus on using digital and multimedia advances to help organisations design and create learning initiatives that amaze and stick with the participant.

We welcome you to read this document that highlights the main areas of how to make your learning initiatives drive the change behavior you seek to improve business performance.

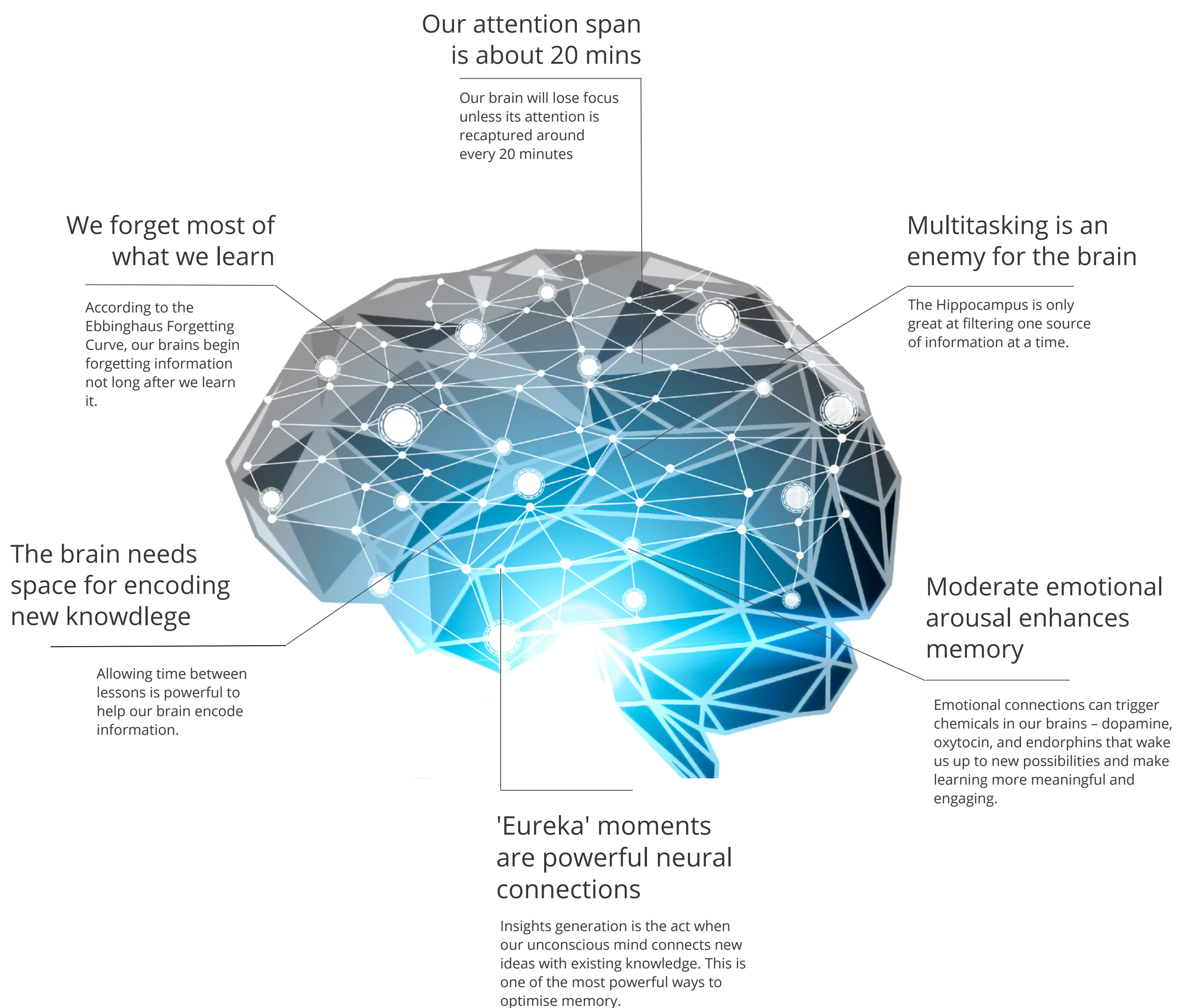
Gavin

Gavin Nelson
CEO and Creative Director at Microgo

The Neuroscience of Learning

Neuroscience tells us that the hippocampus is involved in memory forming, organising, and storing learning. It's responsible to move information from short-term memory to long-term memory.

Therefore, the essential ingredients to make **learning stick** are those factors that create optimal conditions for the hippocampus to do its job efficiently. Below, we show you some aspects we need to take into consideration to optimise our learning initiatives.



The Neurodesign Learning™

Our **Neurodesign Learning™** framework blends the neuroscience insights and digital and multimedia trends to help you incorporate the elements to optimise focus, attention, emotions, and memory, resulting in learning programs that not only amaze and engage the learner but can improve learning retention.

In addition, with the adoption of the latest digital, video, multimedia, and gamification tools we can elevate the whole learning experience. To fit the modern learner lifestyle, participants can incorporate learning within their daily life-work schedule.

How we apply NDL™

NDL™ framework is the DNA of everything we do to help you make your program memorable and effective.

Program Content Design - We filter your content, cultural context and business goals through our framework.

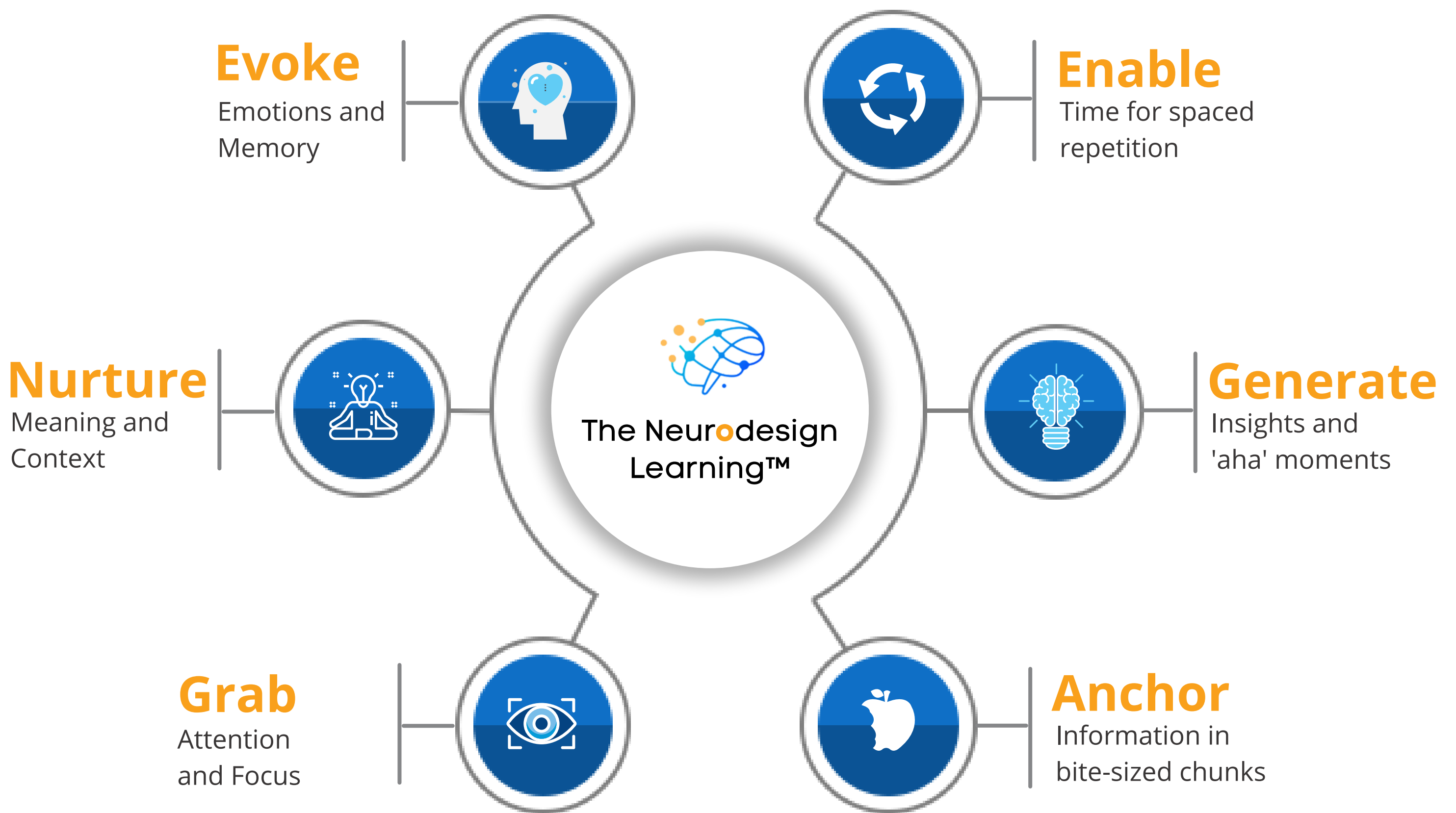
We champion Microlearning Strategy - Bite-sized learning experiences that are interactive, engaging, convenient.

Video and Multimedia - We apply NDL to create multisensory stimuli to real context, great visuals and digital trends.



The Neurodesign Learning™ Framework

Principles to optimise knowledge retention and retrieval



The Neurodesign Learning™

Evoke Emotions
and Memories

Influence strong and positive emotional and memory hooks. Activate the reward system with quizzes and gamification.

Nurture Meaning
and Context

Create relevant content to motivate, inspire and promote inner reflection - what is in it for me?

Grab Attention
and Focus

Appeal to a multisensory experience, great visuals, digital multimedia and gamification to hold the attention and engagement.

Anchor
Information in
Bite-sized content

Respect the brain attention spans of 20 mins through short modules and keeping engagement high by changing subjects at the right time.

Generate Insights
and 'aha' moments

Is the act of creating our own connections with existing knowledge. Promote discovery with moderate challenges avoiding giving all the answers.

Enable Time for
Spaced Repetition

Spaced repetition is critical to allow our brain to rest, generate memories and make new neural connections.

Wrap Up

Neuroscience and technological advances have positive implications for learning effectiveness, it has the power to deliver the desired outcomes in a time-efficient and agile manner.

At Microgo, we are excited to be exploring an area that taps into the great potential for companies to assist the workforce to adapt to change and thrive in uncertain and disruptive environments.

Contact us for a demo and explore opportunities to design learning experiences that will amaze your workforce.



About the Author

Gavin has more than 20 years of experience across financial, banking, payment and retail sectors. He combines a strong commercial background with learning and development expertise in understanding the gap in employees' capabilities to improve business performance.

To follow his passion for transforming learning and responding to developing digital and market dynamics, Gavin founded Microgo in 2020.

He has a wealth of knowledge in understanding how the brain learns, and the most optimal ways to effectively engage with the latest innovations in digital user experience.

He has created The Neurodesign Learning™ Model and partnered with the EdApp microlearning platform to help companies deliver highly interactive, engaging, fun, and convenient training experiences.

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