



Microlearning Webinar 1: The why and How



Presenters



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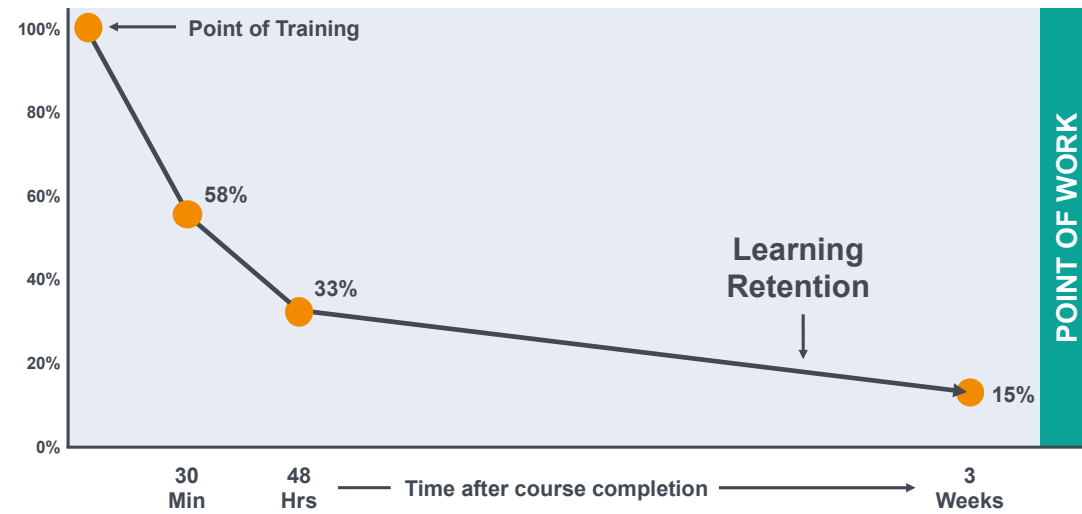
Learning objectives



**By the end of this webinar,
you will have learned:**

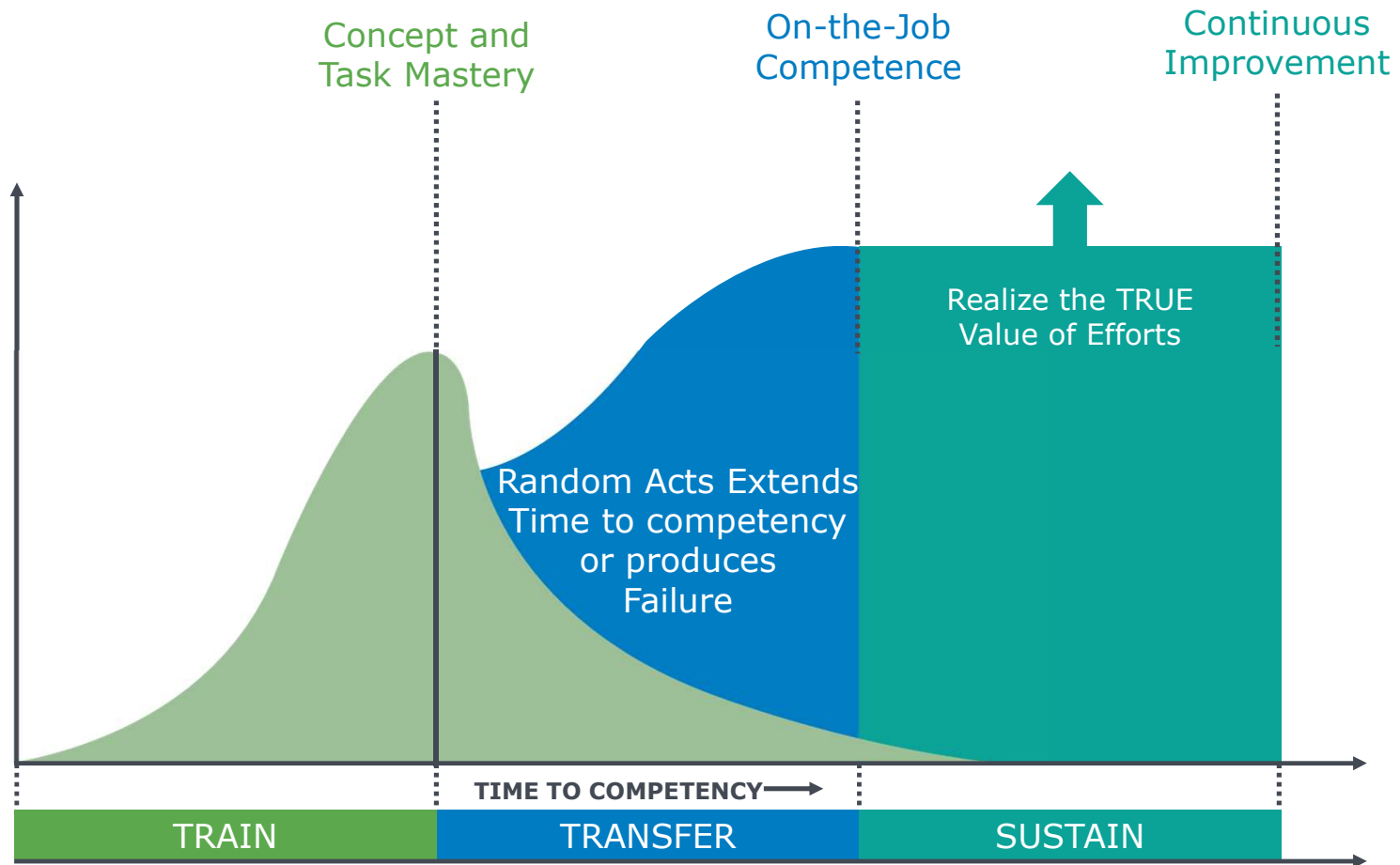
- ▄▄▄ Why spaced learning is so important
- ▄▄▄ When and how to set up
- ▄▄▄ Spaced learning in action

Why you should care about spaced learning



Source: Research Institute of America. Copyright Conduit Technology

How spaced and microlearning reinforces knowledge



Facilitated delivery formats

E-Learning



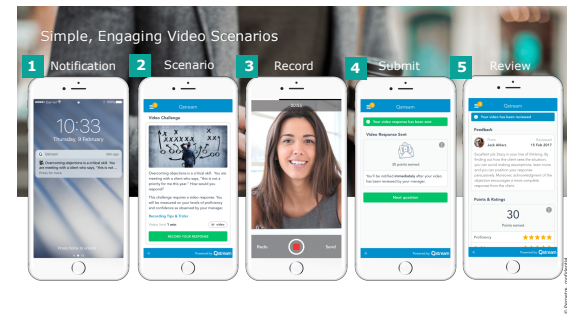
Classroom



Micro learning



Mobile spaced learning



What is microlearning

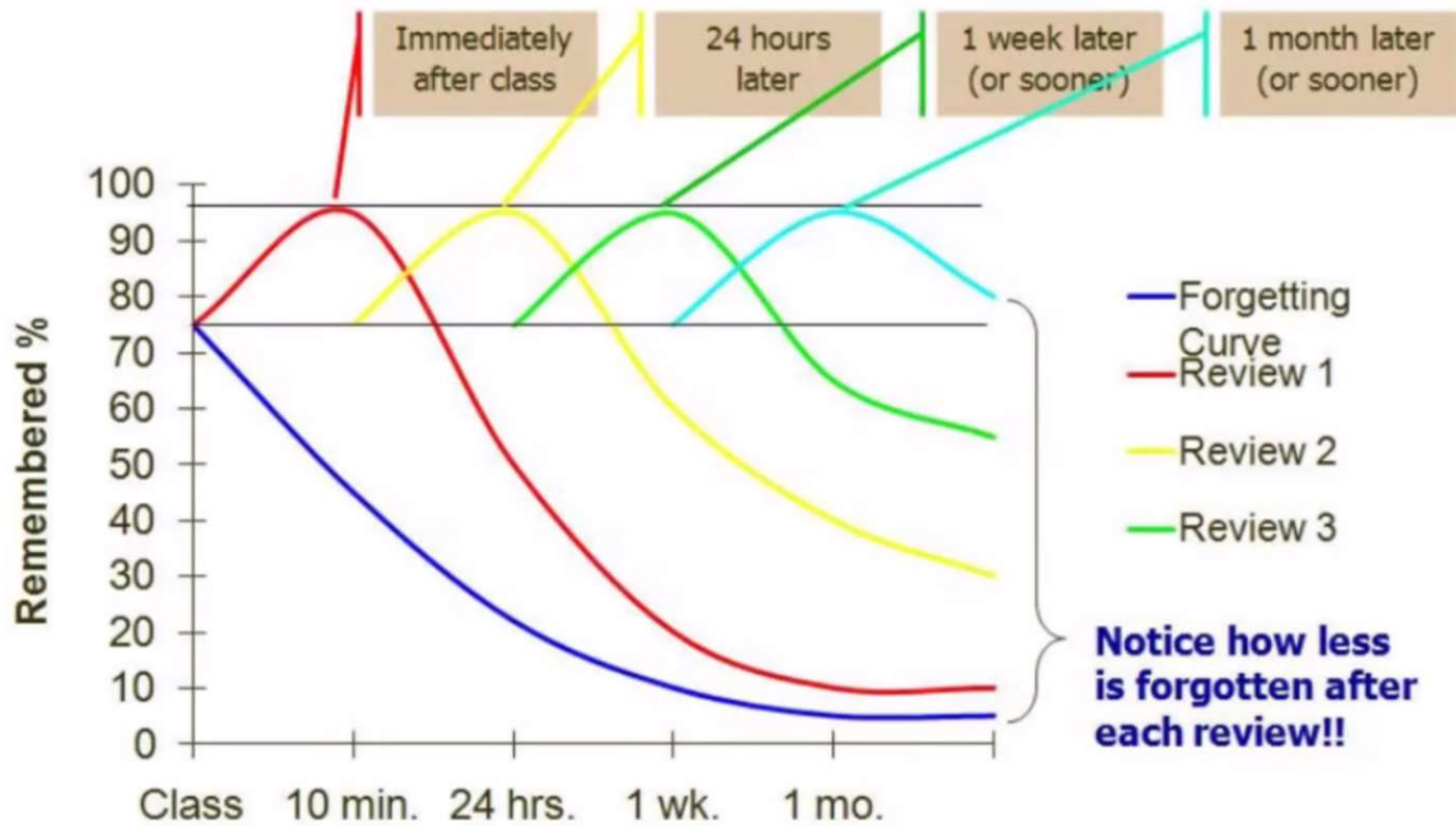


Microlearning is a holistic approach for skill based learning and education which deals with relatively small learning units.

It involves short-term-focused strategies especially designed for skill based understanding – learning - education.

(Wikipedia)

Overcoming the curve: Snackable Learning™



The spacing effect*



1. Repetitions support learning
2. Spaced repetitions are more effective than non-spaced repetitions
3. Spaced repetitions of learning material produce better knowledge retention
4. Spacing is ideal for long term remembering (after the learning events)
5. Wider spacings are generally more effective than narrower spacings
6. Expanding the length of spacings does not outperform consistent spacing intervals but makes it more affordable
7. Real learning doesn't occur in one-time events

(*) Spacing Learning Over Time, Work-Learning Research, inc. March 2006

Delivery formats

E-Learning



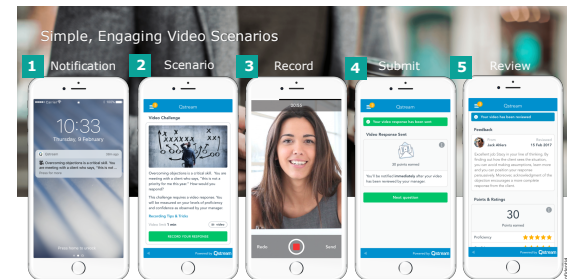
Classroom



Reinforcement nuggets



Mobile spaced learning



It is all about proficiency



Proficiency is the mastery of specific behaviors or skills demonstrated by consistently superior performance measured against established standards.

But how to measure it?



Staged learning reinforcement in action

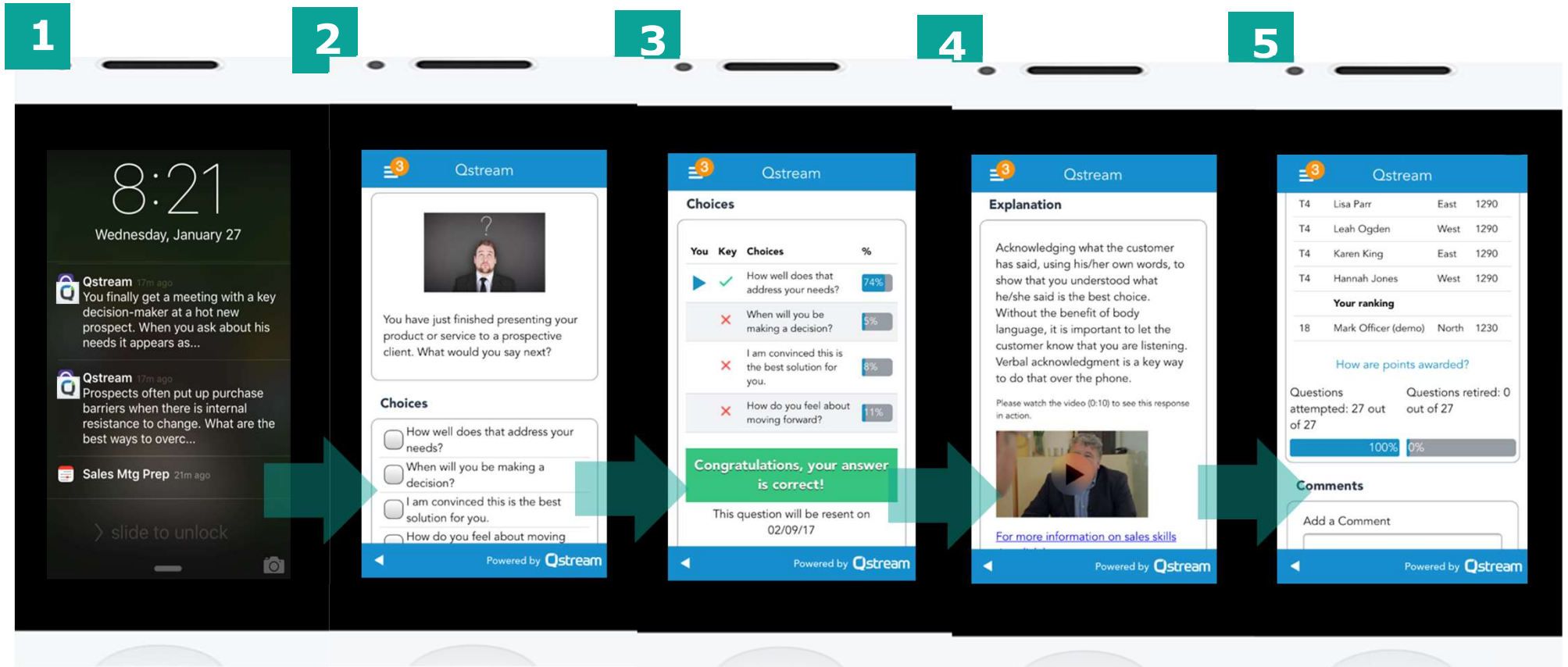
It is all about proficiency



A scientifically-proven
microlearning solution to increase
knowledge, develop skills and
change behaviors at scale

PARTICIPANTS

Get 2 questions each 2 days with explanations and leaderboard

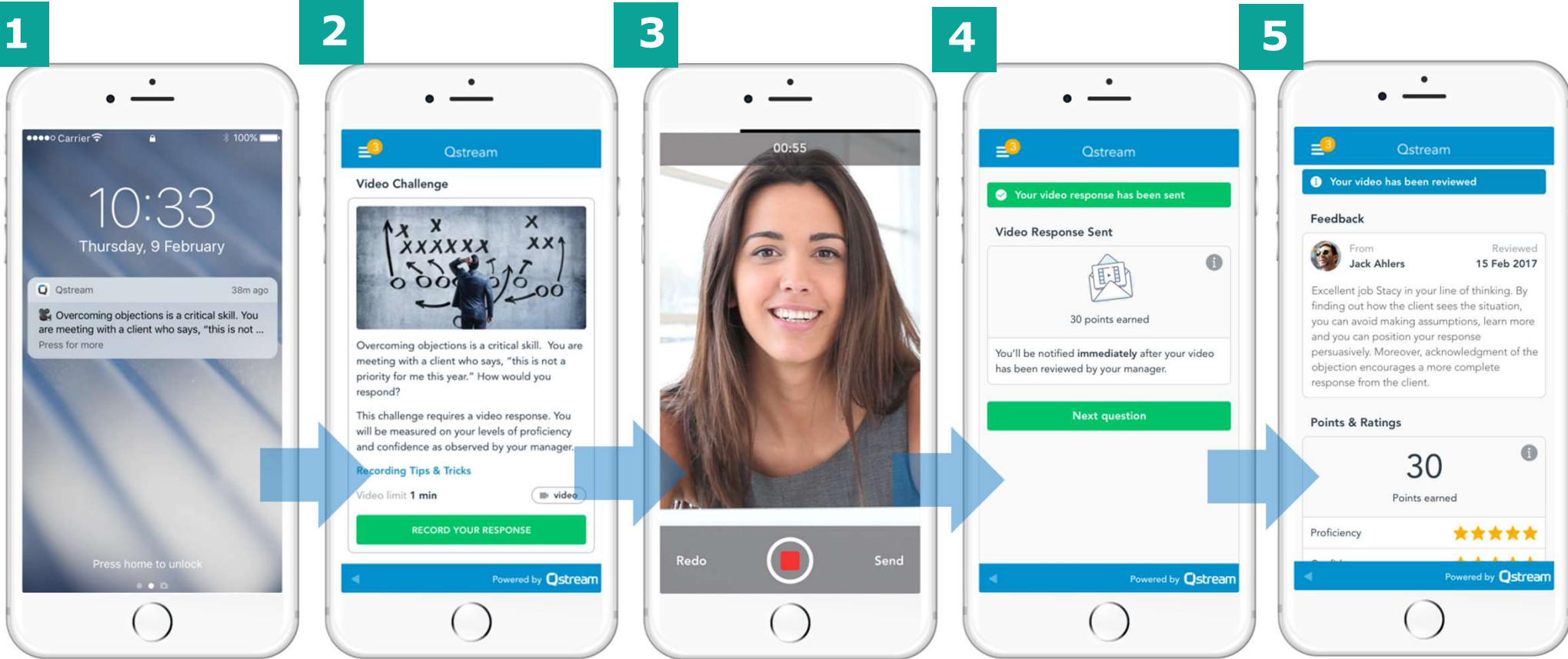


Simple and Engaging, Built for Mobile Workers



PARTICIPANTS

Simple, engaging video scenarios = video pitching



PARTICIPANTS

With a gamification effect through the leaderboard



Rank	Name	Team	Points
1	Lauren North	East	1300
2	Fiona Jackson	North	1280
3	Emma Hughes	South	1260
4	Emily Hudson	North	1240
5	Sonia Pullman	West	1200
6	Sarah Powell	East	1160
7	Samantha Poole	South	1120
8	Rose Peake	East	1080
9	Lillian Oliver	North	1040
10	Madeleine Parsons	West	1000

What it is used for



- ▄▄▄ Sales enablement
- ▄▄▄ Onboarding
- ▄▄▄ Training reinforcement
- ▄▄▄ Talent development
- ▄▄▄ Product knowledge
- ▄▄▄ Regulatory compliance
- ▄▄▄ Field training
- ▄▄▄ Process change



The positive impact in numbers*

17%

average proficiency
gains

93%

average participant
engagement

+400

customers


+350k

participants

+10k

Qstreams
completed

* Qstream



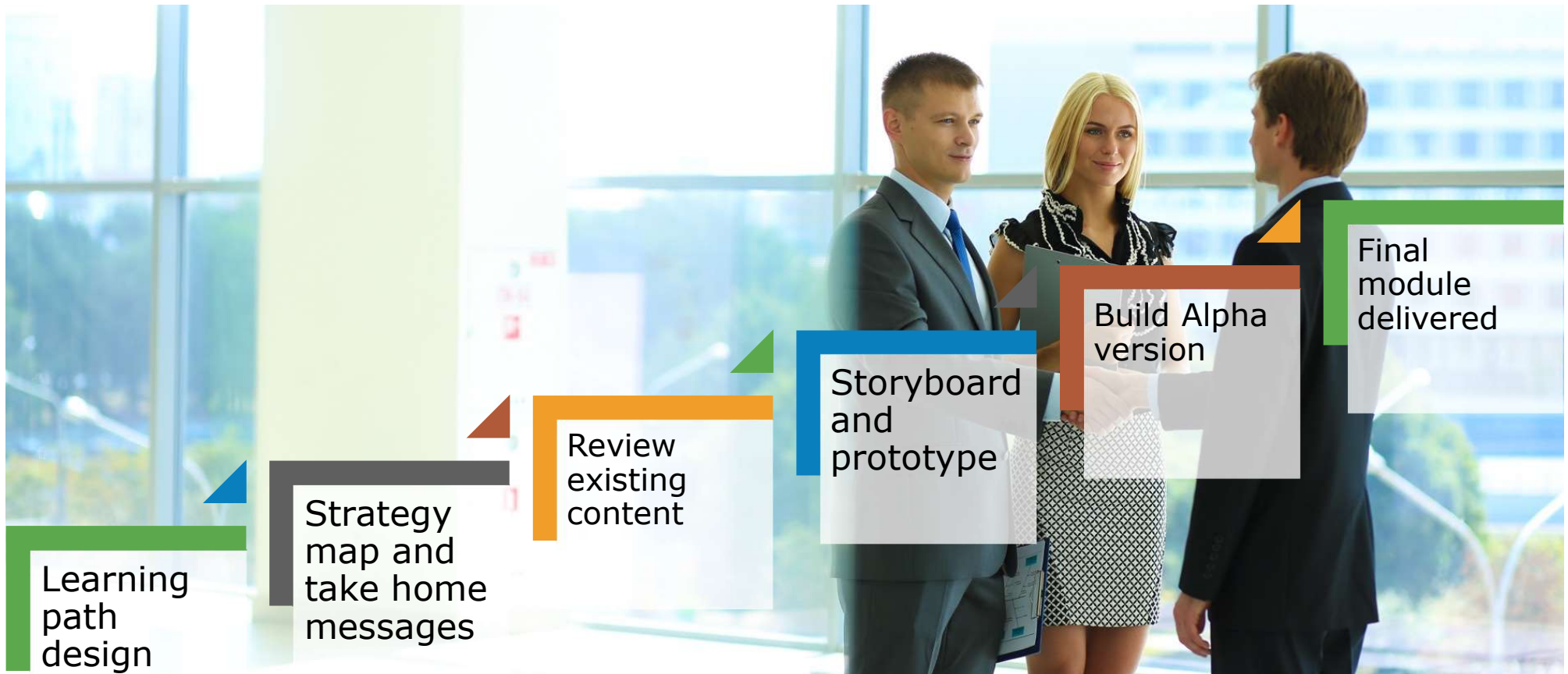
When and how setting up
learning paths combining
delivery formats.



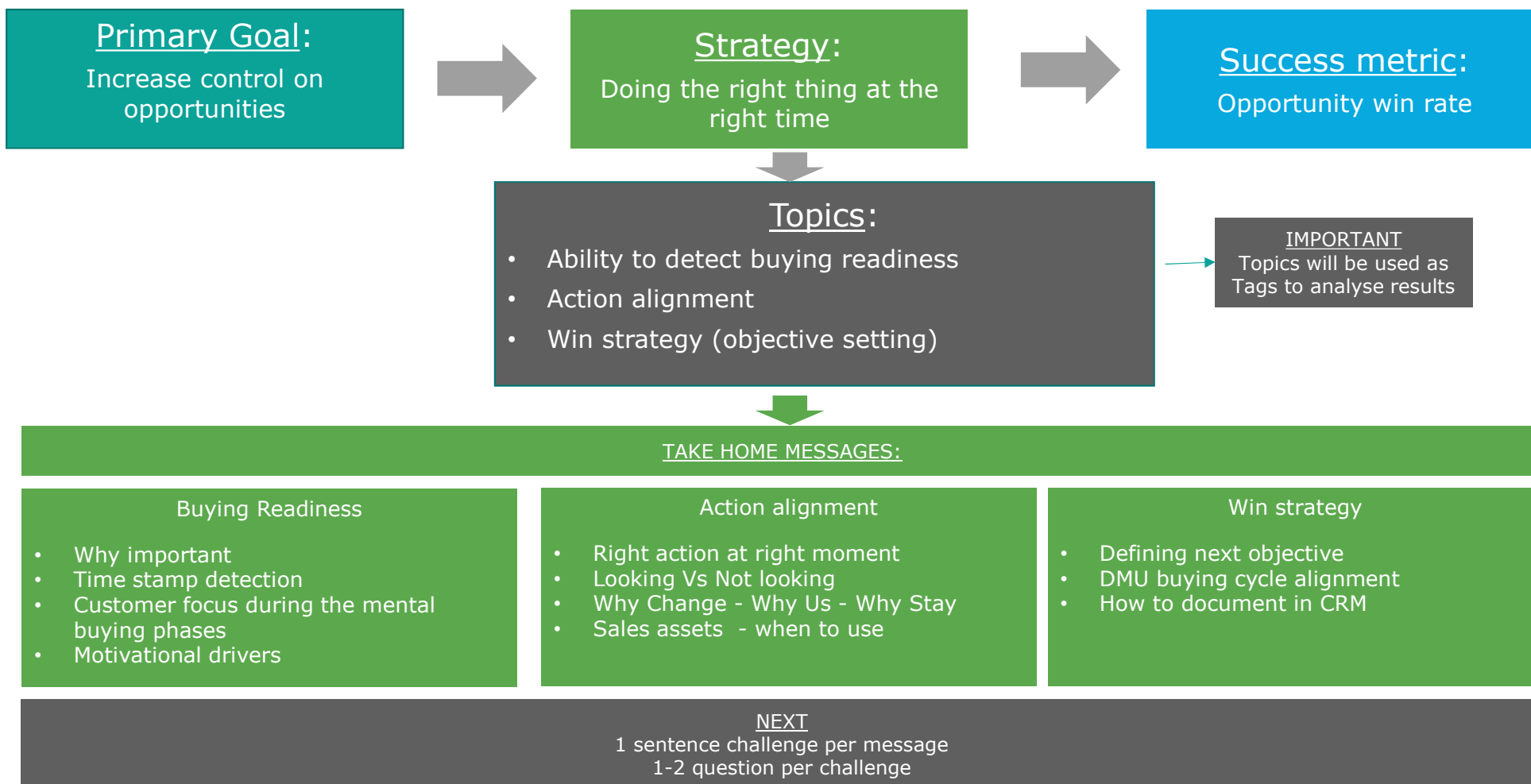
Learning path design decisions

- ▮▮▮ Depending on content complexity – required behavioral change – Competence gap to close – knowing versus doing
- ▮▮▮ Delivery options to be combined case by case
 - ▮▮▮ E-learning
 - ▮▮▮ Classroom
 - ▮▮▮ Snackable learning (Nuggets)
 - ▮▮▮ Qstream staged learning reinforcement
 - ▮▮▮ Peer learning
 - ▮▮▮ Implementation assignments with program follow-up
 - ▮▮▮ Electronic and or paper based reminder cards
 - ▮▮▮ Coaching
 - ▮▮▮ Coach 2 Coach

Development process steps



Qstream buying cycle principles – From business goals to take away messages





Wrap up

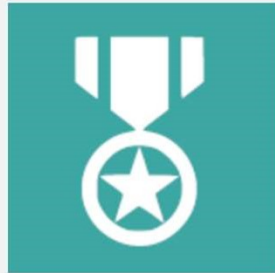
What you will learn in module 2



How **staged reinforcement learning** supports managers by delivering meaningful coaching with **data-driven insights** to know who, what and when to coach



Download our know-how for free on <https://perpetos.com/resource-center/>



Sharpen Proficiency

Increase knowledge retention
and change behaviors to impact
performance

Download E-book



Enable Precision Coaching

Data-driven insights to know
who, what and when to coach

Watch Video



Impact Performance Continuously

Identify proficiency gaps and
insights to improve training and
enablement program
effectiveness and measure ROI

Download Checklist