

Microlearning: The Future of Professional Development

Dawn to dusk.

That's how long the [average adult spends on-screen](#) – about 11 hours daily.

According to the International Data Group, the global datasphere will grow to [175 zettabytes by 2025](#).

How can we combat this oversaturation? Tools like Quibi, for example, let viewers watch [10-minute, movie-quality episodes](#), then get back to business. For news buffs, Skimm offers a personalized, [low-bias news digest](#). No time to read? [Audio summaries by Blinkist](#) provide critical details on-the-go.

What do all these tools have in common? They're quick, bite-sized, and offline-friendly. Above all, they take the limited time (and attention) users have into account.

This revolutionary reframing of content easily applies to any corporate training program. How? Through microlearning.

An Overview of Microlearning

Instead of long, constantly interrupted courses, microlearning embraces gamification for training.

It's short-term. It's brief and easily digestible. It's ultra-focused with precise, measurable goals. Above all, microlearning makes training fun.

Importance of Microlearning

Is it necessary to update tried-and-true training methods? We say yes.

Boosts Learner Engagement

Millennials are claiming the place of Baby Boomers as [America's largest adult generation](#). They've significantly occupied the workforce, and we need to understand how they learn.

As digital natives, they think differently.

That's why passive training won't work anymore. Across multiple platforms, microlearning increases learner engagement with games without wasting valuable time.

Increases Knowledge Retention

Microlearning is built on [cognitive science](#).

It uses spaced repetition, [a proven retention-boosting method](#) of breaking down learning topics into more manageable pieces and repeating them with adequate spacing between lessons.

This learning technique accesses the learner's working memory bank, which makes microlearning the perfect candidate for teaching hard skills.

Who Is Using Microlearning?

Let's explore industries that have implemented microlearning.

The Healthcare and Pharmaceutical Industries

Healthcare professionals deal with high-demand situations every day: long hours, patients in need, and sometimes life or death situations. That's why UC Berkeley uses game-based learning strategies like [Osmosis](#) to ensure learners retain critical life-saving facts.

The Transportation, Construction, and Manufacturing Industries

Through a combination of retiring experts, rapidly advancing technologies, and under-skilled newcomers, these industries are facing an uphill battle when it comes to training.

According to transportation industry leader Kenneth Calhoun, e-learning is the solution: it makes new skills stick and [kindles the desire for further development](#).

The Technology Industry

As an industry on the pulse of what comes next, it's easy to see why heavy hitters like [Google leverage microlearning](#) for training: it's more efficient, and it makes training fun.

Google's take on microlearning also scales well by working as a B2C community-building tool for its large network of users.

5 Microlearning Solutions You Can Execute Easily and Effectively

We recommend implementing the following microlearning methods for training.

1. Animated Videos

Animation is a powerful tool. In a recent study published in *Neuron*, researchers discovered that the [brain absorbs about 80%](#) of an environment's sensory information. This hyper-digestion is why corporations like Adobe and government institutions like Cleveland Water [utilize video-creation services](#) like Vyond, Powtoon, or Moovly to produce studio-level videos.

2. Infographics

Infographics help learners digest large quantities of information, show a hierarchy of data, and illustrate a point.

Beyond training, IBM uses [infographics to streamline recruiting](#). HR professionals also found infographics tools like [Piktochart](#) handy in building a stronger company culture.

3. Podcasts

Curious about launching a podcast? Create studio-quality content with [Squadcast](#), which is especially [great for remote interviews](#). Finished recording? Host it on all major platforms like Apple Podcasts and Spotify, then [measure your training's efficacy](#) with advanced statistics through Buzzsprout.

4. Chatbots

When it's time for coaching and reinforcement of training, some teams bristle. Older methods – like dreaded compliance meetings – can feel patronizing or worse, like a big waste of time. Chatbot platforms like [Mobile Coach](#) create chatbots for meaningful outreach and useful conversations, on the employee's schedule.

5. Games

It doesn't take a coding genius to build unique training and reinforcement games for your team. Anyone can custom-build effective games with tools like [The Training Arcade](#).

Mobile game-style rewards systems and social arms provide learners with a satisfying dopamine boost while [empowering educators with useful analytics](#).

Train the Next Generation with Microlearning

Younger learners aren't going away, so it's time for industries across the board to meet their training needs. Companies who do will find themselves ahead of the curve, with employees who are engaged in training and can recall what they've learned.

Meta Information

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