Making Microlearning Work at Work

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What is microlearning?
As training moves to more digital formats, it’s colliding with new realities in learners’ jobs, behaviors, habits, and preferences.

Today’s employees are overwhelmed, distracted, and impatient. Flexibility in where and how they learn is increasingly important. They want to learn from their peers and managers as much as from experts. And they’re taking more control over their own development.

**MEET THE MODERN LEARNER**

**OVERWHELMED...**

- 1% of time workers spend on things that offer little personal satisfaction and do not help them get work done.
- 41% of workers are constantly distracted with millions of websites, apps, and video clips.

**DISTRACTED...**

- Most learners won’t watch videos longer than 4 minutes.
- People unlock their smartphones up to 27 times every hour.

**IMPATIENT...**

- Online designers now have between 5 and 10 seconds to grab someone’s attention before they click away.
- 5 workers now get interrupted as frequently as every 5 minutes—ironically, often by work applications and collaboration tools.

**UNTETHERED**

- 37% of the global workforce is expected to be “mobile” by the end of 2015.
- 30% of full-time employees do most of their work somewhere other than the employer’s location.
- 20% of workforce comprised of temps, contractors, and freelancers.

**ON-DEMAND**

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:

- People are increasingly turning to their smartphones to find just-in-time answers to unexpected problems.
- 70% of search engines online searches.

**COLLABORATIVE**

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions. For example:

- ~80% of workforce learning happens via on-the-job interactions with peers, teammates, and managers.
- 55% of training courses are delivered by an ecosystem of 2,000+ peer learners.

**EMPOWERED**

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren’t getting what they need from their employers.

- 62% of IT professionals who report having paid for training out of their own pockets.
- 38% of workers who say they have opportunities for learning and growth at their workplaces.
- 21% (of many) professional skills are lost.

*Source: Bersin by Deloitte*
OVERWHELMED...

Number of times online every day
early days of the internet 5 today 27

41% of time workers spend on things that offer little personal satisfaction and do not help them get work done.

DISTRACTED...

Most learners won’t watch videos longer than 4 minutes

People unlock their smartphones up to 9 times every hour

Knowledge workers are constantly distracted with millions of websites, apps, and video clips.

IMPATIENT...

Online, designers now have between 5 and 10 seconds to grab someone’s attention before they click away

2/3 of knowledge workers actually complain that they don’t have time to do their jobs

Workers now get interrupted as frequently as every 5 minutes—ironically, often by work applications and collaboration tools

1% of a typical workweek is all that employees have to focus on training and development

Sources:
“The Overwhelmed Employee: Simplify the Work Environment” Deloitte University Press
“The Knowledge Worker’s Day” P. 2009
“Make Time for the Work that Matters” Harvard Business Review
“Collaboration & Social Tools Drain Productivity, Causing Millions in Work Interruptions” Harvard U
“We’re Creating a Culture of Distraction” Wired.com
“Study Says We Unlock Our Phones at Least 54x a Day” TIME
“Infodibility Causes Distraction and Stress at Work” All Magazine
“Does It Really Matter To Users And How Much?” University of Massachusetts
“Antiviolence is Not a Strategy” Plan-Strategy Group
“The Rise of the Extended Workforce” Accenture
“Engaging Disengaged Learners” Research Matters
“Reducing Information Overload” Mobile Connected” Pew Research
“Here’s a Google perk any company can initiate: Employee-to-employee learning” TechCrunch

Bersin by Deloitte.
Our definition.
What are some ways you can use microlearning?
Ways you can use microlearning

- Follow-up
- Stand-alone Training
- Performance Support
Generating Content: The Three Cs

• Curate
• Create
• Crowdsourse
Designing a Microlearning Program

What if you want...

• More than just a single resource?
• A stream of pieces that flow together?
• To address one or more learning objectives?

Use MILE: The MIcroLEarning Design Model
MILE
The MicroLEarning Design Model

Select Resources

Design Program

Identify Objectives

Promote

Monitor, Modify, & Evaluate

RETURN TO PRIOR STEPS AS NEEDED

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Our Program

- Time Management
- Posted on our internal social networking site (Jive)

**Content:**
- Duration: 1-5 min
- Formats: Text, Video
- All content curated from the web
**Time Management**

*Jump to:* Top Tips | Prioritizing | Email | Multitasking | Saying "No" | Procrastination | Clutter | Perfectionism | Planning

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**Top Tips for Time Management**

- **(4 pages)** 11 Things Ultra-Productive People Do Differently | Dr. Travis Bradberry

- **(2.27 min)** How to Manage Time With 10 Tips That Work | Entrepreneur

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**Try It Out:**

Identify three tips from the above resources that you think will make the greatest difference for you. Use them as consistently as possible for the next two weeks.

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**Prioritizing**

- **(2.5 pages)** Prioritizing – doing the right things in the right order | Business Productivity

- **(2 pages)** Be a rock star by getting your priorities right | SmartCompany

- **(2.24 min)** The Eisenhower matrix: How to manage your tasks | Andreas Kwiatkowski

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**Try It Out:**

Pick one prioritizing method from the resources above and commit to using it consistently to prioritize your work for at least two weeks. It may be hard to get used to at first, but it will become easier after just a few days, and after a few weeks it will be making a real difference.

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**Email Management**

- **(3.5 pages)** 7 Ways to Manage Email So It Doesn’t Manage You | Jeff Weiner

- **(1 page)** 10 Tips to Control Your In-Box | Organizing Pro

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**Getting Started:** (What do I do??)

We’ve identified a number of resources with excellent tips and strategies for improving time management. Explore them at your own pace and apply them to your work.

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**Getting Help:**

If you want help applying any of these ideas, a time management coach is available! Contact SHUniversity@spectrumhealth.org.
Time Management

Jump to: Top Tips | Prioritizing | Email | Multitasking | Saying “No” | Procrastination | Clutter | Perfectionism | Planning

Top Tips for Time Management

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Time Management Self-Reporting Guide

Use this form to identify what you have done to improve your time management. Once you've applied concepts from six of the areas of time management, submit this form to Spectrum Health University at SHUniversity@spectrumhealth.org to have this activity marked complete on your SHLI Online transcript. You may also want to provide a copy to your upline.

Use the drop down menus to select six different areas of time management and describe how you applied each one.

- Introduction: Top Time Management Tips
  Describe how you applied this...

- Email Management
  Describe how you applied this...

- Dealing with Procrastination
  Describe how you applied this...
Zeiders Enterprises’ Program

Topic: Military Mindset
Posted on LMS

Content:
- Duration: 1-3 min
- Formats: Video, Infographic
- All content created in-house

Created by Jacqueline Glass: jglass@zeiders.com
Tools Used

Video:
  • Animoto
  • Powtoons
  • Prezi

Infographics:
  • Picktochart
  • Vennage
  • Canva
Our Results

Go live date: 9/3/2015
Heaviest marketing push: 9/9/2015 (posted to 4 key groups)
Launch to Present (Sept, 2015 – Mar, 2016)

Impact Metrics: Time Management

- Views: 2,267
- Viewers: 340
- Comments: 4
- Likes: 29
- Shares: 35
- Bookmarks: 50
First Two Weeks (Sept 2015)

Impact Metrics: Time Management

- Views: 2,267
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- Likes: 29
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- Bookmarks: 50
First Four Weeks (Sept, 2015)

Impact Metrics: Time Management

2,267 Views
340 Viewers
4 Comments
29 Likes
35 Shares
50 Bookmarks
Latest Four Weeks (March, 2016)

Impact Metrics: Time Management

- 2,268 Views
- 340 Viewers
- 4 Comments
- 29 Likes
- 35 Shares
- 50 Bookmarks
Survey Results

Sent to all people who visited the page by Oct. 27 (7 weeks after the initial marketing push)
  Sent to 249 people
  21 respondents

Also an email follow-up to the 3 people who completed the form for credit on the LMS
  All 3 responded, but only one addressed the question about why the “credit” was attractive
  That person said they didn’t realize it was optional!
Did you find the time management program useful?
How many times did you visit the Time Management page on InSite?
How many of the links did you use?
How important is it to you to earn course completion?
Do you think your time management skills improved because of this program?
Survey Comments

• With almost every article I read I gleaned a new tool/technique to help my workday.
• I liked the small modules and articles. It wasn't a huge commitment and I could keep coming back to it for refreshers.
• Lots of great tips! Loved the five minute rule - if you can do it in five minutes just do it!
• I need to complete the course yet! I took the advice to try some of the suggestions for a few days, but never went back. I need to be more conscious of doing so.
Survey Comments

The program is amazing. I found very useful tools to help me improve my time management skills, and we are currently trying to use some of those tools in our department as well!
(from someone who earned “credit” on the LMS)
Course Credit Earned

By 18 people so far (end of March, 2016)
Still receiving completion forms
One Group Earned Credit Together

“I suggested to my leader that we implement this course in our office as a team building exercise. We took each section by week, and discussed as a group at the end of each week how we could implement the tools and suggestions provided. This allowed for open discussion in our area and led to much improvements for us. I feel it was an empowering course for our group and we really enjoyed it.”
Lessons Learned

• Promote the content regularly, while you build a library
• Offer “credit” for those who want it
• Searchability is critical
• Maybe a different topic would produce more learning
• Engaging the team is powerful!
Metrics We Should Track

- Unique visitors
- Page views
- Bounce rate (if possible)
- Number of comments
- Number of likes or shares
Is it important to assess learning (rather than access)?
xAPI and Time Management

xAPI cohort hosted by TorranceLearning
Came up with ideas for what we could measure using xAPI, but never actually implemented it
A few problems:
  Hard to identify actions that demonstrate “improved time management”
  Those actions required a deeper level of access to the employee’s computer than we had
  To write those statements were also beyond the scope of our technical expertise
  Not sure we could call those JavaScripts from Jive
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