Microlearning
for Disruptive Results

An Action-Driven Online Workshop

Learn to develop, implement, and manage microlearning content, processes, and results.

Microlearning for Disruptive Results is an in-depth, hands-on microlearning implementation workshop for elearning designers, developers and leaders, training and learning specialists, and project leaders and directors.

Help the New "Get-it-now", "Do-it-now" Workers and Learners

As the need to immediately solve problems, and deliver fast and effective results grow, today's workers and learners strive to learn by themselves. They want to find ways and solutions to these problems NOW, rather than wait for formal training programs. A webinar is a perfect tool for that. It's a great learning opportunity for training and learning professionals. However, the challenge is how to start making changes to accelerate learning in micro, and find relevant and effective ways of solving problems, instead of just pushing content production.

Microlearning: The Small Solution to Achieve Disruptive Results

Rapid business change presents learning designers and developers with both challenges and opportunities. The ever-shifting technological landscape pressures companies to respond with organizational changes. They are constantly faced with challenges such as:

- Gaining - Realizing first-to-market advantage
- Preventing product obsolescence
- Coping with constant changes in policies, prices and customer needs
- Supporting agile product design, development and distribution
- Adhering to new - frequently updated compliance standards

Faster Learning, Immediate Results, Lesser Costs

The time is ripe for helping new workers with Microlearning. Rapid business changes and the emergence of highly-advanced technology, especially in mobile devices, create a favorable environment for microlearning.
Learning in the workflow integrates training, learning, performance, support, coaching, and knowledge streaming to help learners access, apply, store, and retrieve information while doing work. It also helps them learn faster and deliver immediate results at lesser costs.

Microlearning enables learning stakeholders to meet these changes head-on. In particular, it helps:

- Achieve disruptive results with faster, better, less costly learning
- Facilitate learning while in the workflow and as needed
- Develop and implement compliance programs by trickles, snippets and well-spaced-out delivery
- Embed tips, checklists, solutions in software, processes, and other guides
- Support learning in very fluid business environments
- Enable real-time collaboration between engineers, operations, administration, marketing, customer support, and L&D departments
- Deliver microlearning in layers of learning and performance systems

Workshop Topics

The Microlearning for Disruptive Results - An Action-Driven Online Workshop will cover the following topics:

Context: Shifting Needs

- Understand the new learner type, "the seekers"—"get-it-now," "do-it-now" and "must-learn-it-now" workers and learners
- Review the science and findings on why and how microlearning disrupts results
- Align roles of L&D, trainers, SMEs, elearning designers, and developers in implementing microlearning
- Define microlearning
- Compare microlearning with formal and informal learning
- Establish the effectiveness of microlearning
- Understand the working environment of on-the-move, on-the-job and mobile learners
- Identify challenges and opportunities for microlearning demands

Methods

- Implement a dynamic needs analysis approach for up-to-the-minute microlearning requirements
- Conduct automated assessment of business critical gaps for immediate attention
- Design shorter, succinct and chunked knowledge bases, learning lessons and on-the-job aids, references and support tools
- Use templates and design models to communicate design approach
- Use the principles of "simple rules" in designing job aids, tips, guides and references
- Introduce knowledge-sharing processes and practices with workers and teams
- Facilitate micro-coaching, micro-goal setting, micro-assessments, micro-projects and peer reviews
- Change writing, video and presentation styles for microlearning
- Add context, stories, metaphors and memes to increase acceptance, motivation, and engagement among learners and workers
- Understand the roles of experts, learning accelerators, and curators
- Sustain microlearning initiatives
- Link microlearning with competency and expertise development
- Integrate microlearning with learning environments and blended approaches

Applications

- Utilize microlearning in compliance, technical, operations, manufacturing, software, people skills, on-boarding, and awareness training
- Integrate microlearning content in social learning, communities of practice, technical support, and performance support
- Implement a Subject Matter Expert (SME) in the microlearning content preparation process
- Convert existing large content and new content into microlearning content
- Implement individual, group, and automated curation processes
- Consider impacts on LMSs, XAPI, RLS, adaptive mobile tools, MOOCs, micro videos, virtual reality (VR), games and situated learning, performance systems, and social learning tools to facilitate micro-content delivery and tracking
- Implement instant analytics and statistical data to help learners self-manage learning

Returns

- Capture analytics and measure impacts and benefits of microlearning content in work efficiencies, cost reduction, and improved performance
- Calculate savings from microlearning
- Prepare presentations on microlearning projects
- Present justification on investment returns for using micro-lessons
- Exhibit a business case to show financial impacts and yield of microlearning design
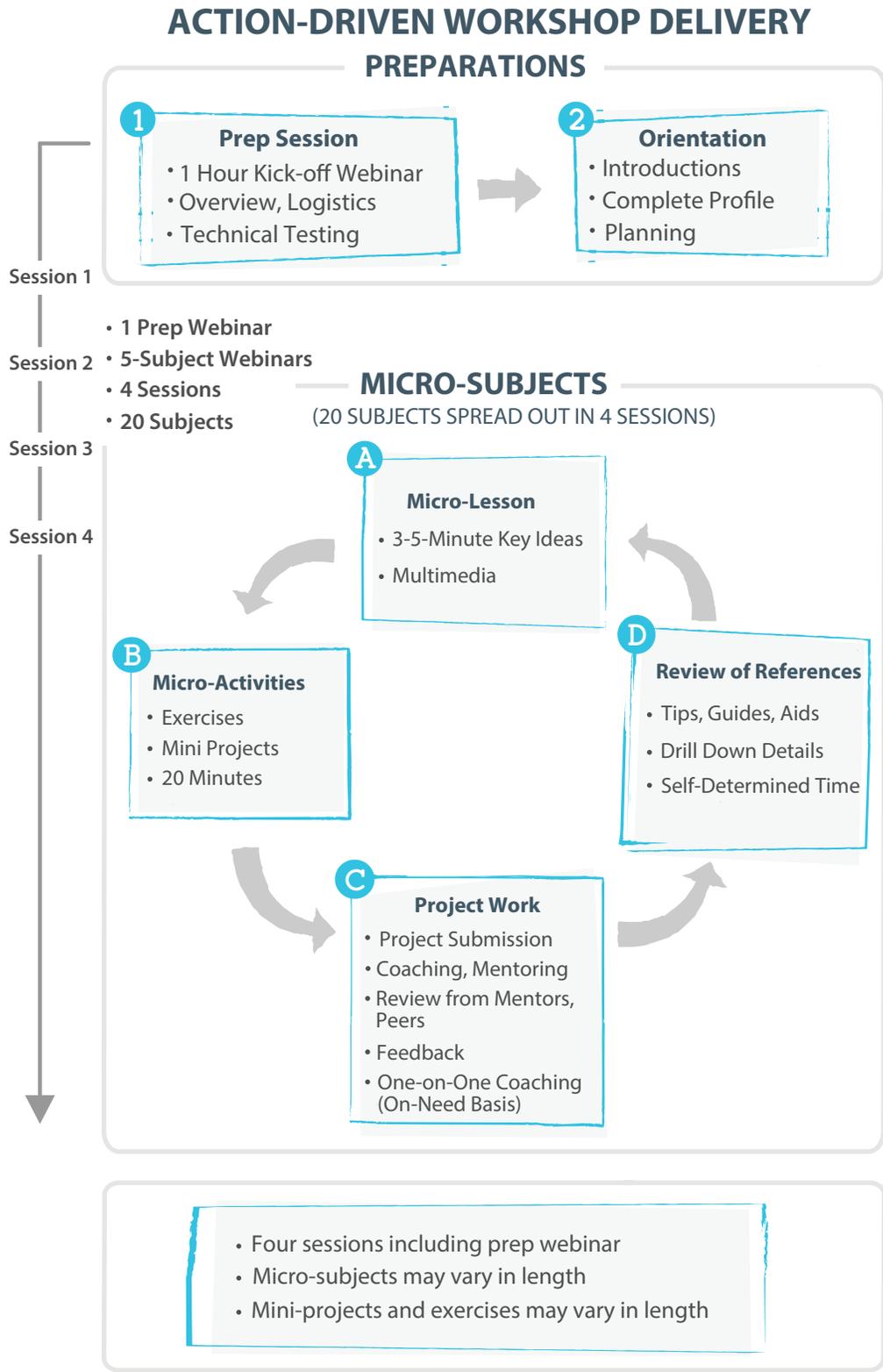- View and study examples and demos

Microlearning for Disruptive Results
– An Action-Driven Online Workshop and a Novel Learning Method

The Microlearning for Disruptive Results - An Action-Driven Online Workshop is a novel approach to blended learning. Instead of an instruction- or teaching-oriented method, the workshop is focused on "doing and applying." It provides experience, skill development, and real-life application of microlearning. At the end of the workshop, participants would have experienced microlearning implementation, not just its theory.

Key Elements of the Workshop Method

- The workshop sessions are **spread out over** a period of five weeks.
- Participants will access a **secure website** for all workshop activities, exercises, and documents.
- Each week, participants will study microlearning subjects—an average of about **5 subjects** ranging from 5 to 7 minutes each.
- There are a total of **25 subjects**.
- Each subject contains all **must-do and must-learn** on the topic. Knowledge bases are provided for **mastery** and further detailed study before, during, and "up to six months" after the workshop.
- Each microlearning subject contains micro-lessons, activities, **mini-projects**, references, and tips.
- Participants can do a **self-driven** study on a daily basis to review the microlearning subjects.
- Participants may also choose to do **advance previews** of all 25 subjects as their time will allow.
- Mentors and facilitators are available **for consultation** at a specified time daily.
- Participants are required to **showcase** their projects as part of the knowledge-sharing activities. Confidential content may be confined to facilitator's viewing.
- Mentors and facilitators are available to provide **immediate feedback** to mini-projects through chat and discussion rooms or, if needed, by phone, Skype, Join.me or other alternatives.
- A **90-minute webinar** is scheduled for each session focused on answering questions and providing guidance and feedback. Webinars will use Blackboard or Adobe Connect.
- Participants will have individual and team **progress analytics** for self-learning management and feedback to mentors and facilitators.
- It is recommended, although not required, that participants have one or **two peers from his/her company** or personal contacts to be peer reviewers and collaborators. They will interact and provide feedback and review of the participant's mini-projects. This allows the participant to experience how to work with a team.

How the Workshop Is Delivered

ACTION-DRIVEN WORKSHOP DELIVERY

PREPARATIONS

Session 1

1 **Prep Session**
• 1 Hour Kick-off Webinar
• Overview, Logistics
• Technical Testing

2 **Orientation**
• Introductions
• Complete Profile
• Planning

Session 2
• 1 Prep Webinar
• 5-Subject Webinars
• 4 Sessions
• 20 Subjects

Session 3

Session 4

MICRO-SUBJECTS
(20 SUBJECTS SPREAD OUT IN 4 SESSIONS)

A **Micro-Lesson**
• 3-5-Minute Key Ideas
• Multimedia

D **Review of References**
• Tips, Guides, Aids
• Drill Down Details
• Self-Determined Time

B **Micro-Activities**
• Exercises
• Mini Projects
• 20 Minutes

C **Project Work**
• Project Submission
• Coaching, Mentoring
• Review from Mentors, Peers
• Feedback
• One-on-One Coaching (On-Need Basis)

• Four sessions including prep webinar
• Micro-subjects may vary in length
• Mini-projects and exercises may vary in length

Workshop is Software and Platform Agnostic

Organizations use many forms of collaborative and learning platforms. The workshop does not require participants to use one nor does the workshop promote any specific software or platform. Instead, a proprietary system will be used to enable participants to have hands-on experience throughout the duration of the workshop. Participants will likewise be asked to review, explore or use their company's or other providers' software and platforms for more meaningful application as needed.

Who Should Attend

The workshop is for team members who are responsible for helping employees, clients and customers apply knowledge and information.

The workshop is significantly beneficial for the following audiences:

- Learning, training and eLearning specialists, team members and leaders.
- Team leaders of different functions within the company who desire to learn how to improve microlearning knowledge sharing to support projects.
- Subject matter experts (SMEs) who are responsible for implementing blended training and eLearning.
- Instructional designers who must convert content or create highly engaging eLearning, performance support, and on-the-job training.
- Trainers, presenters, designers, and developers who need to add high interaction and engagement to their training and eLearning courses.
- Managers and leaders who must lead and manage the design and development of microlearning systems.
- Customer support and product engineers involved with client interaction and product information distribution.

Seating is Limited

The workshop is an in-depth experience employing high interaction, varied multimedia lessons, mini-projects, coaching and mentoring. Due to the extensive need for facilitator and mentor interaction, workshop seats are limited. Reserve your seats early.

Vignettes Learning Offerings

1. Public Workshops:

Public workshops are Vignettes Learning events open to the general public, both for local and international participants. The webinars for each program are designed as highly interactive online sessions where each participant works on a personally-chosen project and gets the special attention and support of an assigned virtual mentor-coach.

2. In-House Workshops:

In-house workshops follow the same public workshop format and methodology of the core programs, but have the added value of customized content for a more specific targeted audience. Projects and content are tailor-fit for these specialized communities and environments. This enables on-point rapid learning, better on-the-job performance and ROI.

3. Consulting and Content Development:

For additional expertise and resources, Vignettes Learning also engages in special consulting and content development projects. We partner with our clients, and work with them closely to help them execute their own learning projects more effectively.

ZAP™ Microlearning Design and Process Guide eBook

In the workshop, you will receive the ebook and learn to apply the "ZAP™ Microlearning Design Process."

ZAP™ covers:

- **Z**ooming in on the tiniest and most useful
- **A**ccessible and ultra light, 24/7 workflow in get-it-now, do-it-now environments; and
- **P**erformance impacts, capture analytics and feedback, and continuous and progressive rebuilding of microlearning experiences.

ZAP™ Microlearning Design Process provides mapping flow, schematic models, templates and reusable case applications.

Microlearning for Disruptive Results

Participants will receive a workshop ebook version of Ray Jimenez's book on microlearning.

About the Facilitator

Ray Jimenez, Ph.D

Ray Jimenez, Ph.D., spent 15 years with Coopers & Lybrand in the areas of management consulting and implementation of learning technology solutions. As a management consultant, Ray has worked with various experts from different domains and industries. Ray is the author of *Microlearning for Disruptive Results* (soon to be released), *Microlearning Impacts Report, 3-Minutes eLearning, Scenario-Based Learning, Do-It-Yourself eLearning, Story Impacts Learning* and *Performance eBook and Story-Based eLearning Design*.

Ray has worked with American Bankers Association, Neiman Marcus, the U.S. Air Force, NASA, Blue Cross, Goodwill Industries, Pixar Studios, Edison Missing Group, Dendreon, Netafim, Progressive Insurance, Bridgepoint Education and California Institute of Technology, to name a few. He is the Chief Learning Architect for www.VignettesLearning.com. He has taught at the University of California, Irvine; University of Texas Southwest Medical Center, Dallas; Assumption University, Bangkok and Open Learning University, Hong Kong. He is a sought-after expert and workshop facilitator for Training Magazine, eLearning Guild and ATD Conferences.

Workshop participants describe Ray as "fun", "engaging", "technically savvy", "provocative", "inspiring", and "has depth and experience in Story-based eLearning Design."

What Participants Say

" Ray is an incredibly likeable, relatable presenter who provided practical, hands on solutions to issues that run across all organizations. I enjoyed this workshop more than any other I've attended in my professional career. "

- **Aimee Lantzy**, Creative Studio Director
Alchemy Systems

" This session provided me with ideas to share with my instructional designers that I know will make their content even smaller, more engaging and impactful. Really great stuff! "

- **Tim Strannix**, Director of Learning and Development
Cash America International

" The content this really great seminar successfully addresses ways to provide critical, just-in-time learning solutions in multiple domains (business, education, etc.). Additionally, the content of the seminar was structured in a way to provide participants with the tools to adapt and customize the tools and processes to fit their own needs.

Dr. Jimenez is an engaging, educated and entertaining instructor. He built on his ideas in an excellent manner, starting with a broad foundation and working up to the specific, all the while checking in with the participants to insure that everyone understood, before progressing. "

- **David Greenfield**, Consulting Educator &EdD candidate
Learning Technologies

> " Ray is one of the most natural teachers I have ever met. He is able to take all the high-level concepts that he has studied, discovered and used, and bring them down to a level where almost anyone can understand them. "
>
> **Bob Jones**, IT Specialist
> Johns Hopkins University

> " I recommend this workshop to my associates and for those who want to have a good grounding in micro-learning implementation, its tools and learning design. "
>
> - **Stephanie Byerley**
> Humana

> " Ray Jimenez is a first-rate facilitator providing thorough, excellent learning examples and hand-out material in his e-learning workshop. "
>
> - **Natalie Crede**
> Chico's FAS, Inc.

Please visit our workshop page.
For further inquiries, please click here to let us know.

Vignettes Learning
1191 Huntington Drive, 188, Duarte, CA 91010, USA
(626) 930-0160 || www.vignetteslearning.com