



Microlearning for Disruptive Results



An Action-Driven Online Workshop

Learn to develop, implement and manage
microlearning content, process 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, project leaders and directors.

 **Help the New “Get-it-Now”, “Do-it-Now”
Workers and Learners**

Today’s workers and learners strive to learn by themselves because of the immediate need to solve problems and make needed change. They find the answers and solutions themselves without waiting for formal training programs. This is a great opportunity for those who are in the training and learning professions. The challenge, however is how to start and make changes to accelerate learning in micro ways and stop just pushing content production.

 **Faster Learning, Immediate Results, Lesser Costs**

The time is ripe to help the new worker. Rapid business change, popularity of mobile devices, availability of apps and advances or shifts in technology are creating favorable environments 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 attain immediate results at lesser cost.

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 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 compliance standards

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

- Disrupt 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 spaced-out delivery
- Embed tips, checklists, solutions in software, processes and other guides
- Aid learning in very fluid business environments
- Enable real-time collaboration between engineers, operations, administration, marketing, customer support, and learning and development 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:

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 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 environments 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

- Apply 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) 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



Small Group In-House Workshop

If you have a small number of instructional designers, developers, SMEs and leaders, we would love to help you apply Microlearning in your team.

Please contact us for more details.

Free Workshop Guidebook

Microlearning Workshop Guide



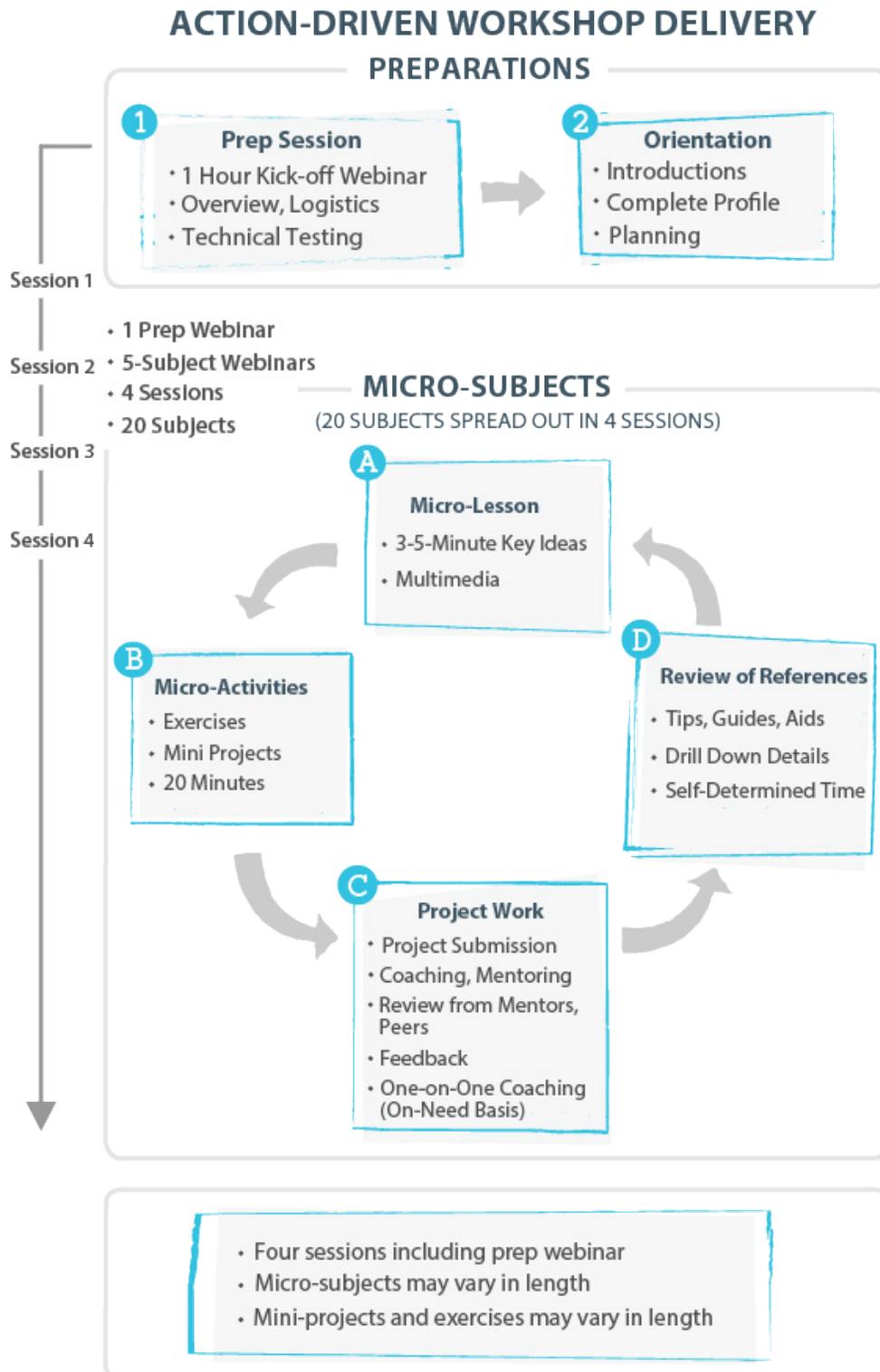
 **Microlearning for Disruptive Results
- An Action-Driven Online Workshop
and a Novel Learning Method**

The Microlearning for Disruptive Results - An Action-Driven Online Workshop is a novel approach in blended learning. Instead of an instruction- or teaching-oriented method, the workshop is focused on “doing and application.” 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 topics are **spread out over** four sessions.
- Participants will access a **secure website** for all workshop activities.
- For each session, participants will study Microlearning subjects—an average of about **5 subjects** ranging from 5 to 7 minutes each.
- There are a total of **20 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 **self-driven** study on a daily basis to review the Microlearning subjects.
- Participants may also choose to do **advance previews** of all 20 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 **one hour and a half 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 the participant has 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





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 to 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.

 **ZAP™ Microlearning Design
and Process Guide eBook**

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

ZAP™ covers:

- Zooming in on the most useful and tiniest context and content;
- Accessible and ultra light, 24/7, workflow, get-it-now, do-it-now environments; and
- Performance 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.

 **Dates, Times, Fees, and Discounts**

Please visit the website to see workshop schedule and details. [Click here.](#)



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

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

"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

"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 Microlearning 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.

About the Facilitators and Mentors

Ray Jimenez, PhD



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.”

Mentors and Co-Presenters



Jonathan Workman



Crystal L. Fernandes-Harris



Brenda LaRose



Delia Smola



Melissa Erceg Dougherty



Aimee Lantzy



Cara North