

Making **Bite-Sized** Work: **5 Tips** for Creating Effective Microlearning

Carla Torgerson & Sue Iannone



BULL CITY
LEARNING

Carla Torgerson, MEd, MBA



Director of Instructional Design Bull City Learning and Bull City Blue

- 15 years in instructional design & strategy
- Consultant to numerous *Fortune 500* clients
- Designed solutions ranging from \$15,000 to more than \$2 million
- Teach certificate programs for ATD



Sue Iannone, CPLP



Vice President Bull City Learning and Bull City Blue

- 25 years in life sciences
- Sales, Training, eLearning, Training Management, Executive Learning Leadership
- Designed and led numerous performance improvement initiatives
- Former Board Member and VP of LTEN



You may know us from our books...



Let's Get To Know **You**



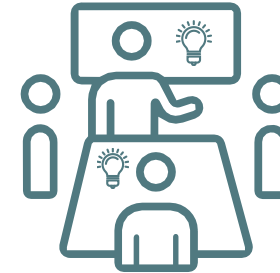
What We Will Do Today



Define Microlearning



Look at Examples



Share Design Tips



You will leave **empowered** to
capitalize on microlearning to
improve performance in
your organization.



What is microlearning?



Microlearning is **just enough.**



A **5-minute training** that
doesn't accomplish its goal...
is a **waste** of 5 minutes.





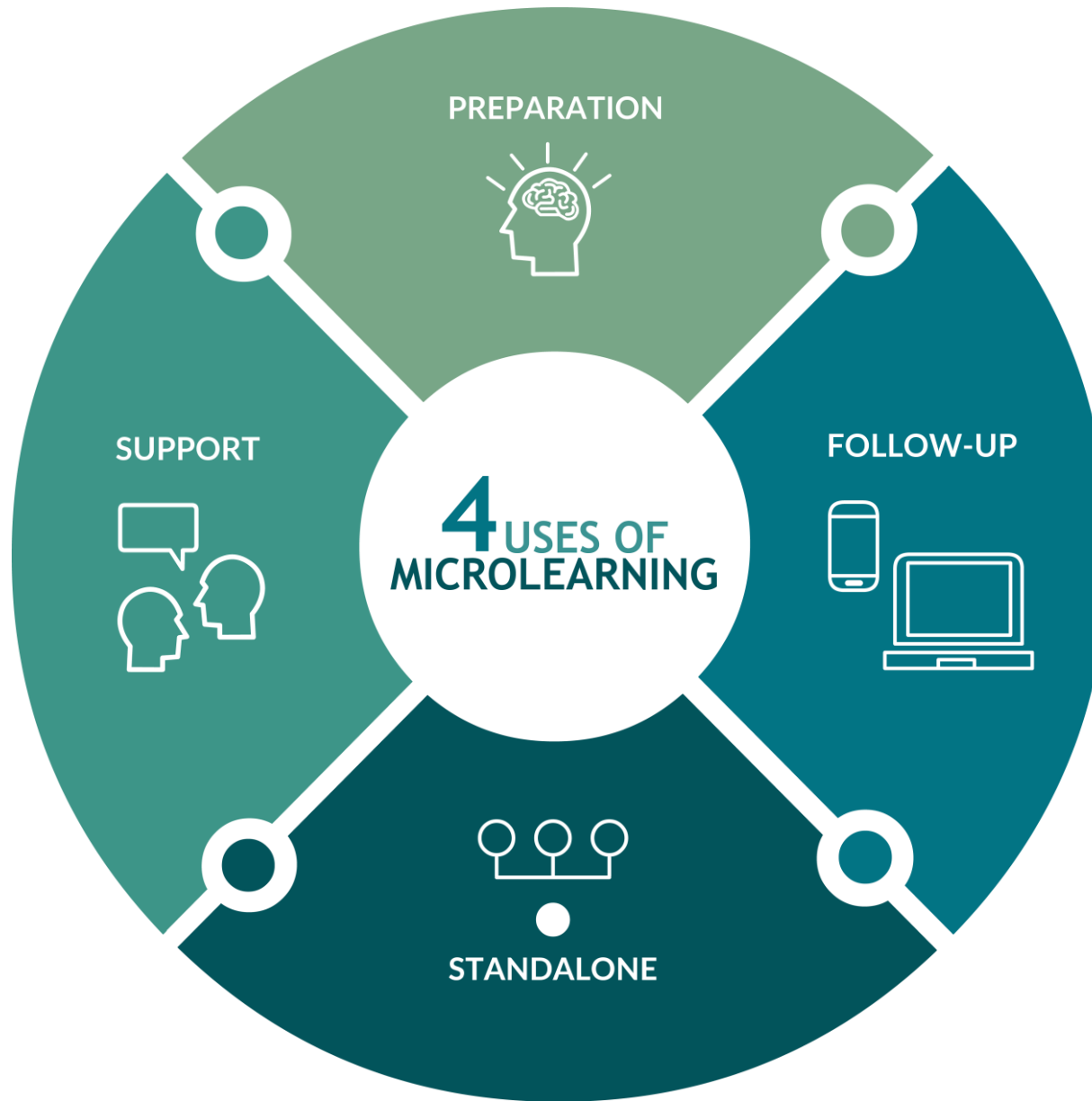
Meet **targeted** learner and
business needs **quickly**.

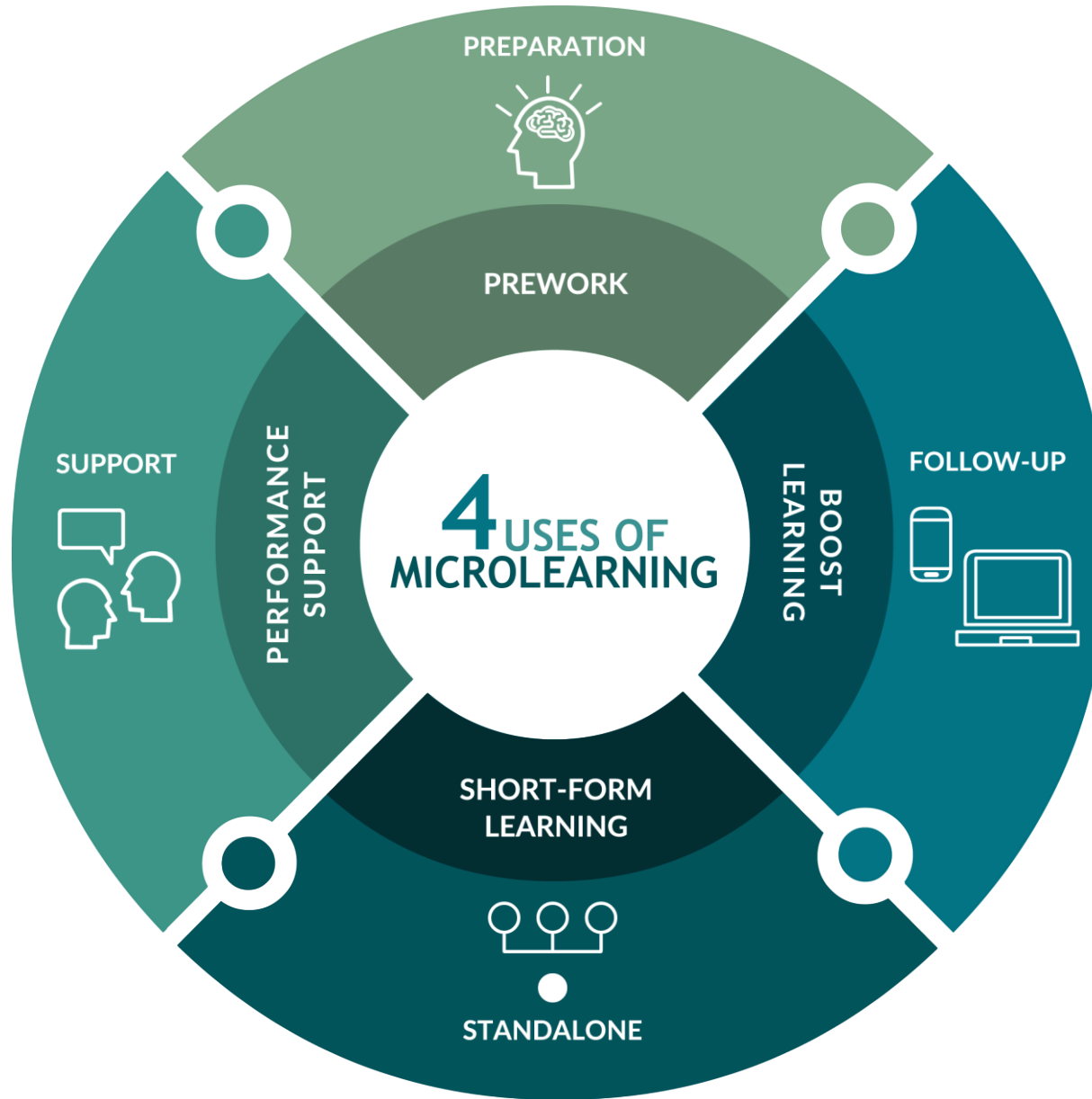
Everything Old is New Again

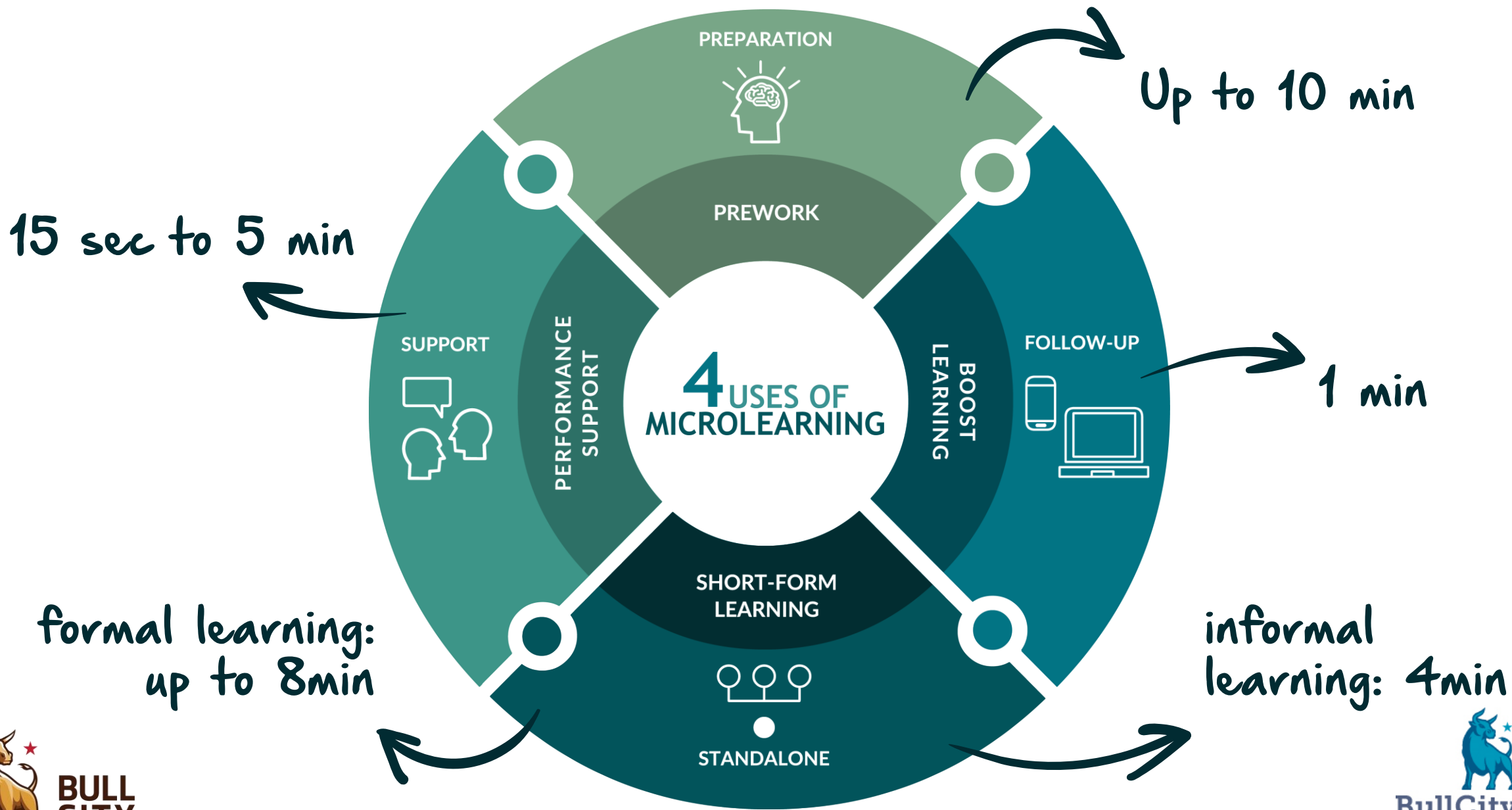


4 Uses of Microlearning









Regardless of how you
use microlearning, always ask
“How will I improve performance?”



Consider YOUR Content for Microlearning



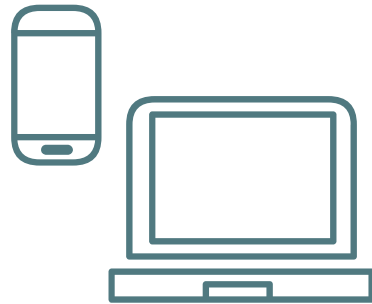
What is **one** topic you
develop training on that you
think could be **micro**?



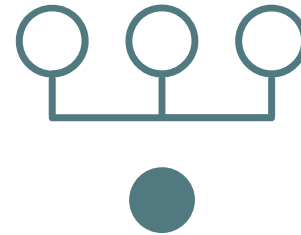
How can you **go micro** with your content?



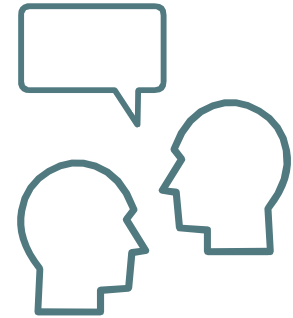
Preparation



Follow-up



Standalone



Support

5 Formats of Microlearning



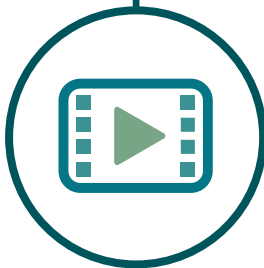
5 FORMATS OF MICROLEARNING



TEXT-BASED
RESOURCE



eLEARNING



VIDEO



INFOGRAPHIC



PODCAST

5 Tips for Designing Awesome Microlearning





#1

Be specific.



Fast & Effective Immunization Learning

Learn any time, anywhere, and on any device with short video lessons.

[See How it Works →](#)

[Browse by Topic](#)

 [Join IA Watch](#)

#2 Be brief.



SKIP INTRO

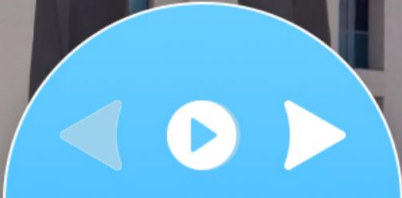


Be engaging!

#3



Brandon
IT Security
Manager





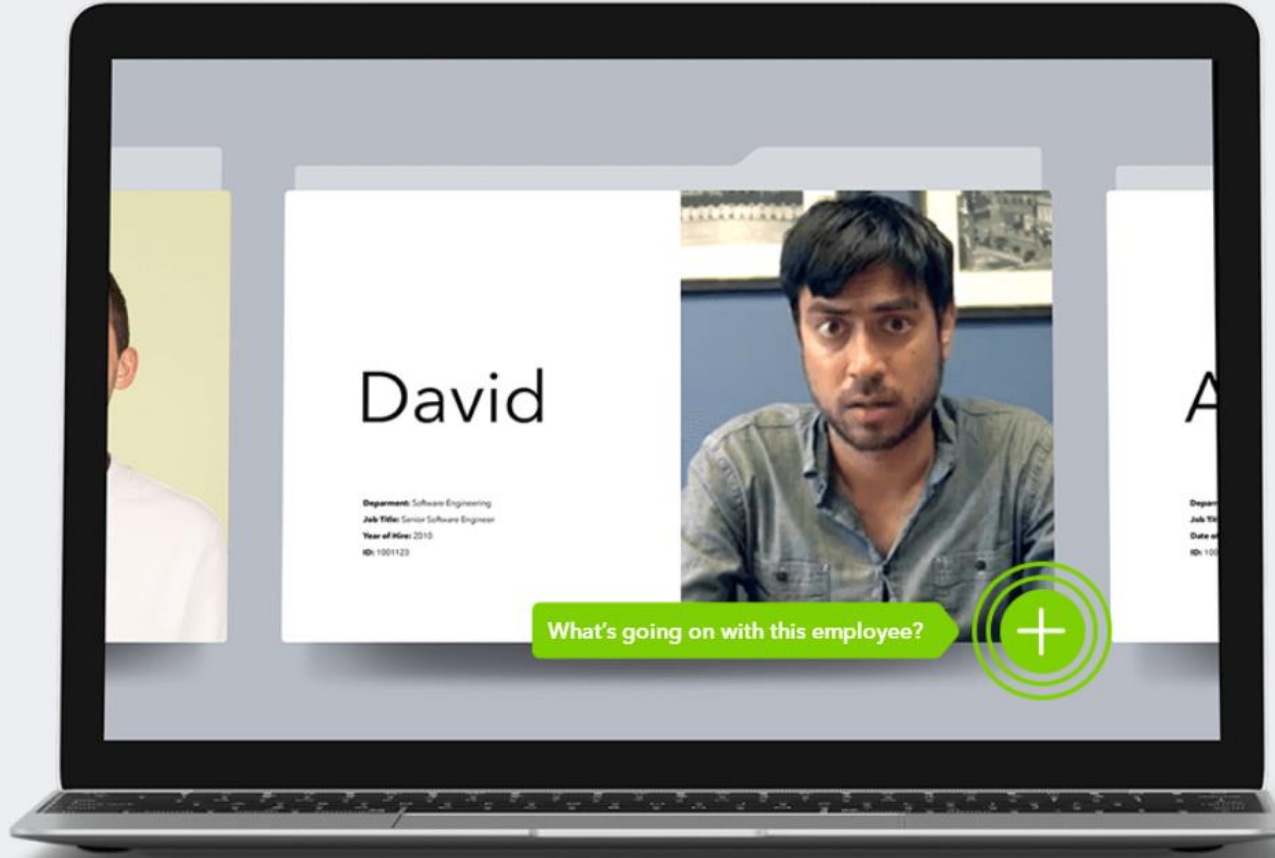
#4 Focus on performance.



Win Together
Motivation
Meter



Timer



**Focus on
the learner.**

#5



WHENEVER YOU WANT

How-To Guide
Manager Coaching Guide
How Sales Pros Have Used Sell by Design (videos from real sellers)
About Design Thinking

1. INTRODUCTION TO SELL BY DESIGN

2. DISCOVERY

- Introduction to Discovery
- Being More Curious
- Fly on the Wall
- Show Me
- Be the Customer
- Deep Dive Conversations
- The Human Value Chain

3. INSIGHT

- Introduction to Insight
- Being More Empathetic
- Newsworthy and Revealing Insights

4. ACCELERATION

- Introduction to Acceleration
- Being More Agile
- Getting Customer Feedback Fast
- Storytelling, Sketching, and Demos

5. TRY IT OUT!

- Test Your Sell by Design Know-How
- Sell by Design Roadmap for Your Accounts

6. BONUS MATERIAL

Expert Coaching Tips (short videos from Justin)

INTRODUCTION TO ACCELERATION

ASHLEY WELCH
– Co-Founder

JUSTIN JONES
– Other Co-Founder

somersault innovation

0:00:00

0:02:23



DISCOVERY PHASE

FLY ON THE WALL

LET'S DO THIS!

How long? 7 Minutes. You'll need your earbuds.

How Will You Make Your Microlearning...



Specific



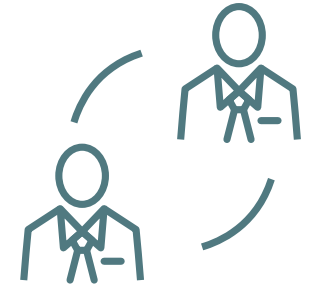
Brief



Engaging



Performance-based



Learner-focused



For More...



Microlearning
Certificate
Program





Carla Torgerson, MEd, MBA
Director of Instructional Design

 carla@bullcitylearning.com

 [linkedin.com/in/carlatorgerson](https://www.linkedin.com/in/carlatorgerson)

 [@ctorgerson](https://twitter.com/ctorgerson)



Sue Iannone, CPLP
Vice President

 sue@bullcityblue.com

 [linkedin.com/in/sueiannone](https://www.linkedin.com/in/sueiannone)

 [@Sue_Iannone](https://twitter.com/Sue_Iannone)

