



# Microlearning

## A framework for learning reinforcement!

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Scan for the handout or  
[http://bit.ly/Microlearning\\_reinforcement](http://bit.ly/Microlearning_reinforcement)



# Jump to it



# Micro Brew



# Micro Greens



# Micro Pig



# MicroLearning



**MicroLearning is short bursts of focused “right-sized” content to help people achieve a specific outcome.**

# What is MicroLearning?



**A Way of Learning**

**Not “Learning” Done to You**







**Consider  
this**



**2/3 workers complain  
they don't have time to  
do their jobs**



Bersin by Deloitte.

Meet the  
modern learner



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

24 minutes!







1

4

2

5

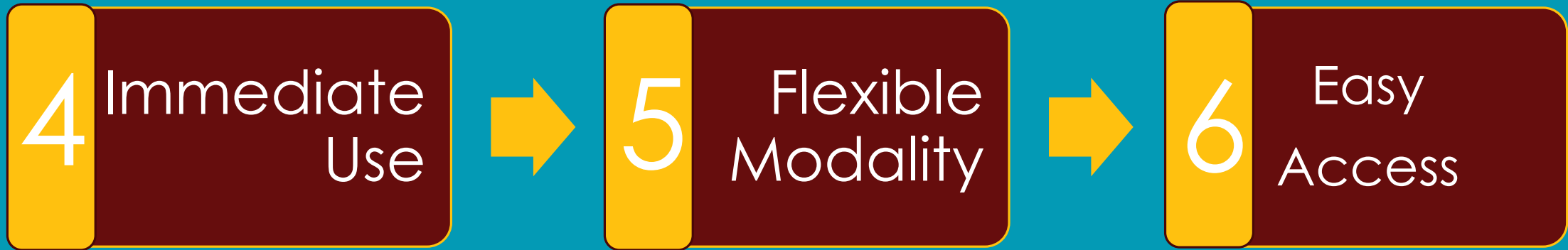
3

6



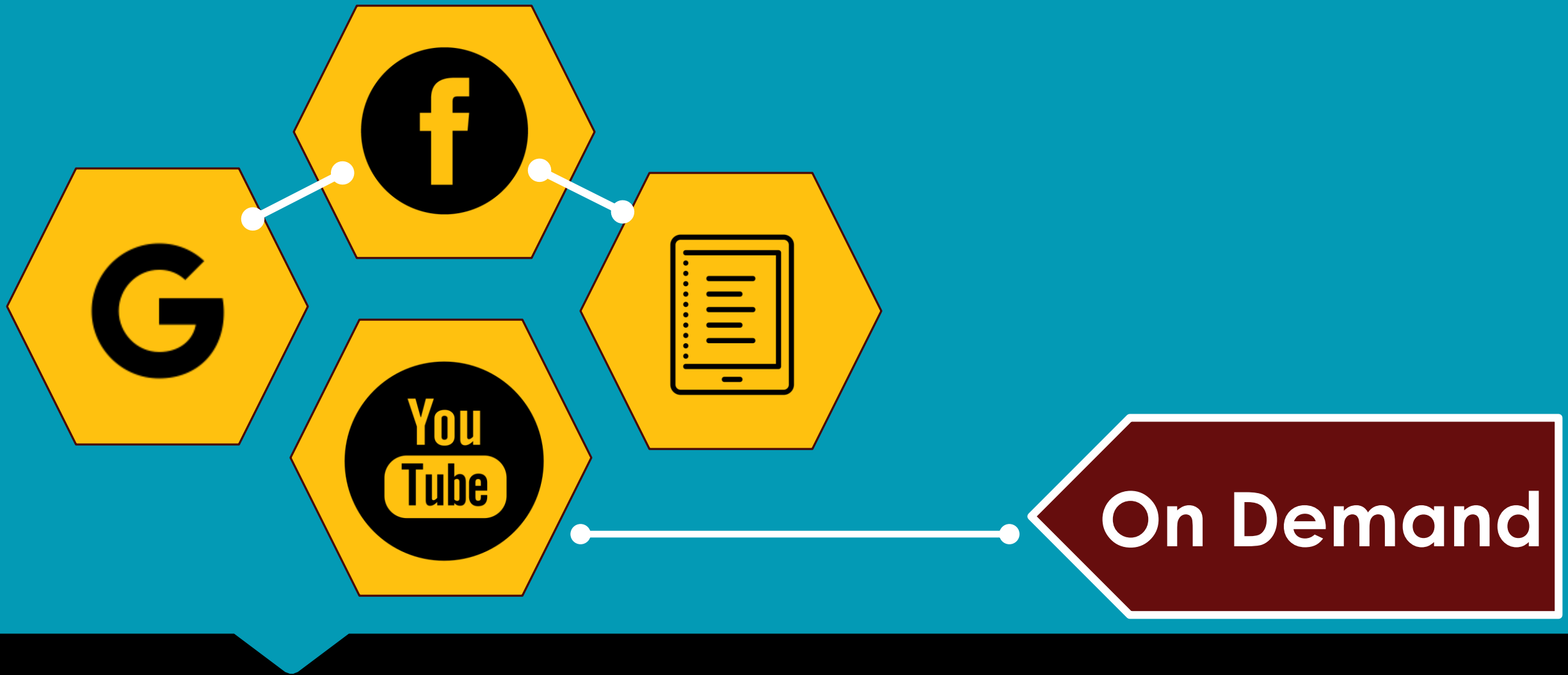
6 Markers





# 6 Markers





In the Workflow





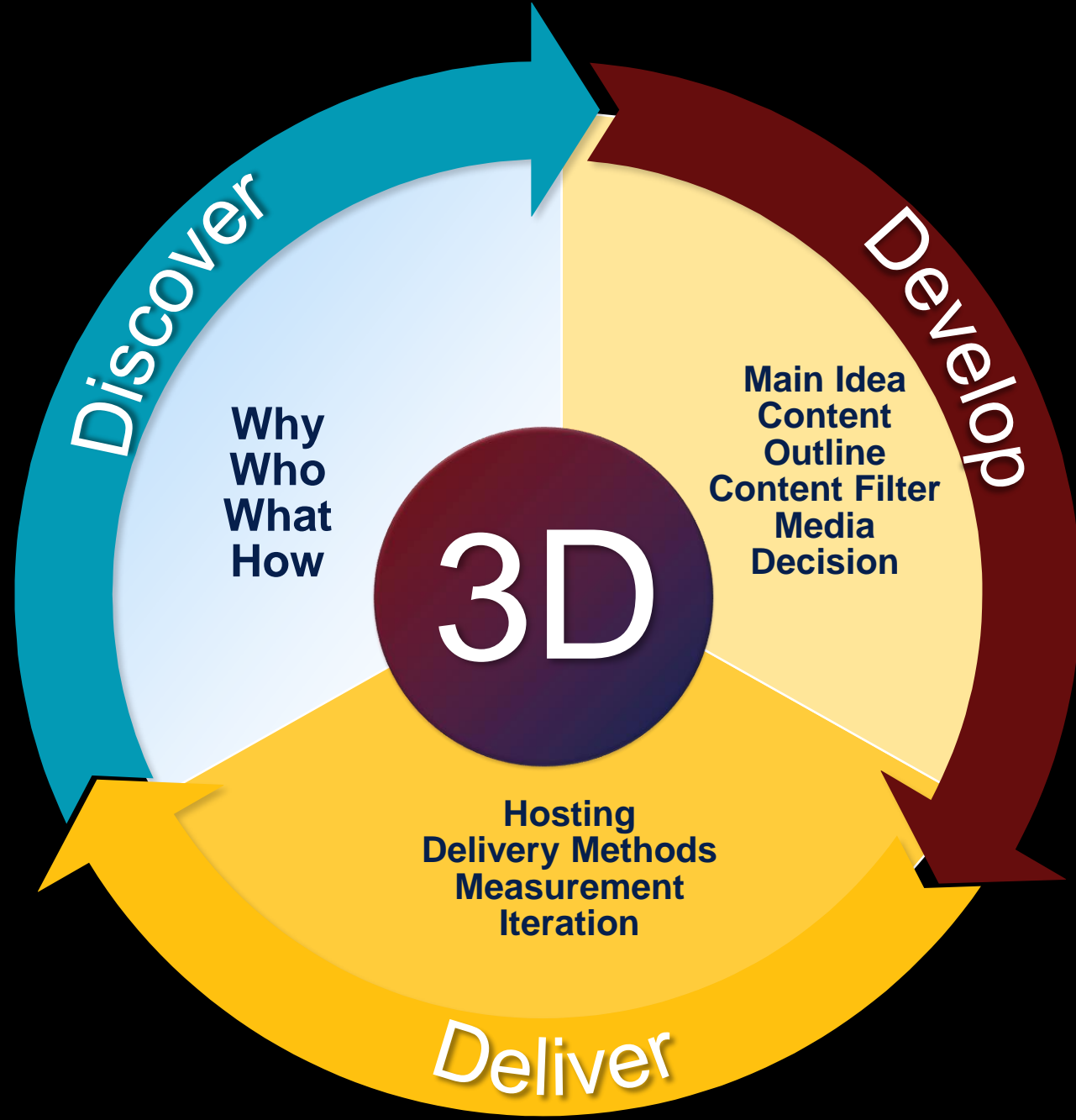
**It's not chunking**



**It's not about technology**

A muscular Black man is shown from the chest up, wearing a blue tank top with a red and yellow Superman logo. He has a wide, intense expression with his mouth open in a shout or yell. He is holding onto two black handles of a gym machine, likely a lat pulldown or similar exercise. The background is a blurred gym setting with metal frames and equipment. The overall image has a slightly desaturated, high-contrast aesthetic.

○ It's giving people regular boosts to strengthen the brain.



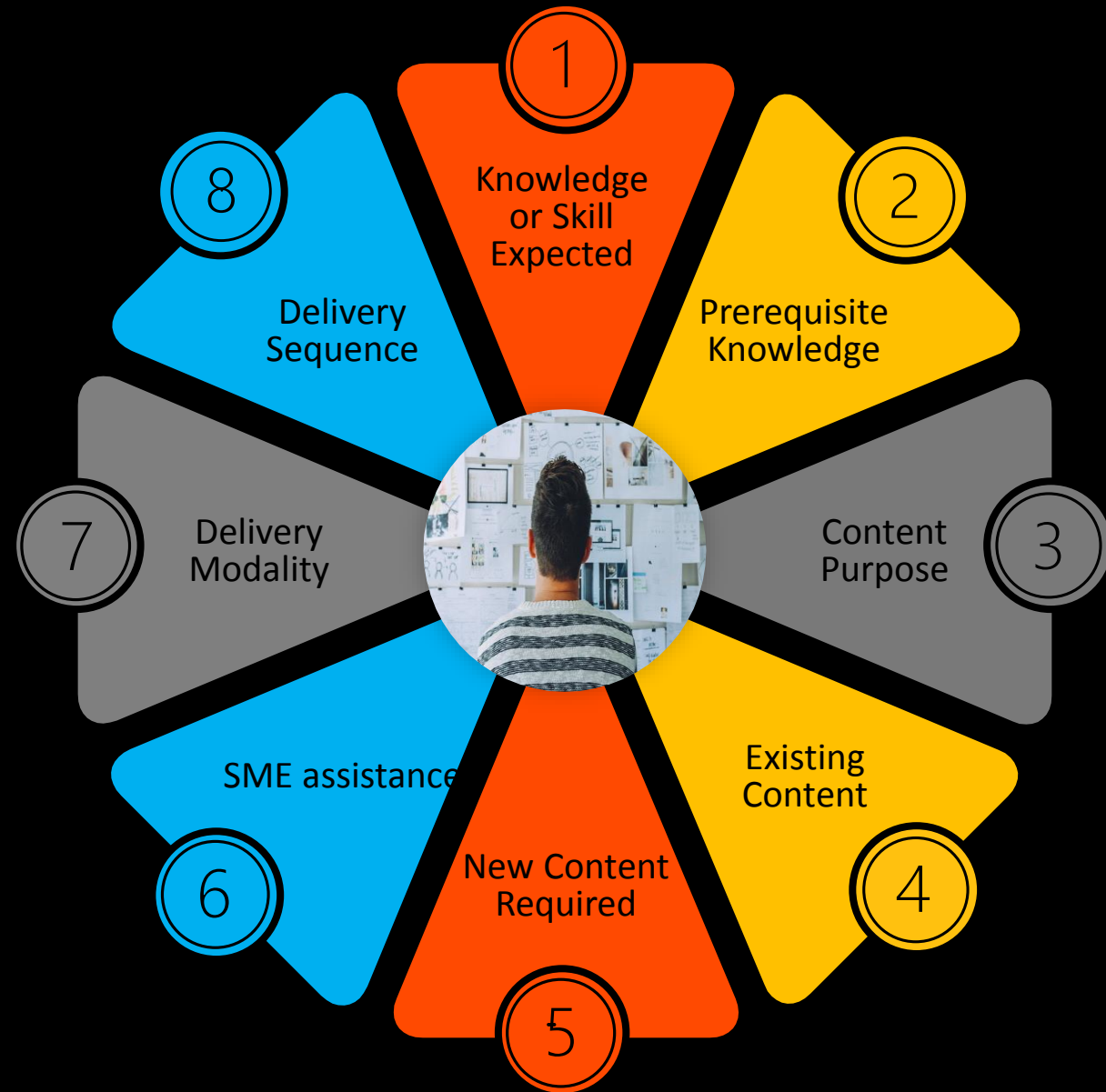
**What is  
reinforcement  
goal?**



**Sales**

**Training**

# Content Mapping



**1** What problem  
are you trying to  
solve?

**1**

**2** Who is the  
target  
audience?

**2**

**3** What will  
people be able  
to do?

**3**

**4** How will people  
be using the  
content?

**4**

# Discover





Break down  
content. Need  
to know

5

Categorize,  
look for  
bloat

6

Prioritize key  
concepts.  
Areas of need

7

One Key  
Takeaway

8

# Develop



Macro  
Topic

**Sales Training**

7

Priority  
Need

**Customer Connection**

8

Key  
Takeaway

**Elevator Pitch**

**Develop**

Key  
Takeaway

# Elevator Pitch

Supporting

Who you  
are

What is the  
product

Why you  
need the  
product

9 Modality

# Podcast Series

# Deliver



# Sales Training



**Augment**

**Augment**

**Augment**

**Lead Generation**

**Building  
Relationships**

**Product  
Knowledge**



# Sales Training

Lead Generation

Building Relationships

Product Knowledge

ML

ML

ML

ML

Support

Support

Support



**My Simple  
Show**

**Podcast**

**Screencast**

**QR**

**UMU.com**

**Adobe  
Spark**

**PowerPoint  
Canva  
InDesign**

**Piktochart**





Your Job if You Choose to Accept it

**Content  
Aligns with  
Objectives**

**Content is  
self-  
supporting**

**Experiment!**

**Perfection  
not required**

# Content Tips







# LEARNING REBELS

— TIME TO THINK DIFFERENTLY —

Curriculum  
Reconstruction  
for Micro, Virtual  
and Blended  
Learning

Custom  
Workshops

Non-Traditional  
Training  
Solutions

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