



THE  
BOB PIKE GROUP

Engineer Curiosity

# Microlearning Workshop

**2 Days | \$1,295 | \$1,095\*** } \*Early Bird

## Who Should Attend?

- Experienced trainers looking for a new approach to course design and delivery
- New training professionals eager to harness the power of digital tools
- Frustrated trainers hoping to improve results
- Anyone who creates or delivers training programs

## Results & Takeaways

- Determine when smaller is the right approach
- Discover the 8-step microlearning design process
- Tap into the brain science of spacing to improve retention
- Practice a variety of methods for chunking content
- Takeaway templates for immediate use
- Use voiceover PowerPoint technology
- Choose design strategies that best fit your objectives
- Integrate surveys, quizzes, and mini games into microlessons
- Explore how to make articles interactive for better retention
- Create your own microlearning units with expert guidance and feedback

Discover practical ways to deliver content in smaller bursts for “just enough, just in time” segments.



Pair microlearning with the Creative Training Techniques® Conference to earn a professional certification in Design or Online Training.  
**[BobPikeGroup.com/Certification](http://BobPikeGroup.com/Certification)**

\*Early Bird Price: Register 45 days in advance to receive discounted pricing.



# Workshop Outline & Objectives

## Module One: Microlearning Baseline

- Examine myths and truths of microlearning
- Determine when to use or lose microlearning
- Explore the “spacing effect” to drive retention higher
- Recognize the 8 steps in the microlearning design process

## Module Two: Microlearning Design

- Identify the “learning journey” for the target audience
- Determine measurable learning objectives
- Weed through content to determine need-to-know vs. nice-to-know
- Create effective design strategy to prevent cognitive overload
- Organize order of content for best retention
- Engage learners by adopting the E.A.T. model
- Break up content into bite-sized chunks

## Module Three: Follow-through

- Examine how to use an effectiveness grid when pilot testing
- Explore the types of metrics available on UMU
- Determine method of use for evaluating results



Interested in team training? We come to you. Save time and money when you bring the microlearning workshop on location for groups of 6 or more.

Call **800-383-9210** for more information, or visit  
**[BobPikeGroup.com/onsite-classes](https://www.BobPikeGroup.com/onsite-classes)**