



MICROLEARNING VS. E-LEARNING— WHEN TO USE OR LOSE EACH APPROACH

Objectives

- Recognize similarities and differences between microlearning and e-learning
- Discuss when bite-sized chunks, rather than long blocks of content, are better
- Recognize when an online learning is ideal (like when tracking progress is key)

Presented by
Becky Pike Pluth, M.Ed., CSP., MPCT



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NOTES NOTES NOTES

Becky Pike Pluth, M.Ed., CSP, MPCT



With more than 15 years as a training professional and two training industry best-selling books on the market, Becky Pluth, The Bob Pike Group's President and CEO, doesn't rest on her laurels. "Continuing education, whether formal or informal, is critical for those of us in education!" Becky said.

"And, for many of us in this industry, I think the desire and passion for learning comes naturally."

As proof of her desire to continuously strive for "great," Becky was named one of *Training* magazine's Top 40 under 40 in 2012.

Becky has more than 17 years of exposure to Bob Pike's Creative Training Techniques® (CTT) and vast experience in cross-functional training design and delivery, project management and business operations. She easily employs a participant-centered approach to classroom training, one-on-one training and blended e-learning. Becky also infused CTT into all of her design and development while working as a corporate trainer for Target Corporation and overseeing the training department at Event Think, a multi-million dollar event management and communications company.

Programs she has particularly enjoyed designing and delivering include Webinars that Work, organizational-change management, systems training, and leadership and team development.

Becky's charismatic personality and facilitation style place participants at ease, and she empowers each learner to leave their training setting and immediately put their insights into action. Sustainable, practical change and strong adult learning principles in practice are her foci.

Becky has helped many Bob Pike Group clients realize cost savings and training efficiencies through utilizing a participant-centered approach. Some Bob Pike Group clients who have consulted with Becky are: Bose, Cisco Systems, Coca-Cola, Hewlett Packard, Intel North America, Interval International, Karl Storz, Kellogg's, Kimberly Clark, Kraft, Medica, Microsoft, Minnesota Education Association, National Park Service, Sepracor, Tampa Electric, Target Corporation, Uline, USA TODAY Education and Wells Fargo.

Becky is a certified K-12 teacher and received her master's degree from St. Mary's University. She is a member of the American Society for Training and Development and the National Speakers Association. She also is the author of the award-winning *101 Movie Clips That Teach And Train* and *Webinars with WoW Factor*.



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Aha!



Myths & Truths of Microlearning/ e-Learning

What is e-learning and microlearning?

e-Learning is using information and communications technologies to _____
_____.

Microlearning is form of e-learning. It is a way of teaching and delivering content to learners in _____, _____, _____. The learners are in _____ of what they are _____ and when they're _____.

In the space provided, write **M** for Myth or **T** for Truth.

- _____ 1. Attention span is related to tech and media usage, not age.
- _____ 2. Digital natives process tech information faster.
- _____ 3. E-learning and microlearning compensates for poor learning design.
- _____ 4. Microlearning sessions should be short, 10–15 minutes long.
- _____ 5. E-learning and microlearning should be accessible across multiple platforms.
- _____ 6. Microlearnings should have flexibility to complete in any order.
- _____ 7. E-learning should have flexibility to complete in any order.
- _____ 8. Content within microlearning should be specific and matter of fact for ease of learning.



Similarities and Differences of Activities in E-learning and Microlearning

e-learning

both

microlearning

Small content pieces

Short segments

Just-in-time approach

Good for short attention spans

Motivated learners do well

Learner controls when it's done

Short video lessons

Easily completed with mobile devices

Requires a fixed learning plan

Spontaneous learning

Broad based content

Navigation is smooth

Multiple courses become a curriculum

Used before, during and after training

Modules are 20–30 minutes

Highly interactive

Designed fully on a computer

Creativity is broad

Structured, formal

What other differences and similarities are there?



Online Learning – Use it or Lose it

	Use	Lose
Producers/ Trainer/ Developer	<ul style="list-style-type: none"> • _____ is needed • LMS is connected to learning programs • Learning can be tested on line • Consistency of training is necessary • _____ is necessary • Resources need to be managed 	<ul style="list-style-type: none"> • _____ time is needed • Time is of the essence (e-learning) • A communication plan is not in place • A webinar, video conferencing, blended learning or classroom would be better • _____ conscience • Management buy-in is lacking • Safety Risk
Learners/ End Users	<ul style="list-style-type: none"> • Audience is _____ dispersed • Flexibility with fixed schedules • Learning _____ need to be filled quickly • _____ or _____ beliefs limit in classroom training. 	<ul style="list-style-type: none"> • Hands on skills are tested • Learners are _____ • Longer than 30 minutes • _____ skills need to be built • Lacking accessibility to mobile learning • Computer skills are limited

Word Bank:












Unmotivated	Face	Cultural
Tracking	Geographically	Compliance
Money	Psychomotor	Gaps
Religious		



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Upcoming Webinars

For a complete listing of our upcoming webinars and sessions go to www.BobPikeGroup.com or call The Bob Pike Group (800) 383-9210

Upcoming Seminars

Train-the-Trainer Boot Camp

Atlanta (Boot Camp Plus)	August 1–3
Houston	August 16–17
Kansas City	August 23–24
San Francisco	September 10–11
Orlando	September 13–14
Charleston (Boot Camp Plus)	September 19–21
Minneapolis	September 24–25



25th Annual Creative Training Techniques® Conference Minneapolis

Pre-Conference	September 23–25, 2018
Conference	September 26–28, 201

The Bob Pike Group

The Bob Pike Group's Creative Training Techniques™ help people learn twice as much in half the time. Each project is designed from the ground up using activities that have attendees participating in their own learning. These tools allow learners to “catch” what’s being taught while having fun. Participants take ownership of their learning and quickly discover on-the-job applications for their training.

Our participant-centered approach is successful because it focuses on the needs of learners. We understand that attention spans are short, so we routinely capture people’s interests. Even television directors understand this challenge, and they change camera angles every six seconds to keep viewers hooked.

Our techniques, grounded in adult learning theory and brain-based research, create buy-in, enthusiasm, and ultimately change behavior. After all, learning doesn’t occur until behavior changes. Companies large and small work with us to save time and money on training while improving measurable results.

The Bob Pike Group design and training consultants are experts with real-world experience so they know what it’s like to be on the frontlines of industries like technology, healthcare, government, and manufacturing.

We are the industry-leading firm to train your trainers, design your training programs and develop your leaders. Over 300,000 people on five continents have changed the way they train forever because our interactive methods achieve more with less.

If you would like to discuss any training or consulting topic in more detail or you would like more information on The Bob Pike Group’s comprehensive system of performance solutions, please fill out the form or call us at 1-800-383-9210 and ask for one of our Client Solution Directors. We would like to assist you in your on-going personal and professional development goals for your organization.



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