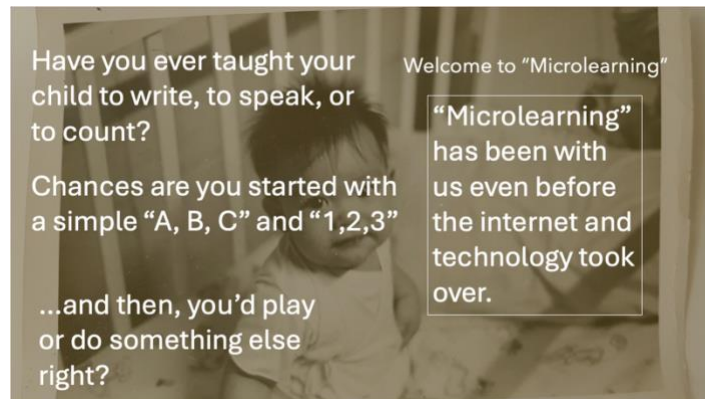


TODAY IS A GREAT DAY!!!



**Welcome to “Microlearning For Leadership Development”
Nov 12, 2024**

What is “Microlearning”?



“Microlearning” has been with us even before the internet and technology took over.

Have you ever taught your child to write, to speak, or to count?

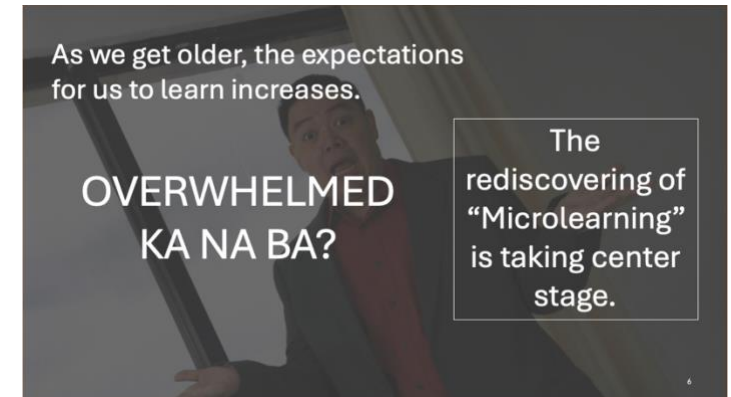
Chances are you started showing and teaching them “A, B, C” and “1,2,3” and then, you’d play or do something else, right?

You see “Microlearning” is an age old concept that delivers bite-sized, focused content in short bursts, allowing learners to acquire knowledge and skills quickly and conveniently.

Here are examples we have used Microlearning before it became a “Buzzword”:

1. **Apprenticeships:** Traditional apprenticeships relied on learning specific skills through observation, practice, and short bursts of instruction from a master craftsman.
2. **Flashcards:** These have been used for centuries to memorize vocabulary, historical dates, or scientific facts. Each flashcard delivers a focused piece of information.
3. **Proverbs and Sayings:** These short, memorable phrases often impart wisdom or life lessons in a concise and impactful way.

- **Military Drills:** Soldiers learn complex maneuvers by breaking them down into smaller drills and practicing them repeatedly.



And now that the technology and information age is upon us, “Microlearning” has been “rediscovered” in our learning, especially in leadership and personal growth.

BUT MICROLEARNING IS NOT A SUBSTITUTE

It is a method

It also depends on how your leadership development and learning program is

- Designed (and Delivered)
- Monitored (and Maintained)
- Improved (and Updated)

However, Microlearning is not really a substitute to traditional training as you will see shortly, it is a “Method”



Leadership Development and Microlearning

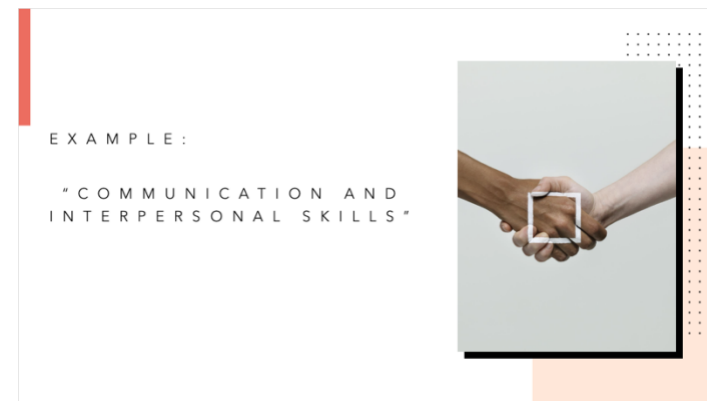
So let’s now focus on Leadership. As you can imagine, it is a broad topic, but like any complex issue, it can be broken down into specific competencies that we need to learn.



Depending on the need of the organization, we look at improving a competency or a combination of competencies you need to address for your leadership training

Top 10 Leadership Competencies to look at:

1. Communication & Interpersonal Skills
2. Adaptability & Resilience
3. Strategic Thinking & Problem-Solving
4. Emotional Intelligence
5. Leading with Integrity and Ethics
6. Decision-Making
7. Team Building
8. Mentoring & Developing Others
9. Change Management
10. Innovation & Creativity



So let’s take the first competency:

“Communication and Interpersonal Skills” and

break down this combination of competencies to a set of outcomes you want to improve on.

Please note, these are not just skills but a combination of habits and beliefs and practices.

For example:

I’d like my leaders to learn the following:

1. How to “Build Genuine Rapport” with Co-workers they don’t like
2. How to “Start a difficult but needed conversation” with a problematic co-worker / Team mate without having the fear of retaliation or creating a bigger problem
3. How to “Talk to your boss” about improving the process or the work environment without offending



Note: This is what we at Businessmaker Academy and HR Club Philippines have dedicated 21+ years helping our students and clients with. This is what we do quite confidently and passionately. This is part of our Learning Needs Analysis whenever we produce our high quality seminars / webinars.

How do we apply Microlearning here?



1. Start with a “Learning and needs analysis” (LNA) to properly define expectations and competencies.

Additional notes:

Ideally, it would be best to have Learning and Development (L&D) professionals start with a seminar / workshop to address these expectations.

Usually, and if the training session is designed correctly, there will be pockets of “Microlearning” activities embedded within and during the training.

For example:

- Kinesthetic activities like role playing that highlight a point.
- A Recap Quiz that is done after a lengthy lecture to see if participants have absorbed the lesson, and so on.
- Open discussions on difficult situations

These “Microlearning” sessions are where you can reinforce / highlight “Aha” moments / realizations.

These sessions can also be very transactional and unwavering when it comes to drilling down a particular skill that you want your leaders to have.

For example, “the 6 C’s of Communication” where each C stands for a skill they need to learn and master i.e. “Connecting” with who they communicate with.

The Microlearning example would be to provide a simple 3 question online quiz / survey harping on each “C”

So to properly apply Microlearning, especially in a very complex and deep topic like Leadership, it has

to be anchored on a properly designed program with a well-researched and analyzed outcome.



2. Work on Outcomes by Curating / Creating Microlearning Resources

A. Learning Management Systems (LMS):

- Moodle
- Canvas
- Thinkific

(Example: Use the LMS to deliver short quizzes after a training session or to share links to relevant articles.)

B. Video Platforms:

- Vimeo
- Wistia
- Youtube

(Example: Host short expert interviews or demonstrations on these platforms.)

C. Content Curation Tools:

- Feedly
- Pocket

(Example: Create a curated feed of leadership-related content for learners to explore.)



3. Implement and Measure the Impact of Microlearning

It's important to have a structure and a way to track progress with micro-learning, otherwise it's easy for things to fizzle out:

Motivating Participation:

1. **Make it Relevant:** Clearly connect the micro-learning content to their current roles and future aspirations. Show them how it will help them be more effective and advance their careers.

2. **Recognize and Reward:** Publicly acknowledge and celebrate those who actively participate and demonstrate growth. This could be through shout-outs, small rewards, or opportunities to showcase their work.
3. **Create a Buzz:** Generate excitement around the program through internal communication channels, testimonials from past participants, and by framing it as a valuable opportunity for personal and professional growth.

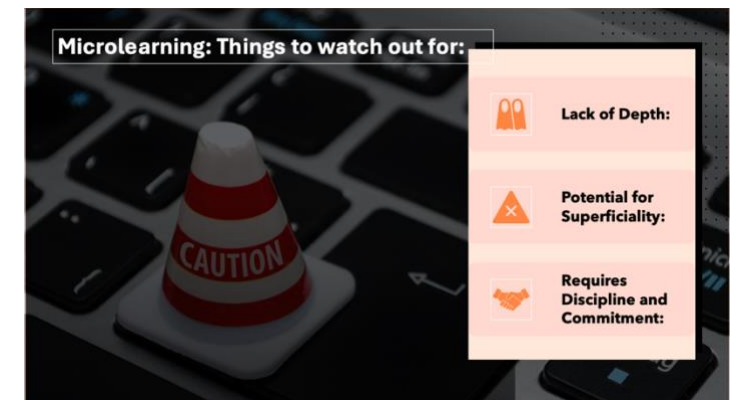
Overall Structure & Framework:

1. **Phased Approach:** We'll break the program into phases, each focused on a core leadership competency (e.g., communication, decision-making, emotional intelligence). Within each phase, we'll deliver micro-learning content in a variety of formats over a few weeks.
2. **Blended Learning:** Aside from Micro-learning, also include live Q&A sessions with experienced leaders, seminars and workshops for deeper dives, and opportunities for peer mentoring to reinforce the learning.
3. **Action Learning Projects:** To apply their skills, participants will work on small, real-world projects related to their roles. This

could be anything from improving a team process to leading a small initiative.

Tracking and Monitoring:

1. **Completion Rates:** Track engagement with the micro-learning content (e.g., video views, quiz completion) to see who's actively participating.
2. **Knowledge Checks:** Short quizzes or assessments after each micro-learning module will help gauge knowledge absorption and identify areas where people might need more support.
3. **Project Outcomes:** We'll evaluate the success of the action learning projects and provide feedback to participants.
4. **360-Degree Feedback:** We'll incorporate feedback from peers, direct reports, and managers to get a holistic view of each leader's development.



Things to watch out for in Microlearning

Here are just some of the dangers in implementing Microlearning

1. **Lack of Depth:** Micro-learning, by its very nature, provides short bursts of information. This can be great for introducing concepts or refreshing knowledge, but it may not be sufficient for developing complex leadership skills that require deeper understanding and application.
2. **Potential for Superficiality:** If not designed carefully, micro-learning can oversimplify complex topics, leading to a superficial understanding of leadership. It's important to ensure the content is still challenging and encourages critical thinking, even in small doses.
3. **Requires Discipline and Commitment:** While the short format is convenient, it also requires discipline and commitment from participants to engage consistently over time. Without a structured approach and ongoing support, it can be easy for learners to fall behind or lose motivation.
4. **May Not Suit All Learning Styles:** Some individuals may prefer more immersive learning experiences or benefit from in-depth

discussions and interactions that might be limited in a micro-learning format. It's important to consider diverse learning styles and offer a variety of learning opportunities.

5. **Difficult to Measure Impact:** While you can track engagement and knowledge acquisition, it can be challenging to measure the true impact of micro-learning on leadership behavior and organizational outcomes. It's crucial to have robust evaluation methods in place.

Additional notes: Integrating Microlearning into Leadership Development Programs

To mitigate these potential drawbacks of implementing a "Pure" Microlearning Leadership development program, it's important to:

1. **Combine micro-learning with other development activities:** Blend it with coaching, mentoring, group discussions, and action learning projects to provide a more holistic learning experience.
2. **Ensure content quality and depth:** Don't sacrifice depth for brevity. Make sure the content is still challenging and encourages critical thinking.

3. **Provide structure and support:** Create a clear learning path, set expectations, and provide ongoing support to keep participants engaged and motivated.
4. **Offer diverse learning formats:** Cater to different learning styles by offering a variety of formats, such as videos, articles, podcasts, interactive simulations, and live sessions.
5. **Focus on application and impact:** Encourage participants to apply their learning to real-world situations and track the impact on their leadership behavior and organizational outcomes.

The 10/90 Rule

10/90 RULE

At Businessmaker Academy and HR Club Philippines, we believe that Learning something new is always accompanied by the 10/90 Rule.

10% is about

- Listening openly
- Questioning and Critical Thinking
- Understanding (and Accepting or Rejecting)

90% is about

- Committing to Applying what you believe
- Improving and course correcting as you go
 - Identifying what else is needed as you apply for your situation / circumstance
- Reflecting and Repeating until you get it

Microlearning is part of the 10 and the 90

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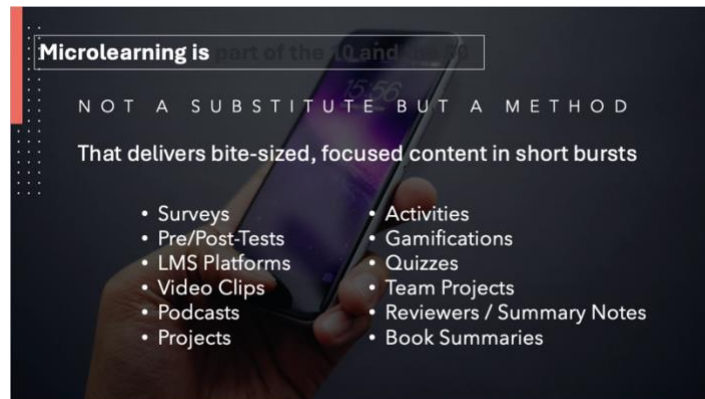
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Microlearning is part of 10 and 90

To summarize:



Microlearning is not a substitute for all types of learning. It is a method of learning.

The way we started learning as infants was always through microlearning that delivers bite-sized, focused content in short bursts.

As we got older and wiser, the expectations for us to learn increased.

However because of the fast pace of today's technology and lifestyle and the vast amount of information and knowledge at our fingertips, it has become increasingly more overwhelming.

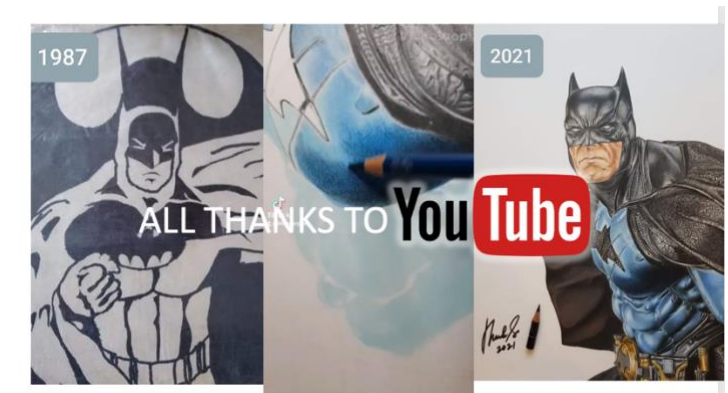


Thus, the rediscovering of "Microlearning" is taking center stage.

Let me leave you with this visual example of how Microlearning and the 10/90 rule works



With the help of Microlearning, I was able to learn how to greatly improve the quality of my drawings and be able to learn and apply color.



Thank you! Today really is a GREAT day!