

WHAT IS MICRO-LEARNING?

It is the process of building successful behaviors in short, focused segments. It's an educational approach that embraces the power of small learning moments to transform individuals and organizations.



WHY DOES IT WORK?

The idea is simple: in an environment of information overload, short content is an effective way to engage learners in the process of building successful behaviors. Micro-learning is effective because:

- Behavior change becomes a rewarding journey of small wins over time that compound to raise the skill of an entire team.
- It **facilitates continual performance improvement** by changing behaviors a little bit at a time with targeted focus that is easy to digest and continues to add up.
- It is built around one **highly-focused**, self-contained **learning unit**.
- **Spaced repetition:** Repeatedly interacting with learning content at strategic intervals is a very effective way to aid memory.

“What can I really learn in a short piece of content?” The answer's easy: you can learn one single thing. That's the point. Growth Group micro-learning is about what happens in aggregate, between many of them continually, and behavior change becomes a career-long journey of self-improvement.

“Micro-learning drives over 20% more information retention than long-form training.”

These small moments are the start of something big.

HOW DOES IT WORK?

- STEP 1** Choose your curriculum. Pick a series of 8, 10 or 12 modules.
- STEP 2** Pick a day and time – Each session is 90 minutes. Recommend meeting weekly or twice monthly.
- STEP 3** Select 15 participants
- STEP 4** Choose format: onsite or online webinar

Aha! Leadership will...

- Send each participant his/her training materials
- Facilitate all of the training sessions

Benefits to Your Company

Participants:

- Receive quality/topic-based leadership training
- Leaders apply the training between sessions and are held accountable
- Learn from each participant's practical experience; leveraging the small group environment
- Build critical relationships across the organization; breaking down silos that will be leveraged long after the training is complete.
- (Optional 1 on 1) Allows participant to make up a session or work through a confidential issue. Note: there is an additional per person fee for this service.
- Effective for geographically dispersed teams through webinar hosting.