

### 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.