OVERVIEW OF THE TREND: MICROLEARNING

Microlearning is an instructional design strategy that delivers content in short, focused bursts. Lessons or modules are typically 2—10 minutes long, centered around a single learning objective.

Key characteristics of microlearning:
- Short, focused lessons
- Often mobile-friendly
- Interactive or multimedia-based
- Self-paced
- Can be standalone or part of a larger curriculum

HISTORICAL CONTEXT & IMPACT

Origins:
   Rooted in behavioral psychology (Ebbinghaus, chunking theory)

Digital Influence:
   Gained traction with 2000s e-learning + smartphone use
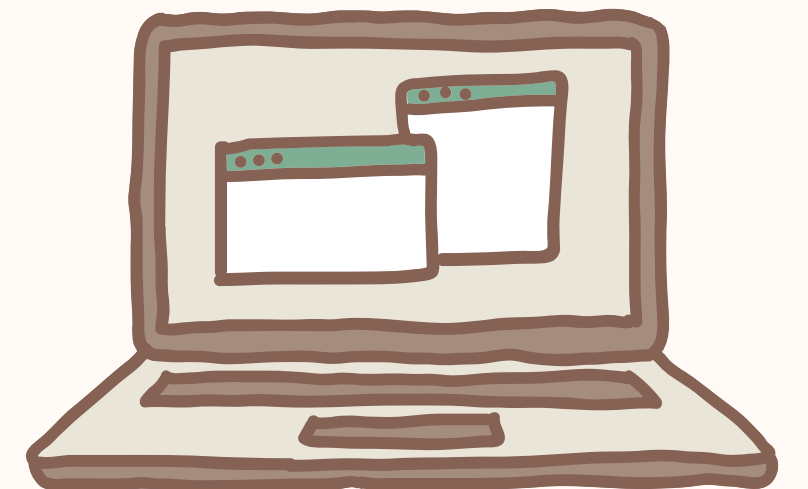
Key Impacts:
   Higher engagement
   Better retention
   Scalable and cost-effective
   Supports just-in-time performance learning

RELATED TRENDS

- **Mobile Learning (mLearning):** On-the-go access via devices

- **Gamification:** Game elements to boost engagement

- **Personalized Learning:** Adapts to learner pace/preferences

- **Just-In-Time Learning:** Delivered at point of need

- **Bite-Sized Learning:** Small content chunks; not always instructional
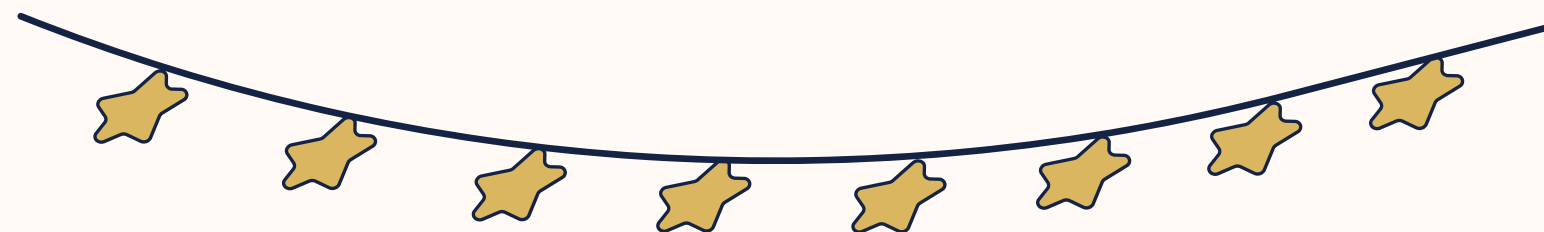
EVOLUTION OF THE TREND

2000s:
Emerges with e-learning growth; video/text modules

2010s:
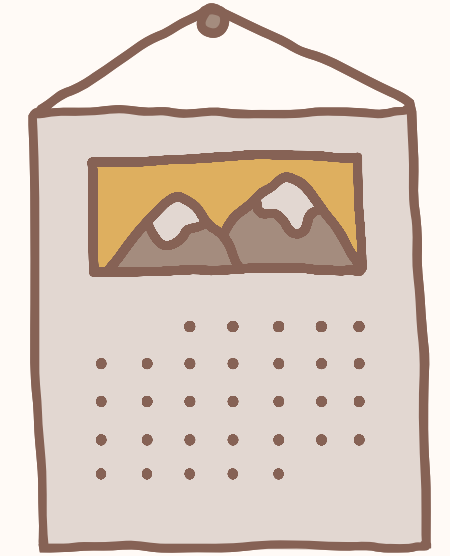Expanded via mobile apps, LMS, MOOCs (e.g., YouTube, TED)

Late 2010s—2020s:
- Integration of AI, micro-credentials, adaptive learning
- Adoption by platforms (LinkedIn Learning, Coursera, Duolingo)

Now:
Widely used in corporate upskilling, onboarding, compliance

RELEVANCE TODAY

- **Why It Matters:**
  - Adapts to short attention spans
  - Supports remote/hybrid learning
  - Meets ongoing reskilling demands
  - Aligns with mobile-first preferences
  - Enhanced by AI personalization

- **Effective In:**
  - Corporate L&D
  - Healthcare
  - Sales training
  - Language/tech skill acquisition

PURPOSE

Design instructional content using
microlearning to enhance communication skills
in the customer service industry

TARGET AUDIENCE

Those currently working in the customer service industry

GOAL

Train customer service agents to handle a variety of real-world scenarios effectively

LEARNING OBJECTIVES

- PRACTICE ACTIVE LISTENING

- USE PROPER EMPATHY AND TONE

- TROUBLESHOOT COMMON PROBLEMS

- KNOW PROPER DE-ESCALATION TECHNIQUES
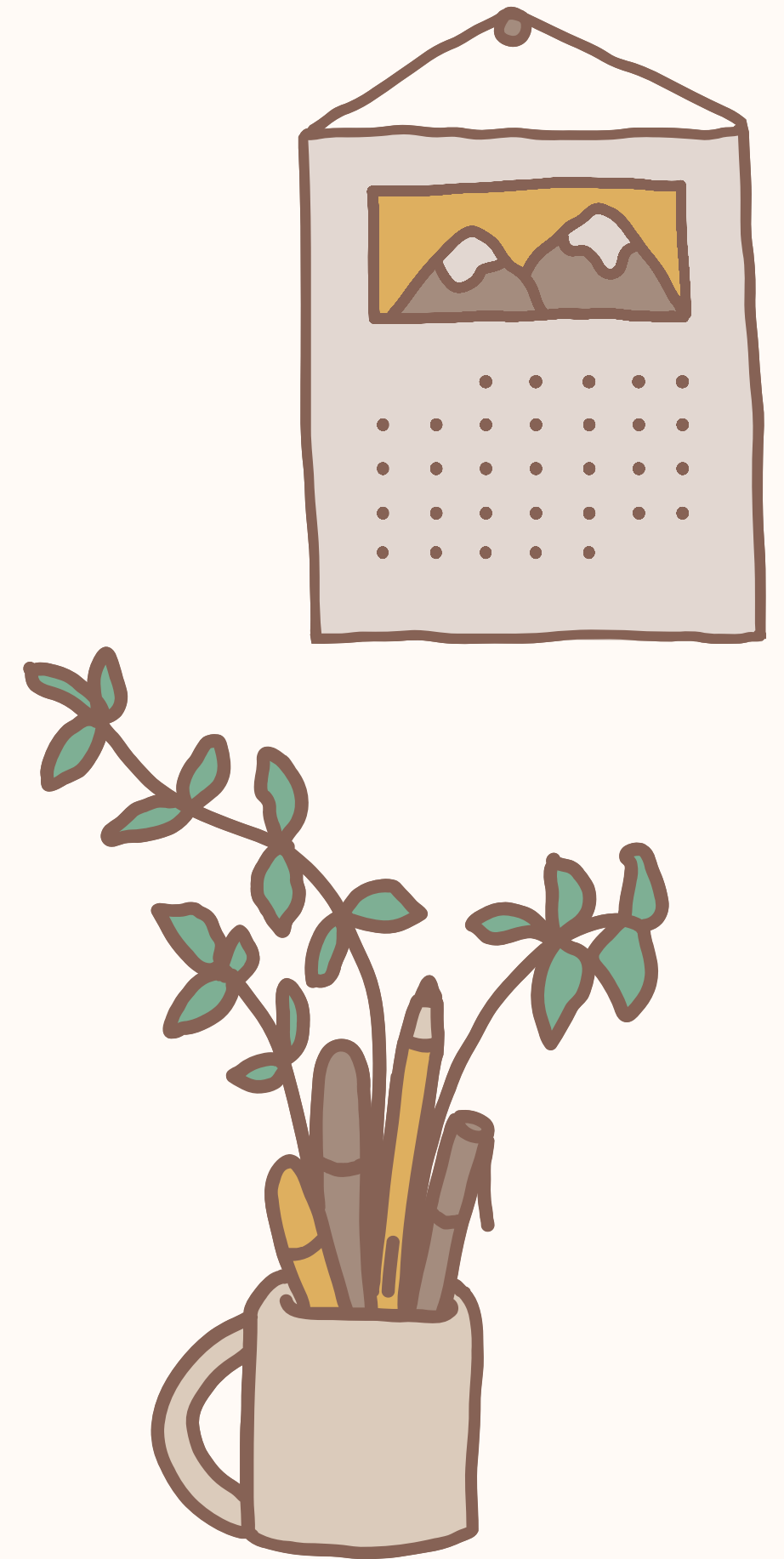
PROTOTYPES

Practice Active Listening

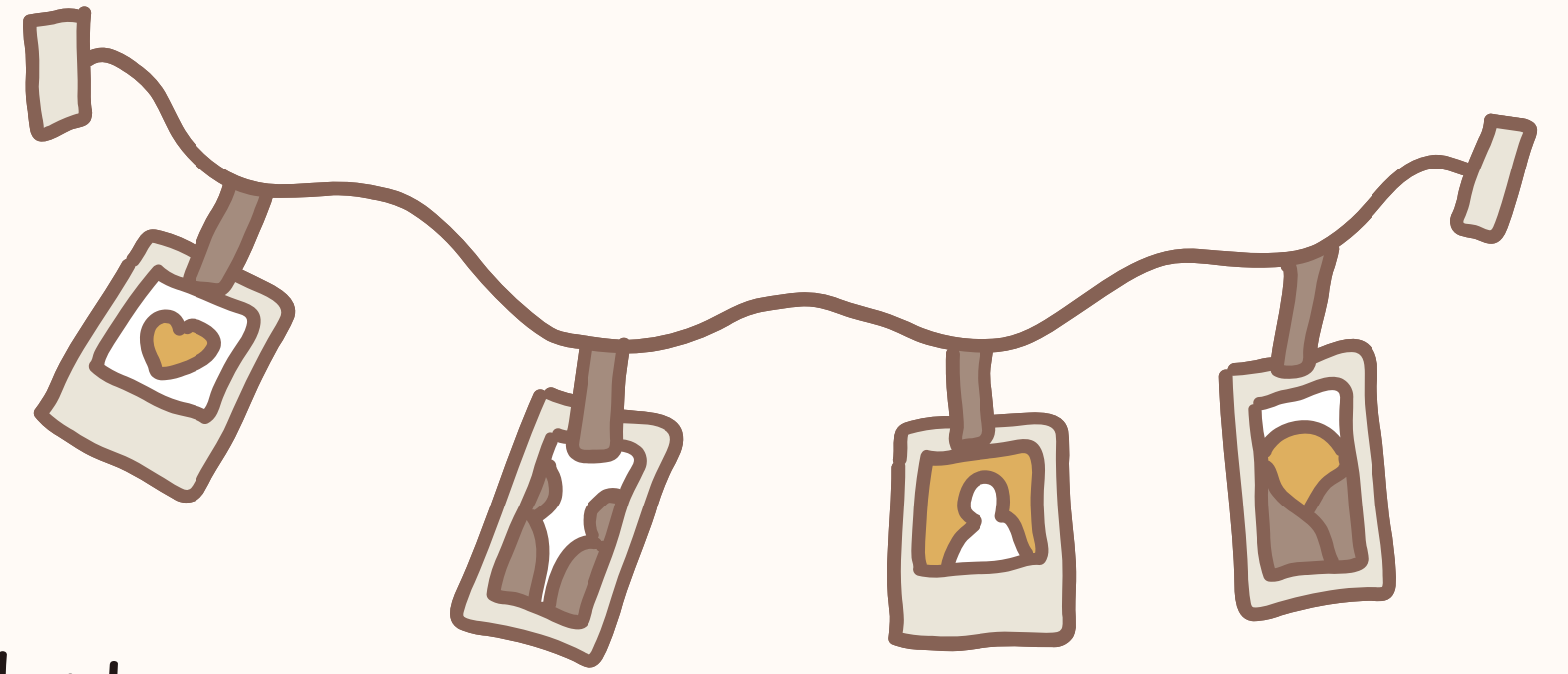Use Proper Empathy and Tone

Troubleshoot Common Problems

Know Proper De-Escalation Techniques

VIDEO RESOURCE

T&D · 3 Benefits of Microlearning

Share

3 Benefits of Microlearning
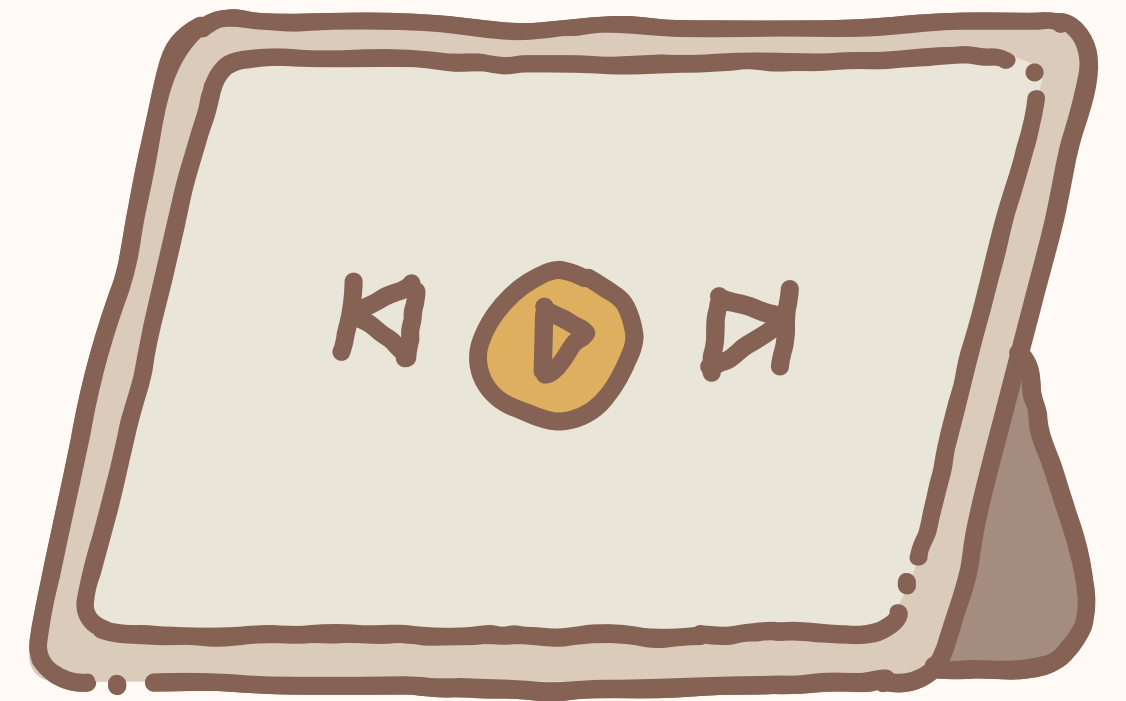
Watch on YouTube

FUTURE PLANS

Our initial hope for these microlearning lessons is to spread the content among customer service companies/departments.

Down the line, we would like to be a resource for companies to create other microlearning lessons they might need.

Q & A