White Paper On:

Micro Learning - A Sustainable Learning Strategy for Organizations:

Ten Best Practices for incorporating a Micro Learning Strategy to Educate Future Customers and Onboard Multi-generational New Hires

Please click on the link below to watch our overview video on YouTube that has external links to our website.

An Overview of Huformance Tech Consulting - LLC

Introduction to Micro Learning:

*O*rganizations have an obligation to adhere to environmentally and socially responsible practices while conducting business to reap financial benefits. The rapidly emerging diverse workforce trends further emphasize the importance of incorporating such practices among organizations to hire, train, and retain a well-qualified and talented workforce.

Micro Learning is a learning strategy for transmitting both audio and video-based content in bite-sized chunks to enhance learning and retention, when needed, in the form preferred by the learners. The cost-effective learning strategy assists organizations to incorporate both environmentally and socially responsible practices to educate their future customers and onboard multi-generational new hires.

This white paper is an outcome of creating an overview video for *Huformance Tech Consulting – LLC*. It discusses the ten best practices for organizations to implement Micro Learning as a cost-effective learning strategy to incorporate environmentally and socially responsible practices while providing an overview of an organization to educate its future customers. The strategy also works well for onboarding multi-generational new hires.

The Ten Best Practices for creating a Micro Learning video:

The list below provides the ten best practices for creating a *Micro Learning* video.

An ideal *Micro Learning* video should:

1. focus on a single learning objective to create a 5-8 minute overview video.

2. be either standalone or part of a blended learning/flipped learning strategy.

3. be presented in a live, animated, or gamified format.

4. incorporate related and relevant visuals.

5. use adequate lighting and a good microphone.

6. be well organized and presented in bite-sized chunks for ease of learning and retention.

7. be easily accessible at any time and on any device through social media platforms such as YouTube and Vimeo.

8. clearly state an organization's belief related to resolving customer issues.

9. provide the testimonials from previous teammates/clients within the video or as an external link on the company's website.

10. incorporate Keller's ARCS Model of Motivation.

The paper concludes by stating the benefits that organizations can derive at a **strategic level** by using **Micro Learning** videos. It also explains how organizations can incorporate environmentally and socially responsible practices to obtain ROI, and achieve sustainability.

Detailed Discussion of the Ten Best Practices:

We will now delve into a detailed discussion regarding the ten best practices for organizations to implement **Micro Learning** as a cost-effective learning strategy.

An ideal **Micro Learning** video should:

1. *focus on a single learning objective to create a 5-8 minute overview video*:

   Learning and Development professionals responsible for creating videos for an organization should ensure to focus on a single learning objective and write a script of about a page (500 words) to create a 5-8 minute overview video. They can choose to create a set of related videos for each learning objective such as the work process of a product, client interviews for video testimonials, or software simulation for installing a software based on their unique needs.

2. *be either standalone or part of a blended learning/flipped learning strategy*:

   Organizations can use a video either in a standalone form or as part of a comprehensive blended learning strategy. In such a case, a video can direct the learners to obtain further details regarding an organization, or its products and/or services by providing interactive links to external resources such as the company's website. It can also assist with flipped learning when the new hires are required to watch an overview video prior to beginning the onboarding process coupled with assessments.

3. *be presented in a live, animated, or gamified format*:

   Organizations can choose to present an overview video in a live format if the CEO, founder, or owner is willing to provide a live presentation to the audience. Thereby, the future customers and/or new hires can meet live with the principal individual on video. If not, organizations can present it in an animated or better yet, gamified format that is interactive and engages the audience.

4. *incorporate related and relevant visuals*:

It is a better idea to use a video recording and editing software such as *Camtasia Studio 9* for creating and editing a professional video in-house for an organization.

Learning and Development professionals who create videos should incorporate related and relevant visuals that cater to more than one sense of the audience. This will arouse interest and assist the future customers and/or new hires for focusing their attention while watching the video. They can do so, by using a *chroma key* or *green screen* background while shooting the video to obtain a green screen video. Then, they can replace the green screen behind the presenter with related and relevant background images created using *Canva* or *Photoshop* to enhance the visual appeal of the video while editing it as shown below.

Figure 1: **A Chroma Key Background**

Figure 2: **A Background with relevant visuals**

5. *use adequate lighting and a good microphone*:

We are well aware that adequate lighting is essential to enhance the quality of a video. It is always better to use at least three lights, one on either side of the presenter and one behind the presenter, to eliminate the shadow of the presenter on the finished video (Halls, 2012).

It is also highly recommended to use a good microphone to enhance the quality of the audio and eliminate any unnecessary noise from creeping into the video while recording it. Recording the video in an environment that is free from background noise and distraction also helps to enhance the quality of the audio.

6. *be well organized and presented in bite-sized chunks for ease of learning and retention*:

   Learning and Development professionals should ensure to categorize the video content into meaningful bite-sized chunks to enable better learning and retention among the audience. It should sound natural and conversational like a story. It can begin with the mission, vision, and strategic business goals of an organization, next proceed to information about the clients, a brief bio of the founder/owner, products and services, contact information, and end with thanking the audience for watching the video.

   The process of chunking information helps the audience to encode it from their short-term memory into the long-term memory. This assists with better retention of the transmitted information.

7. *be easily accessible at any time and on any device through social media platforms such as YouTube or Vimeo*:

   The future customers and/or new hires should be able to access the video easily at any time and on any device through company hosted social media platforms such as YouTube or Vimeo. This will assist them to access the video on-the-go or on-the-job, to meet their unique needs.

8. *clearly state an organization's belief related to resolving customer issues*:

   An organization should clearly state its belief related to solving customer issues in terms of its mission, vision, and strategic business goals. This will help the future customers to establish and maintain trust for an organization, and its products and services when their belief aligns with that of an organization. It will also help the new hires to align their vision and professional goals with that of an organization and enhance their loyalty toward their workplace.

9. *provide the testimonials from previous teammates and clients within the video or as an external link on the company's website*:

   An organization should provide an opportunity for the future customers and/or new hires to review the testimonials provided by previous teammates/clients within the video, or as an interactive external link on the company's website. This will assist to strengthen the trust of both the customers and new hires for an organization.

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10. *incorporate Keller's ARCS Model of Motivation*:

Learning and Development professionals should ensure to incorporate all the above-mentioned aspects while creating a Micro Learning overview video for an organization. Then, the video will in turn, assist the future customers and/or new hires to *focus their attention* on the organization, *feel the relevance* of its products and services, *gain confidence* regarding its work process and customer service, and *derive satisfaction* regarding the assistance it provides to resolve customer problems, so that they obtain ROI and become sustainable.

Bringing it all Together:

Therefore, we can conclude that short *Micro Learning* videos can provide organizations with a *reusable* and *cost-effective* learning solution at a *strategic level* by saving time, money, and resources for themselves, their future customers, and/or new hires. It will also assist them to incorporate *environmentally* (go green by cutting on unnecessary wastage of paper and printing ink) and *socially* (assist the future customers and/or new hires, when needed, in the form preferred by them) responsible practices, obtain ROI, and achieve sustainability.

References:

Halls, J. (2012). *Rapid video development for trainers: How to create learning videos fast and affordably*. ASTD Press.

Simon, J. (2017, February 10). *How to create a DIY green screen video effect* [Web log Post]. Retrieved March 1, 2017, from https://blogs.techsmith.com/tips-how-tos/how-to-create-a-diy-green-scre/#.WLbx33_Mk5w

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