

MORE THAN MICRO designing learning that fits

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JD Dillon

Chief Learning Architect
Founder + Principal

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Disney

KAPLAN

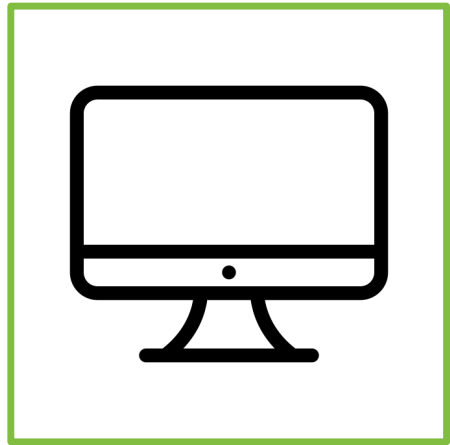
AMC
THEATRES

Brambles





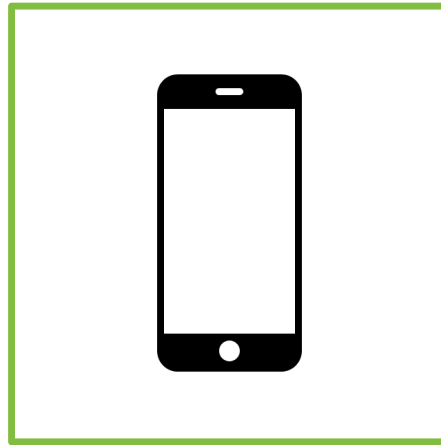
unfortunately microlearning has become a jumble of **noise** ...



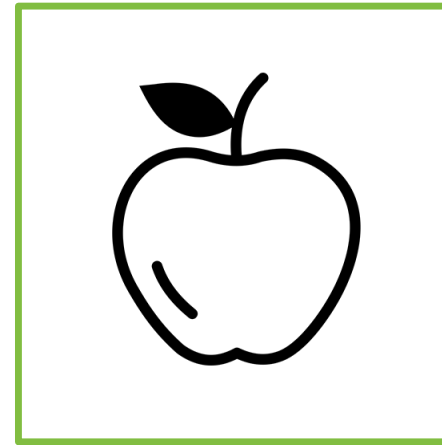
internet



social



mobile



micro



ai

L&D is always searching for new ideas, but these ideas often become isolated.



Why **microlearning**?

A black and white photograph of a foggy street. In the foreground, a black lamppost stands on a grassy area next to a paved path. The path leads into the distance, where another lamppost is visible. The background is filled with fog, obscuring trees and buildings. The overall mood is somber and mysterious.

The workplace is facing an unprecedented level of **disruption** ...

Employees (and L&D) struggle to keep up with the pace of business ...





Employees recognize the disparity between ...

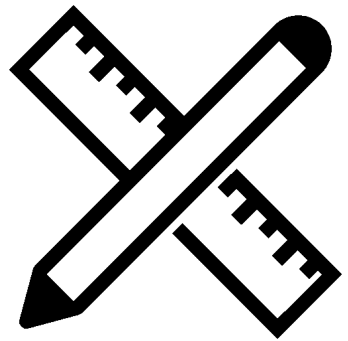
learning at **HOME**

learning at **WORK**

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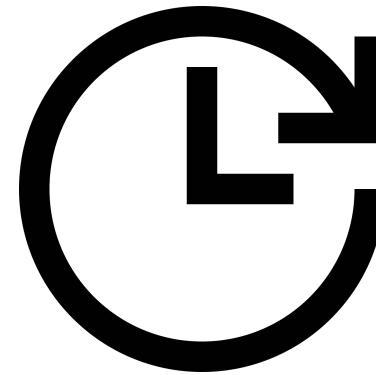
The working world is evolving ...

... but our ability to support hasn't kept pace.



90%

of organizations are in the process of redesigning jobs¹



76%

of employees prefer to work in organizations that provide future skills development³



54%

of the world's workforce will require significant reskilling²



90%

of employees believe the ability to access information anytime/anywhere is important³

¹ Deloitte 2019 Human Capital Trends Report

² World Economic Forum 2019

³ Axonify 2019 State of Frontline Training Report



The **place-and-time** version of workplace learning is not getting the job done.





What is **microlearning**?

A white Pegasus with a golden horn and wings is running through a misty forest. The background is a soft-focus view of a forest with tall evergreen trees. The Pegasus is running towards the right, and its wings are spread wide. There are many small, white, petal-like particles falling around it, creating a magical atmosphere. The lighting is soft and ethereal.

The Myths

Specific duration

Generation specific

Just video

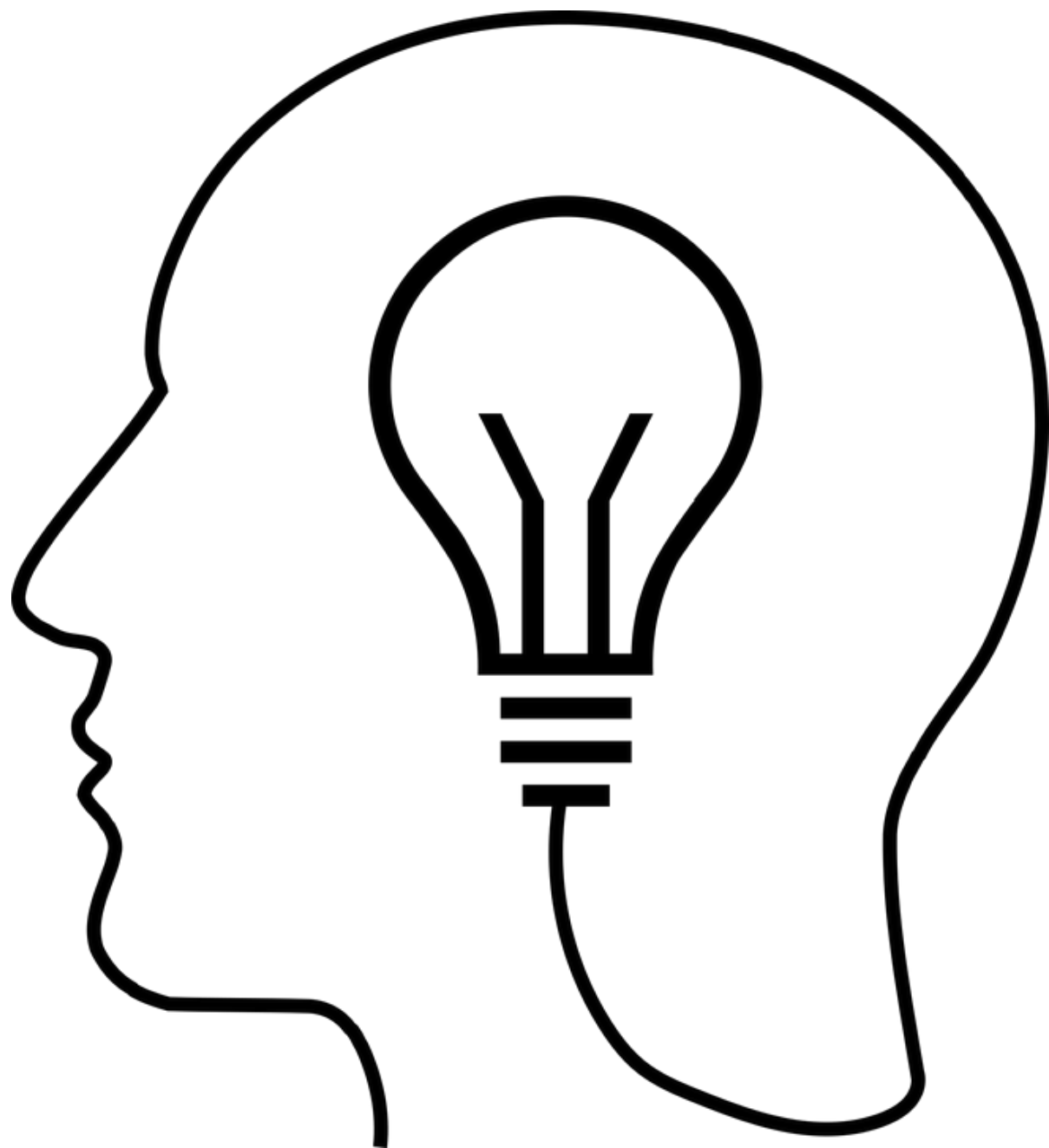
Performance support

Replaces everything

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Microlearning isn't really a new concept.
It's an **informed reimagination** of L&D tactics.





the problem doesn't start
with content or technology.

it's begins with the **way we**
think about supporting
people in today's workplace.



stop putting concepts in boxes

stop making up new terms

stop putting content and technology first

start applying **proven principles**

to help people **solve problems**

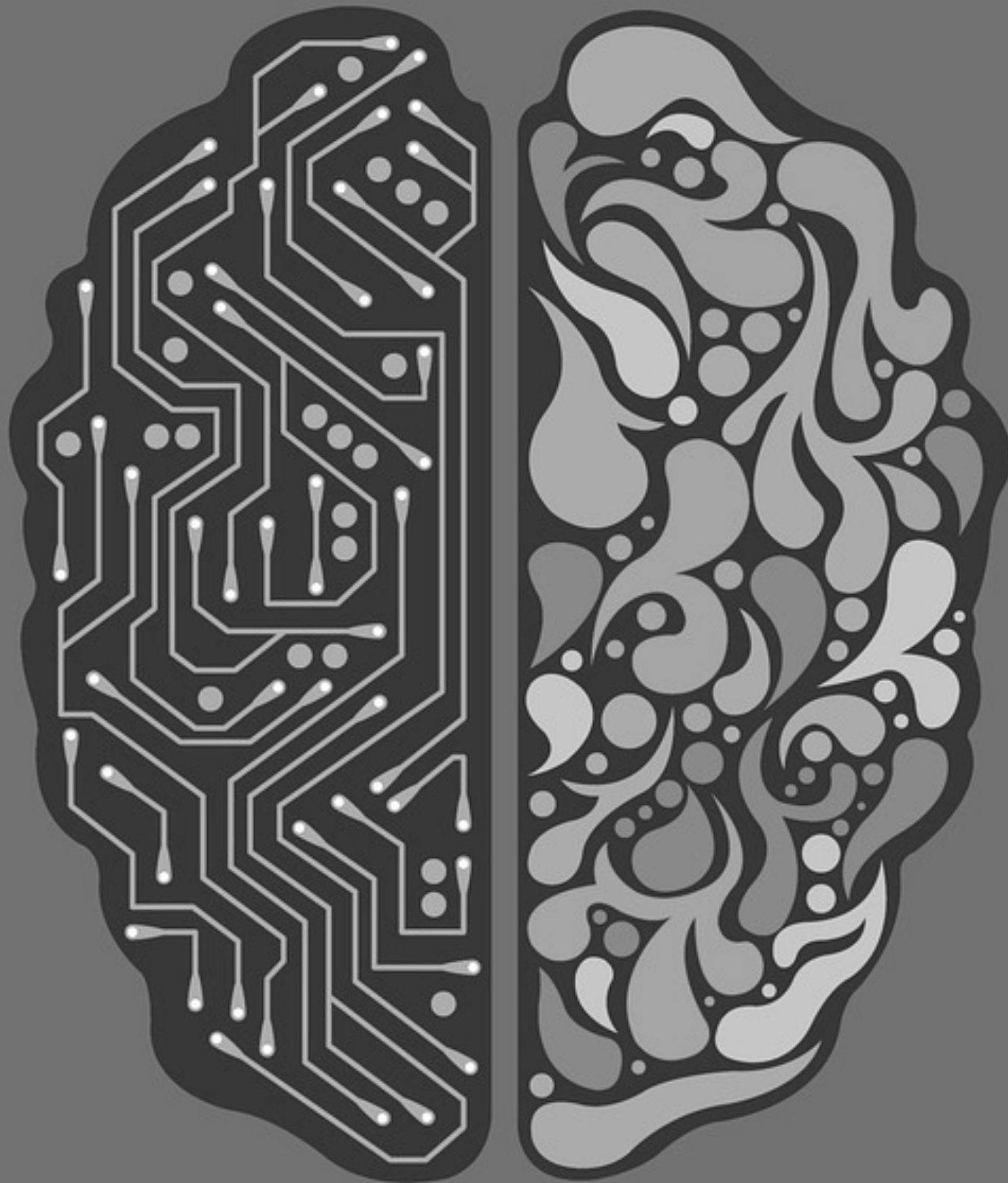
FOCUS

clearly defined business goal

A close-up, slightly angled view of a Samsung smartphone screen. The screen displays the Google homepage with the multi-colored 'Google' logo and a search bar. The phone's status bar at the top shows the time as 13:08 and various icons. The phone is resting on a dark surface, and a portion of a laptop is visible to the right.

FAMILIAR

align with established behavior



SCIENCE

match how people actually learn

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ACCESS

available whenever, wherever

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A professional video camera is the central focus, angled towards the right. It has a large lens, a viewfinder on top, and a monitor on the side. The background is a blurred interior space, likely a library or bookstore, with shelves of books and a person visible in the distance. The lighting is warm and soft.

FORMAT

design matches message + context

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DATA

target proven employee needs

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These principles transform the learning experience so it **FITS** into the workplace experience.



FOCUS



FAMILIARITY



SCIENCE



ACCESS



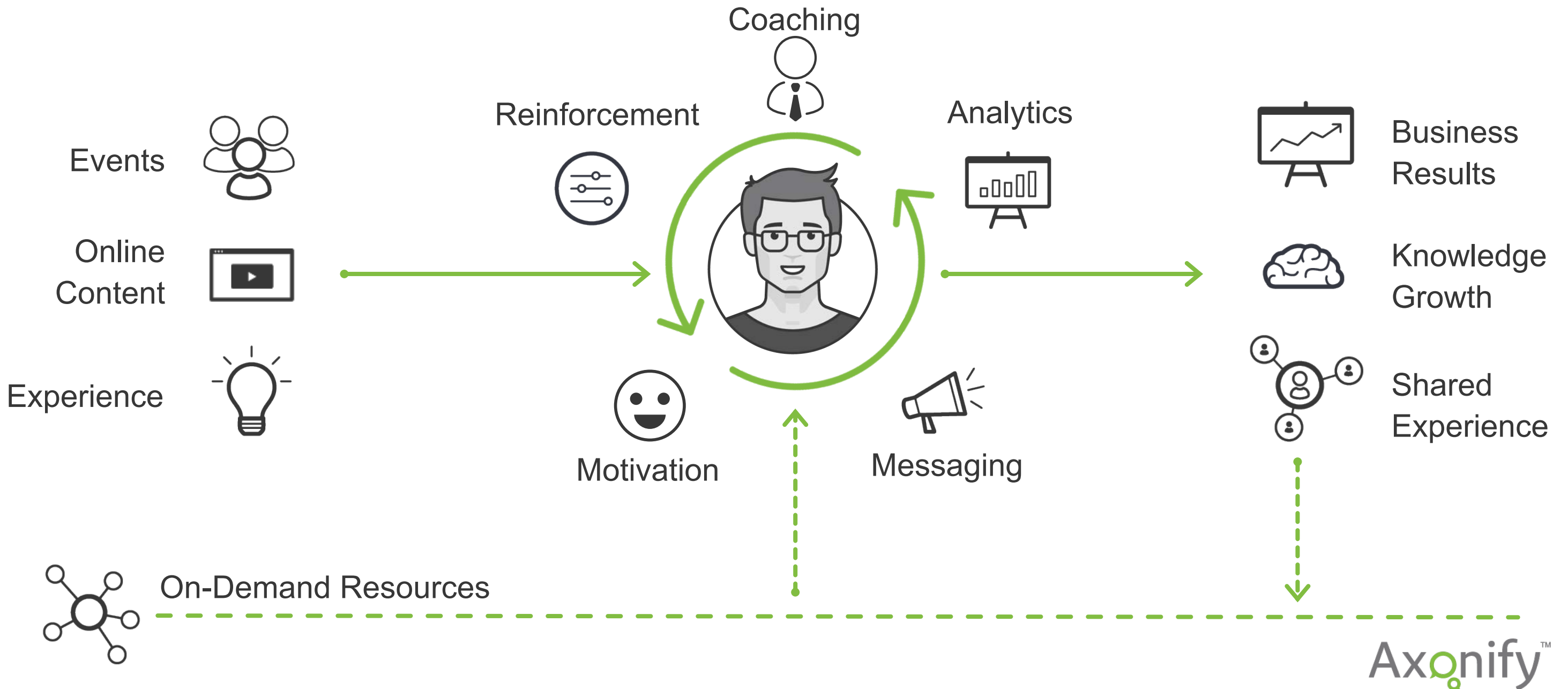
FORMAT



DATA

That's what 'microlearning' really is ... **Learning that fits.**

continuous **learning** experience





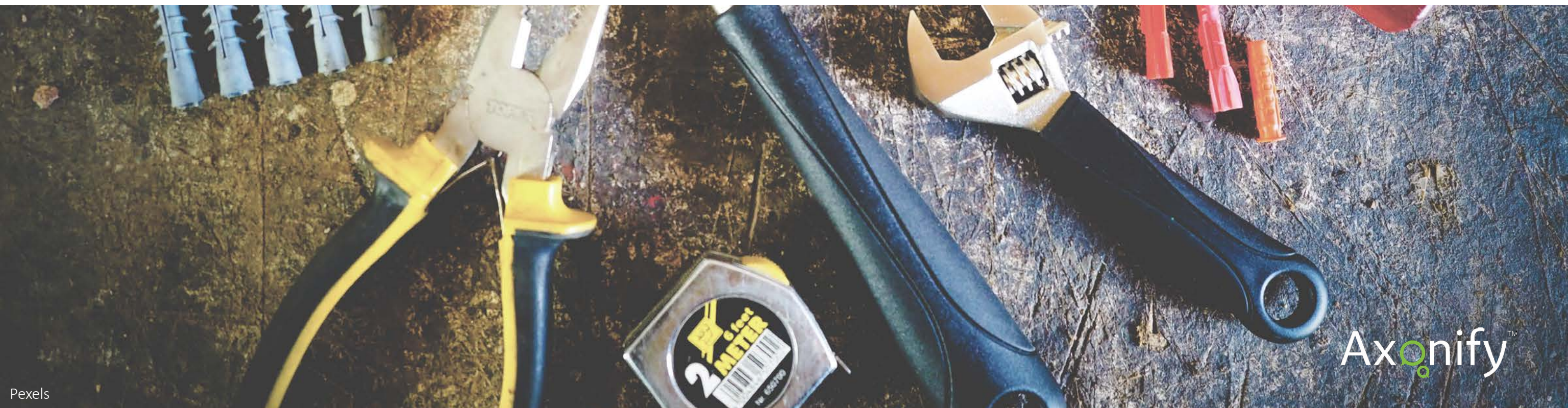
How do you build **solutions** that align with right-fit principles?

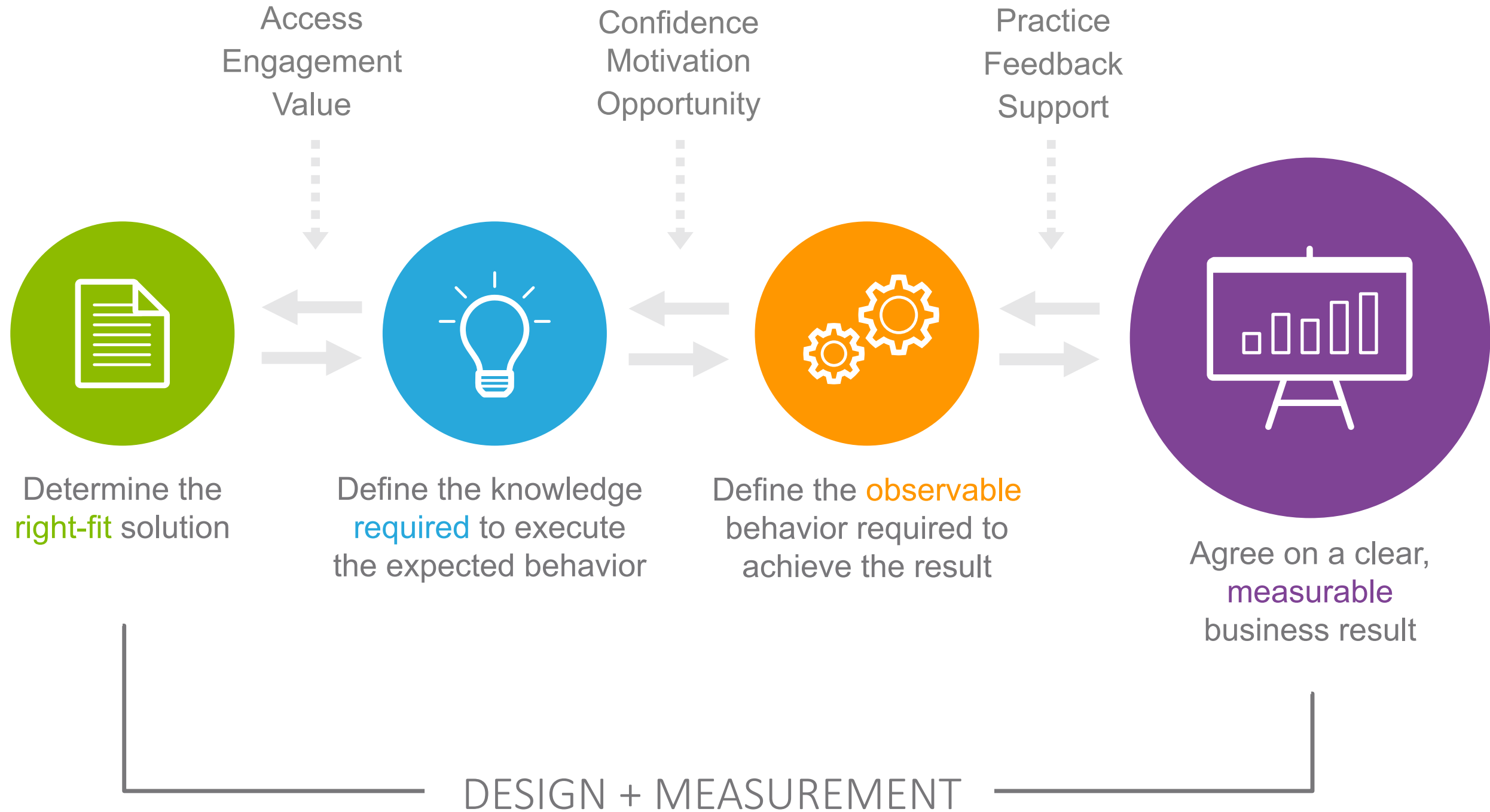
Recognize that a course
is not the only option.



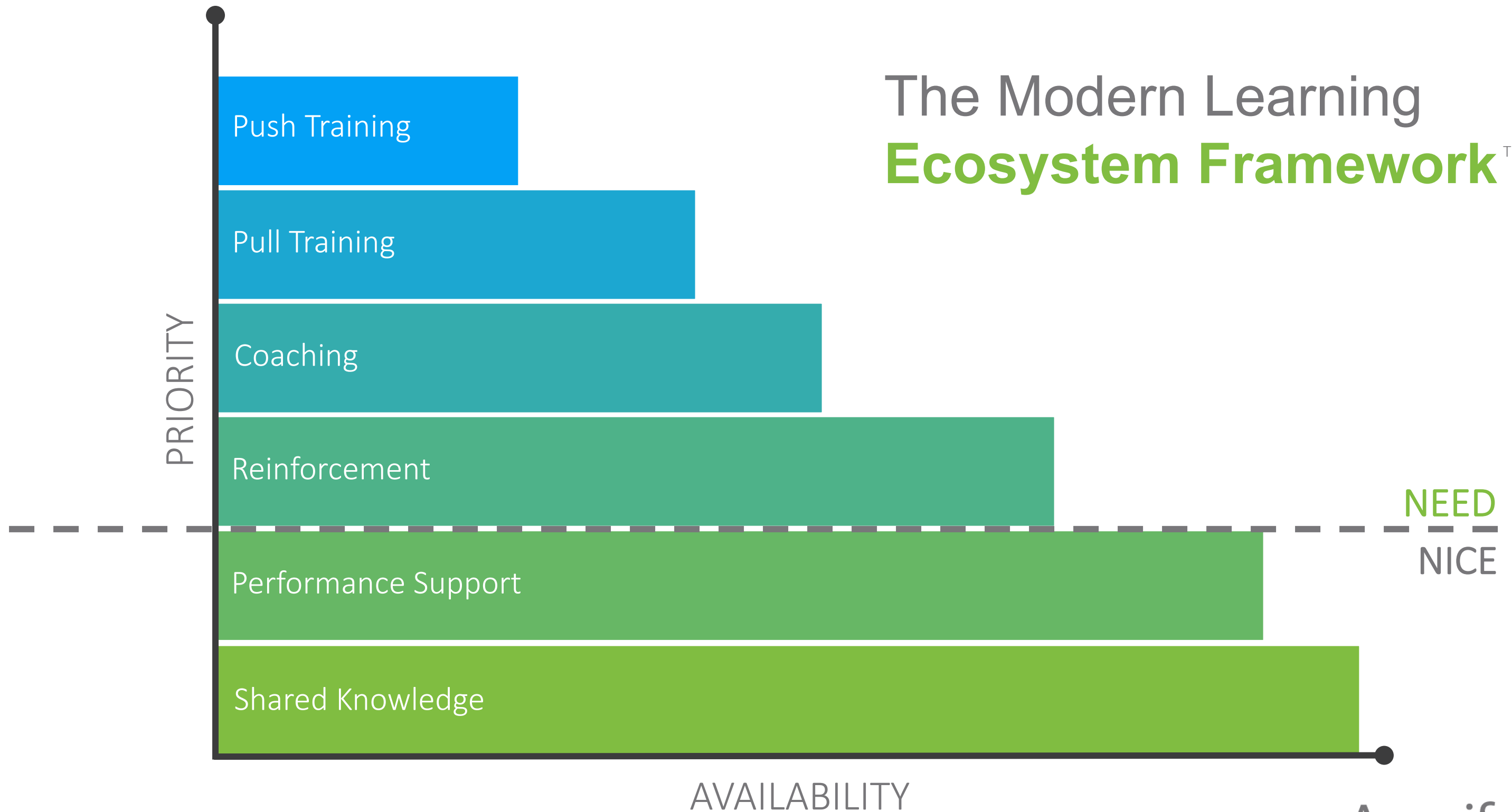


Expand the toolkit to include **right-fit** support solutions.





The Modern Learning Ecosystem Framework™





CONTEXT

when and where does the person need help?

CRITICALITY

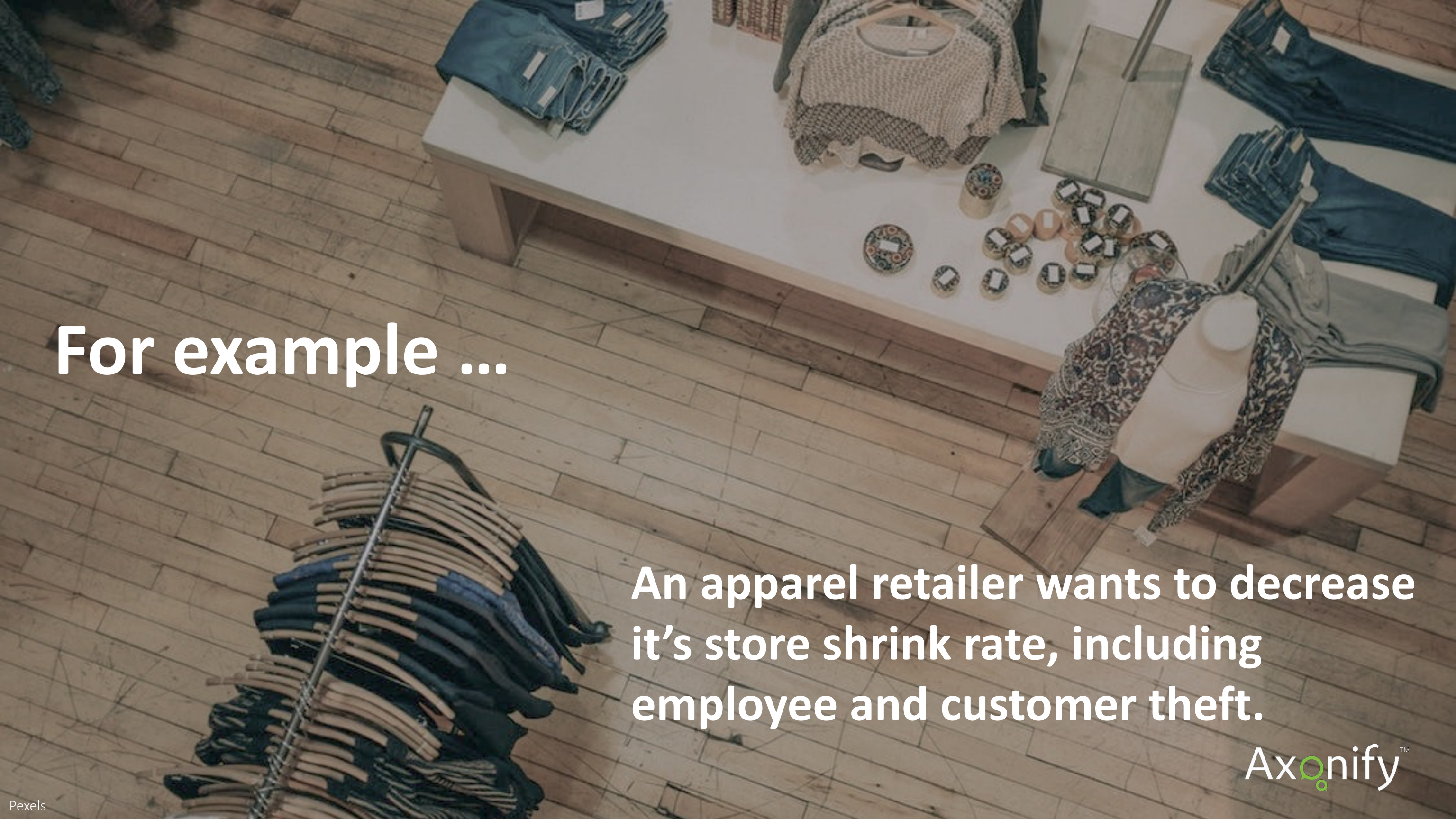
how problematic is failure for this topic?

COMPLEXITY

how challenging is this topic to master?

TIMELINESS

how quickly is an intervention required?

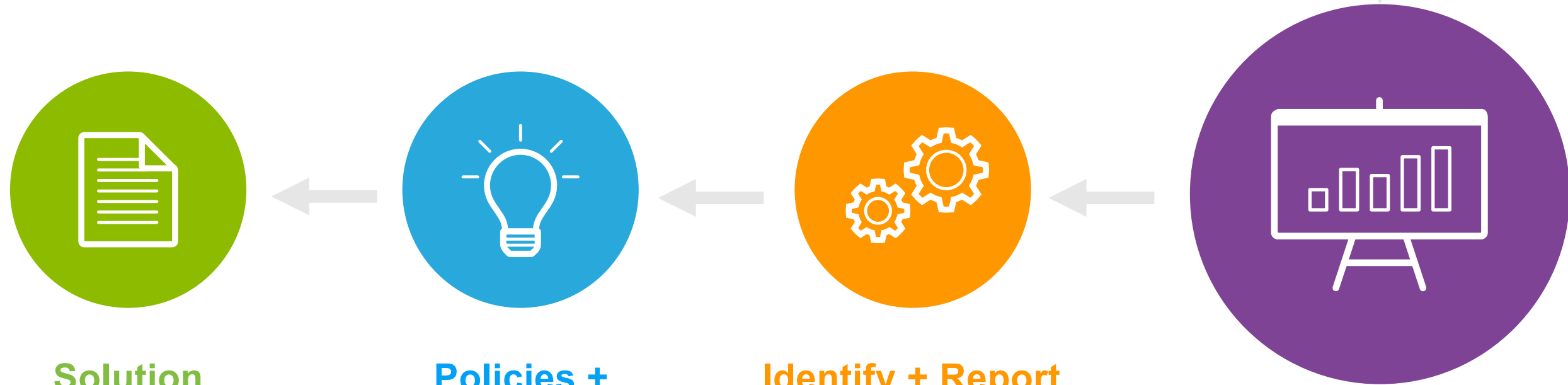


For example ...

An apparel retailer wants to decrease
it's store shrink rate, including
employee and customer theft.

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Retail Associates



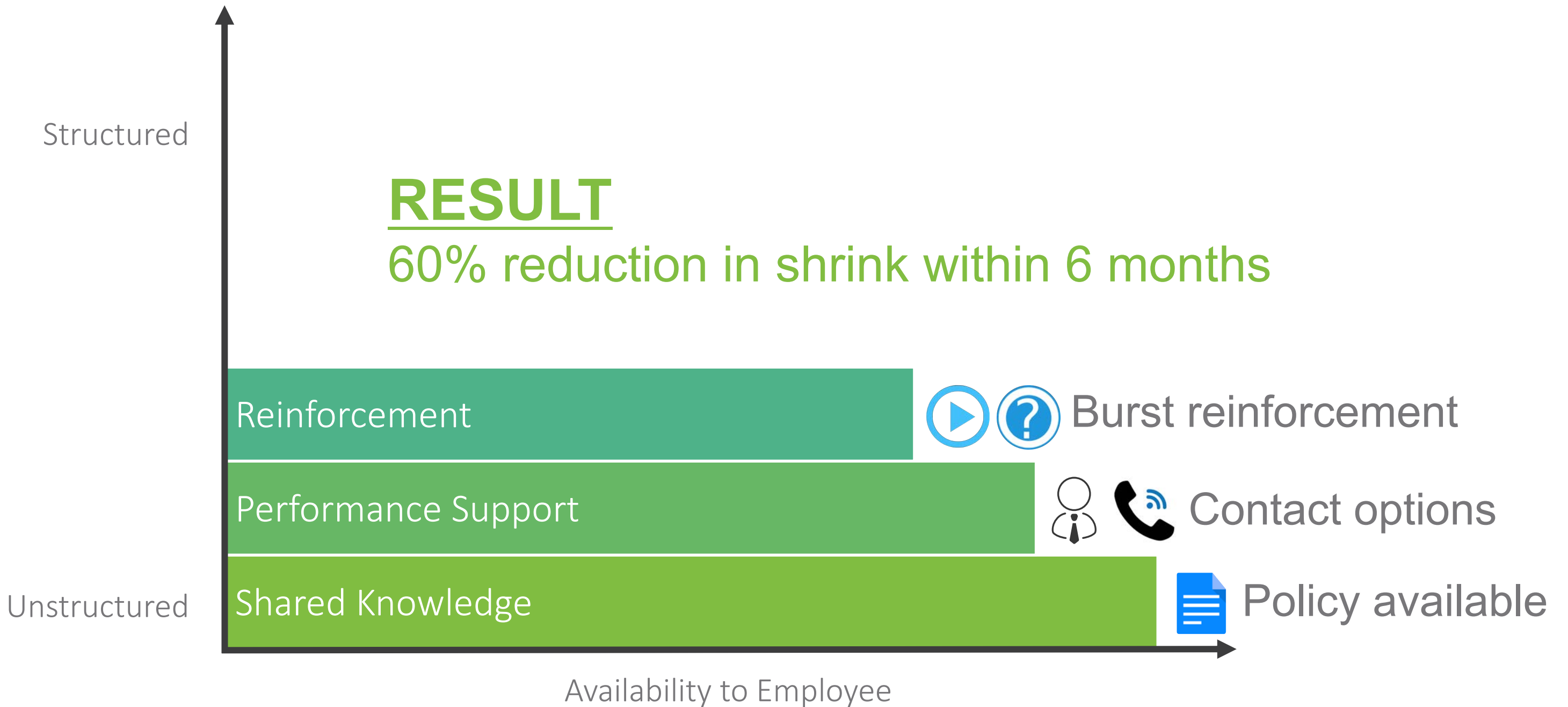
Solution

**Policies +
Common
Indicators**

**Identify + Report
Potential theft**

Reduced Shrink

Context | Criticality | Complexity | Timeliness





Right-fit principles can be applied to any topic or use case.



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Buy-In

Understanding

Motivation

Skills

Technology



**BEWARE
THE
HYPE.**



FOCUS not duration

RESULTS not content

CONTEXT not devices

SOLUTIONS not courses

VALUE not volume

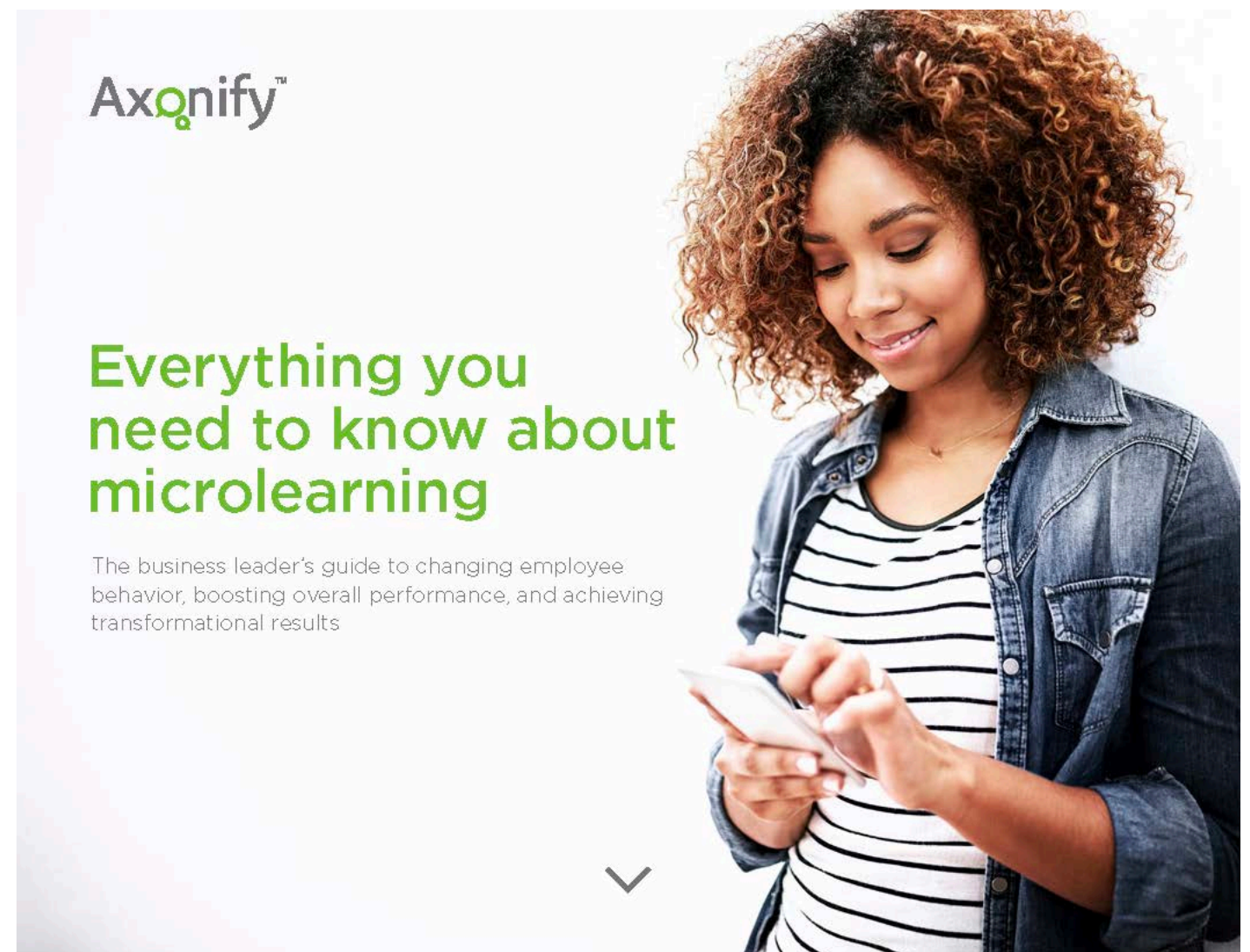
PERFORMANCE not learning



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2018 Microlearning Global Benchmark Report

Data, Insights and Trends from the Frontlines of Microlearning



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Everything you need to know about microlearning

The business leader's guide to changing employee
behavior, boosting overall performance, and achieving
transformational results



axonify.com/microlearning

— THE —
80
PERCENT



THE**80**PERCENT

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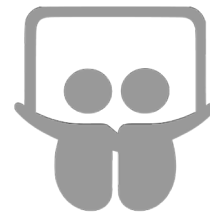
@JD_Dillon



axonify.com



jdillon@axonify.com



slideshare.net/JDDillon

Be well.