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The ultimate guide to microlearning

How to build an effective microlearning strategy that unlocks measurable business value

Best microlearning platform. Award-winning microlearning platform. Mobile microlearning platform.

You've no doubt heard vendors describe themselves in one of these ways. You've heard thought leaders referring to microlearning in their talk tracks. Maybe you've even been asked by executives to implement it. But you probably haven't found a simple, consistent definition for microlearning.

Is it just a lot of hype, or is it really a transformative concept? And how can it help you get measurable results from workplace learning? We wrote this guide to help you separate the hype(ful) from the helpful.

Here's the truth: when done right, microlearning can help solve some of your biggest business challenges and have a profound impact on employee performance and organizational success. You can apply microlearning to increase sales, reduce safety incidents, improve customer service, decrease turnover and achieve any other business objective that's driven by people's knowledge and skill.

This big promise comes with a big caveat: microlearning is not just about serving up short training content.

Yes, it's important to keep your training bite-sized and quick to consume. But giving your employees a bunch of short videos to watch isn't going to help them change their on-the-job behaviors in meaningful ways. To achieve the benefits of microlearning, it must be part of a holistic approach to modern learning that begins with mapping out your business goals then applies the latest in technology, brain science and solution design principles. This is the winning formula for getting business results that you can measure.

So, whether you're an experienced learning practitioner looking to up your game, an HR professional who wants to keep turnover low and engagement high or a senior business leader trying to solve a critical operations problem, consider this your ultimate guide to microlearning that actually works.

Let's dive right in.

Not sure if this guide is for you?

If you answer "yes" to five or more of the below questions, then it's time to look at what microlearning within a modern training framework can do for your business.

☐ Are you trying to solve specific, measurable business problems?

☐ Do your frontline employees have limited time for training?

☐ Do these employees often forget much of the information presented during training?

☐ Are you looking for ways to respond more quickly to business changes?

☐ Do you have problems getting frontline employees engaged in training programs?

☐ Are you interested in using data to improve your training and business strategies?

☐ Does your organization have compliance and regulatory training requirements?

☐ Do you believe your employees deserve better support to do their jobs?

☐ Do you believe the agility of your frontline is directly tied to your competitive advantage?

Read this guide to understand:

- The fundamental principles behind a microlearning approach that actually works.

- How to use microlearning to build employee knowledge and change behaviors in a way that gets results.

- Best practices you can apply to build powerful microlearning content.

- Tips for evaluating self-proclaimed "microlearning" solutions.

- How to implement a modern training strategy that includes microlearning.

- How to convince key stakeholders to invest in a right-fit training strategy for your frontline.

A note on frontline mentions in this guide

As you read through this guide, you'll notice frequent mentions of frontline workers. That's because we focus on using microlearning plus other key principles to give frontline employees the right-fit experience they need to perform their best at work every day. But even if you don't support a frontline workforce, you'll find lots of useful information in this guide. You can easily apply the concepts to any workforce.

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What's waiting inside

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Defining microlearning

What is microlearning?

Before you go all-in on microlearning, it's important to understand exactly why microlearning is such a powerful and sought-after strategy. Workplace training is littered with vague buzzwords and shiny new tools. It's easy to make uninformed decisions when you have a mandate to improve your skill development opportunities and solve high-priority business problems. That's why it's critical that you understand the fundamentals—so you can apply them in the right way from the beginning and quickly get results that will turn heads.

On to microlearning. Most of us have been conditioned to believe there is a place and time for learning. We've gone to school and sat in rooms for hours at a time. At work, we've been scheduled for classes and all-day workshops. Even digital experiences tend to have schedules and requirements. This simply isn't how people really learn. We are learning and improving every second of every day while we engage in our daily activities. Microlearning delivers content in short, focused bites. But to actually be effective, microlearning should also:
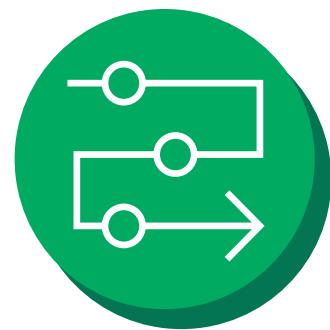
Fit naturally into the everyday workflow

Be engaging enough that employees want to do it regularly

Apply proven brain science (read: how people actually learn)

Adapt to each employee so they build the knowledge and skill they need to be successful

When you put all of these things together that's when the magic happens—you get employees consistently doing the things that impact specific results the business really cares about.

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7 common microlearning myths

Before we explore the definition of microlearning, we need to pause and clarify what it is not.

Like any big trend, microlearning is surrounded by lots of myths and assumptions. Some of these come from misunderstandings and confusion among various professionals about how it really works. Others are born from vendors who want to capitalize on the trend but without any real depth or value. Whatever the reason, misconceptions have rapidly and thoroughly cluttered the real value of microlearning. So, let's correct that.

MYTH #1:
Microlearning is new

Not true. In fact, microlearning has been around a long time. It got its start in cognitive science. And, in recent years, it's just been labeled differently. (Do the terms "bite-sized" or "chunked" sound familiar?)

MYTH #2:
Microlearning is about duration

While it's obvious that microlearning content should be short, the duration isn't as important as the focus Frankly, a lot of traditional content in learning solutions includes too much fluff. But microlearning is the opposite. It homes in on the most important info employees need to know to change their behavior and reach a specific goal.

MYTH #3:
Microlearning is only video

The use of video in training has exploded over the past few years thanks to technological improvements. Just 10 years ago, you needed a sizeable budget, heavy equipment and professional help to produce a simple video. Today, high-quality content can be created with just a smartphone and a laptop. This makes video a great format for microlearning content, but it's also not the only format for microlearning content. (Also, simply breaking up one long video into a series of short videos isn't microlearning either. Sorry.)

As with any training content, the medium should match the message and context in which it will be consumed. Think beyond video with things like pop quizzes, quick tips, blogs, podcasts, infographics, job aids, question-based learning and more.

MYTH #4:
Microlearning is only for millennials

It doesn't matter if you're 22 or 62 (or any age in between) microlearning meets the unique needs of all employees—regardless of demographics. In fact, when done right, it's proven to help everyone learn and boost long-term memory. Remember when we said microlearning is all about focus? Well, that means it's great for helping management focus on specific results and adapt to the needs of each individual.

MYTH #5:
Microlearning is a replacement for other types of training

Classes aren't going away. eLearning won't either. And coaching definitely isn't going anywhere. Microlearning isn't an all-or-nothing proposition. While it might replace some of your existing approaches, think of it as an important part of your toolkit. It's meant to fit into your overall training strategy to help you get the best business results.

MYTH #6:
Microlearning must be self-directed

There is a tremendous push in workplace learning to enable employees to own their development by engaging in self-directed learning. This can be a good thing, as long as we acknowledge that people don't always recognize their own weaknesses (it's the Dunning-Kruger Effect).

In addition to personal learning and development needs, organizations continue to evolve priorities as well. So, effective workplace learning is a balance of push and pull. Microlearning enables this balance by increasing employee performance support touch points and sustaining knowledge increases and behavior change long-term.

MYTH #7:
Microlearning only works for simple topics

It doesn't matter whether the content is cut and dry or more of a brain-bender, microlearning can work for any topic. You just need to use it in the right way, at the right time. This means your organization needs to know the problem it's trying to solve and apply the fundamentals well, whether it's boosting product knowledge, increasing sales or reducing safety incidents.

Regardless of the topic, training is training. When and how microlearning is introduced may shift. The types of content may change. But microlearning principles are equally applicable to all workplace topics.

The value of frontline microlearning

To implement a successful modern training strategy, you need to buy into the inherent value of helping your frontline learn in the flow of work using microlearning. Here's a list of huge advantages waiting for you on the other side of adopting this mindset.

1. Microlearning improves knowledge retention

You've probably heard of The Forgetting Curve, the concept popularized by German psychologist Hermann Ebbinghaus in the late 1800s. If not, it's pretty simple. People forget. The more time passes after we learn something, the harder it is to remember it unless we recall it over and over again. It's basic learning science.

Research shows that microlearning with knowledge reinforcement can vastly improve retention. Microlearning reduces mental fatigue and eliminates the pressure of having to memorize and understand large amounts of information all at once. Plus, the use of tactics like spaced repetition and retrieval practice help transition important information from short to long-term memory. This is why flash cards are such effective study aids. Recalling information is always more effective than cramming.

2. Microlearning increases learner engagement

As a granular alternative to traditional eLearning courses, microlearning engages learners with targeted, filler-free information that's more directly tied to specific outcomes and learning objectives. As a result, learners feel more confident about the lessons and are more motivated to participate. It's also easier for people to focus for shorter periods of time in the midst of a hectic workday.

Engagement is especially high when microlearning is paired with gamification. When you shorten learning sessions, you need people to come back more often. Game mechanics such as points, rewards and leaderboards are often effective at increasing participation, especially within a competitive workplace culture.

Axonify uses both microlearning and gamification conventions, and our frequency of participation is as high as 83%, 2 to 3 times per week, which is significantly above the industry average.

3. Microlearning supports a personalized experience

Microlearning is easy to consume in the flow of work. Whether it's a video, series of questions or job aid, employees can access just what they need, when they need it, to solve problems and grow their knowledge.

This approach is effective because it closes knowledge gaps quickly for everyone no matter how long they've been on the job. As opposed to traditional learning methods, the information can be more easily tailored to the individual.

It's important to note that some microlearning tools are more effective than others when it comes to tailoring the information. For example, some learning platforms just require people to retake a test if they fail to hit the passing score. Axonify applies an adaptive algorithm to identify each individual's strengths and opportunities and delivers just the content needed to close knowledge gaps.

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4. Microlearning eliminates time and productivity barriers

Corporate training commonly occurs on company time, and this can have an adverse impact on productivity. By limiting the learning experience to 5 or 10 minutes a day via microlearning, you can minimize disruption to essential workplace operations. The employee clocks in to work, completes their 5-minute lesson and is then ready to tackle their shift.

Because microlearning is so mobile-friendly, it provides organizations with more options for increasing training engagement. While some organizations may gate training access to just scheduled shifts, others may offer it during employee commutes or after hours.

5. Microlearning allows everyone to learn at their own pace

Some people absorb information faster than others, which is one reason why traditional training models have such inconsistent results. If everyone learns in their own way and has their own experience with the material, how do you get every learner on the same page?

Microlearning is designed so that every trainee can take their time and work at their own pace without the fear of falling behind or the frustration of information overload. More than any other learning process, it allows for a level playing field.

Microlearning tools can also accommodate a wide range of media, including text, video, images, infographics and games. By incorporating a variety of these media into your learning materials, you can cater to trainees with different learning preferences and further promote a positive outcome for a wide spectrum of adult learners.

6. Microlearning allows for more precise reporting

Standard workplace learning tools will show you course completions and scores, but microlearning tools can identify specific knowledge and skills gaps and track each learner's progress over time. You can measure whether a specific learning outcome is being achieved, get an accurate reading of your participation trends and identify common knowledge gaps.

Axonify establishes a complete knowledge profile for each participant, so supervisors can see where people are excelling and where they're struggling at any given time. This presents leaders with valuable insights into where additional coaching is needed and where the learning tool itself might be improved.

7. Microlearning allows for quicker deployment

While microlearning content does take time and effort to build, it provides considerable advantages over traditional courses.

Because microlearning is focused on specific concepts delivered in short segments, it allows you to get content into people's hands more quickly. You can create a set of microlearning modules and get people started on their learning journey before every part of the program is ready. Then, continue to expand your library as people progress and more assets are finalized.

This focus also makes it easier to manage content over time because you aren't dealing with long courses that cover numerous topics. You can make important changes on the fly without having to overhaul an entire course. As the needs of the organization change, the training can be modified accordingly with less effort.

Fitting microlearning into your modern training experience

To achieve the benefits we've outlined so far, you should take a hard look at the overall learning experience you are creating for your frontline employees.

Today, too many organizations provide a "spaghetti experience," which involves building content and throwing it at as many employees as possible to see what sticks. This doesn't benefit anyone. You waste time building unnecessary content, and your employees waste time checking unnecessary boxes.

Modern training helps you shift from a place-and-time approach to a continuous learning experience. Because microlearning fits neatly into the workflow, you can introduce new, ongoing learning and support tactics. You likely won't get rid of all of your existing tactics. But, when you do push out a training event or online module using tactics such as knowledge reinforcement and on-demand resources will make these experiences much more impactful.

Every organization will craft a unique modern training experience based on the needs of their employees. But here are some real-world examples of modern training experiences that have been designed to fit the needs of frontline workers:

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Retail

In a retail store, associates access training right after they clock in every shift. The training session serves up reinforcement questions tightly focused on topics that are critical to performing well in their jobs. The whole session only takes 3 to 5 minutes, then they're ready to hit the floor confident that they'll do the right things in the right moments.

Grocery

In a grocery store, associates not only take their daily burst of training, but have immediate access to on-demand job aids through their modern training platform. This allows them to look up important information in a few clicks, right in the moment of need.

F&I

In a retail banking environment, frontline workers watch a short video on the credit card pre-approval process once, and then answer a few questions about the content every time they log on for the day. The short bursts of reinforcement give them increased confidence when cross-selling to clients.

Contact center

In a contact center environment, agents take advantage of a few free minutes between calls to access their micro-bursts of training that reinforce the key things they need to remember to stay in compliance with key regulations.

Distribution

In a logistics or distribution setting, workers engage in daily training, and access on-demand job aids as needed. Meanwhile, management uses microlearning to measure safety knowledge rates and track compliance to confirm their workforce is maintaining a safe work environment while prioritizing productivity.

In addition to ongoing support, a continuous microlearning experience provides you with advanced measurement and analytics opportunities. By constantly assessing what people know and do on the job, you can actually see the impact of your training programs and make adjustments before small issues become big problems. And, because the experience is targeted to the individual employee's specific needs, the value is clear which provides motivation to engage in learning voluntarily—without being chased by a manager or administrator.

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Designing a microlearning strategy

How to create your microlearning strategy

How can you help evolve your organization from relying on place-and-time training that happens once or twice a year to a continuous microlearning experience that's embedded within every workday?

Truth time: Evolving to a modern training approach is not an overnight transition. It requires a slow and measured evolution of your company's mindset towards training and the role it plays in the business. Instead of just focusing on getting training over with so you can check the completion box, all your stakeholders—from executives to frontline employees—must recognize (and buy into) the importance of continuous microlearning to keep you more agile than the competition and ready for anything.

Luckily, the fundamentals we've discussed so far are designed with this evolution in mind. So, you'll be able to build your case and show value quickly, then rapidly iterate and evolve your overall learning strategy.

1. Start with priority problems

Prove the value of a microlearning strategy before trying to overhaul your entire strategy. This will help you shift the mindset and build your business case.

Even as you start to implement microlearning materials, you don't have to do it all at once. You can select a single topic that presents a pressing challenge to your organization. Outline how microlearning can address this challenge, and use it as your case study.

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2. Know your audience

Understand how learning fits in the workflow for the people you support. You need to understand your team's day-to-day job requirements and challenges. What are their pain points? What areas could benefit from a microlearning strategy?

Consider how their typical day is laid out, the types of devices they use and the types of content formats they can easily consume on the job. The more you know about your team, the better you can tailor your workplace learning experience and each learning objective therein.

3. Build the business case

Don't make microlearning just about learning. Connect the strategy to key problems your business is facing and the value you can provide to stakeholders in their own language. A lot of these stakeholders may know little to nothing about microlearning, so you need to lay out the process, the science and the potential outcomes in straightforward, actionable terms.

Bring any experts to the table, including L&D professionals or external partners who specialize in modern training principles. Emphasize the research-supported benefits of microlearning for employee engagement, knowledge retention and productivity, and connect those benefits to your business KPIs.

4. Help people think differently about learning

Most people still think learning looks like school—rigid, regimented, spread out over long sessions in a classroom-like environment. Microlearning makes learning part of the job; everyone needs help shifting their perspective—from the executive to the frontline worker. You'll need to flex your leadership skills and help your team make this connection.

Axonify helps to facilitate the shift by presenting training concepts in a way that doesn't resemble a formal training environment. Axonify is equipped with game mechanics (like points, badges and leaderboards), casual games, communication tools and social networking features so it feels less like a corporate training tool and more like a central hub where employees can go to connect with fellow team members and sharpen their skills.

5. Assess your content

Don't just break your existing courses down into smaller microlearning modules. Assess the value of these resources, determine what should stay and have the courage to let low-value content go. Some courses can probably be reworked, but some will inevitably need to be scrapped.

You need to determine what works so that you can fine-tune your learning and development in a way that fully aligns with your desired business outcomes. Each microlearning module should add measurable value.

6. Assess your tech

Any learning management system (LMS) can deliver shorter courses, but does it support a continuous learning experience that fits seamlessly into the flow of work? Whether you have a BYOD (bring your own device) policy in place or you use point of sale (POS) systems or other company tech, you need to ensure that the content is delivered seamlessly in a manner that's appropriate for your workplace.

If content is going to be accessed on company tech, make sure that the tech is capable of supporting your learning management system and delivering a seamless, user-friendly experience. You'll also need to ensure web accessibility with broadband speeds in most cases.

7. Upskill your team

Make sure the people running your digital learning strategy understand the basics of learning science, can build focused content using different modalities and are focused on business results.

Many learning and development professionals have dedicated their careers to traditional corporate training methods, and so the implementation of a microlearning strategy might require a significant shift in focus.

8. Measure, measure, measure

Measure the ways microlearning impacts your business. Are your learners engaged? Are they actually learning the material and shifting their behaviors accordingly? What do the results look like? Include user sentiment in your assessment, but expand to more meaningful metrics through microlearning.

If you're using an LMS with enhanced reporting features like workplace behavior metrics and customized business targets, your L&D professionals should understand how to interpret these metrics and fine-tune the program accordingly.

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Best practices for building microlearning content

We've established that microlearning content isn't just short videos. We've also identified that it's not simply smaller versions of the content you have been using for years. So, what is it, and how do you build it to enable continuous, targeted learning? Too often, organizations focus on creating training content first. This approach doesn't make any sense in a modern business.

It's easy to miss the mark on what employees really need. And the result is a collection of vast content catalogs that are expensive and almost never used to their full potential.

Before building anything, it's important to identify the result you want to achieve. This results-first approach is a critical framework for building right-fit microlearning content.

1. Begin with the end in mind

What business problem are you trying to solve, and how will you MEASURE the results? You may have to push your peers and stakeholders to nail down as specific a goal as possible. Push the conversation towards the factors that led to this discussion in the first place. There are likely specific incidents taking place within the business that have created a need.

Let's take a safety example. Your stakeholder may come to you with the request to improve the company's safety culture. That sounds great, but how do you measure culture? Ask for specifics on workplace incidents that have led to the safety culture conversation. Find a measurable goal that you can address with microlearning. This effort will eventually become the foundation of a larger effort required to foster a safety culture, but your focus will remain on solving a specific problem.

To continue the example, let's assume that back injuries are the biggest safety problem in the business right now. Reducing incidents of back injuries by 80% is now our measurable business result target.

2. Identify the required behaviors

What do employees have to DO to achieve the targeted result? What will the necessary behavior change look like when observed within the operation? You will again likely have to challenge your stakeholders to get specific when it comes to your goal. Break down the steps necessary to be successful in the selected topic.

In our safety example, you might decide that employees must perform the following actions to reduce back injuries when lifting:

- ⊘ Keep elbows tucked in
- ⊘ Bend from the knees
- ⊘ Avoid twisting your back
- ⊘ Use proper safety equipment

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3. Distill the foundational knowledge

What do employees have to KNOW to execute the required behaviors? Isolating this part provides you with the opportunity to separate need-to-know from nice-to-know information to keep your training focused on the result. Nice-to-know information can eventually be made available on demand, but your microlearning content will focus on just the critical knowledge required to execute the identified behaviors.

To execute a safe lift, employees must:

- ⊘ Know the steps required to execute a safe lift
- ⊘ Recognize improper lifting techniques
- ⊘ How how to properly use related safety equipment

4. Build a variety of content types

Now you're ready to make a content decision. What's the best way to share the required knowledge to drive behavior change and, ultimately, achieve the targeted result? You should be open to a variety of content format options rather than defaulting to a traditional course.

To improve knowledge and behavior related to safe lifting, employees will receive:

- ⊘ A 3-minute video providing an overview of safe lifting techniques
- ⊘ Reinforcement questions to drive long-term retention of this knowledge
- ⊘ A job aid with step-by-step reminders that can be accessed on demand

Microlearning format ideas

Microlearning content can take a variety of formats. Rather than be limited to just SCORM courses, you can expand your toolkit and match the delivery method to the needs of your employees. Here's a list of potential content types that fit the microlearning experience:

MICROLEARNING DELIVERY

- · Video
- · Questions
- · Interactive module
- · Article
- · Job aids

REINFORCEMENT

- · Questions
- · Refresher module/video
- · Email newsletter
- · Practice exercises
- · Flash cards
- · Reflection activities

ON-DEMAND KNOWLEDGE

- · Blog post
- · Demonstration video
- · Article
- · Job aid
- · Operational guideline

PERFORMANCE SUPPORT

- · Designated Subject Matter Expert list
- · Online discussion forum
- · Employee help telephone line/email
- · Enterprise social media platform
- · Help Desk hours
- · Question and answer application

How to evaluate a microlearning solution

Many vendors and consultants are aligning their marketing to the microlearning trend. That's why you shouldn't rush into a buying decision. Make sure you take time to pause and ask the right questions to find out if an offering truly aligns to a holistic, right-fit training approach that's going to get meaningful results for your business.

Here's a set of questions to ask when evaluating any "microlearning" solution. The more YES answers you get, the more likely the solution will provide value to your organization.

Microlearning methodology

- ☐ Does the vendor position their value based on business results rather than learning and development outcomes?

- ☐ Does the vendor focus on identifying measurable business goals BEFORE building content?

- ☐ Does the vendor focus on behavior change rather than learning or completions?

- ☐ Does the vendor consistently apply evidence-based learning science principles, such as spaced repetition and retrieval practice?

- ☐ Can the vendor provide case studies that demonstrate proven, measurable business results?

- ☐ Will the vendor provide (free) enablement support to help your team develop their skills to execute a microlearning strate

Functionality

- ☐ Can employees access the solution on the internet-accessible devices they use on the job?

- ☐ Can employees access the solution from their personal mobile devices?

- ☐ Does the solution support the use of mixed content modalities (video, documents, questions, etc.)?

- ☐ Does the solution include real-time reporting on employee knowledge and behavior change?

- ☐ Does the solution provide actionable reporting to help managers coach on the job?

- ☐ Does the solution integrate with business data sources?

- ☐ Does the solution integrate with your other learning and support systems?

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User experience

☐ Is the user experience simple and intuitive (no user training required)?

☐ Is the user experience familiar (similar to consumer digital apps)?

☐ Can users search for information quickly in the moment of need?

☐ Is the user experience focused on continuous learning rather than sporadic or one-and-done training?

☐ Does the user experience include motivational tactics to drive and sustain user engagement?

Thought leadership

☐ Is the vendor active in the workplace learning community (besides sales and marketing)?

☐ Has the vendor made a meaningful contribution to modern, right-fit training thought leadership?

☐ Does the vendor reference respected thought leaders and solid research?

☐ Does the vendor avoid using trendy terminology and unproven theories?

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Getting started with your transformation

Tips for starting your modern learning transformation

Ready to bring microlearning into your modern learning straegy? Here are a few tips to help you put everything you've learned in this guide into proactice.

1. Get past the hype

As we explored earlier, there are a number of myths getting in the way of serious conversations around the true value of microlearning. These false assumptions have the unfortunate potential to limit the impact of microlearning. You can play an important role in helping your organization get past this hype and focus on the real meaning and value. Sharing this article with your peers and stakeholders is a great place to start when it comes to overcoming microlearning myths.

2. Leverage your partners

You don't have to do this alone. Learn from the people who have already introduced effective microlearning with great results. Engage them in conversation. Find out how they overcame challenges to achieve success. Invite partners to share their stories with your teams and stakeholders so they can see just how powerful microlearning can be. Sometimes an outside voice can carry extra weight.

3. Get closer to your frontline employees' realities

One of the big differentiators for microlearning as a foundational strategy is the opportunity to position learning and support closer to the employee's day-to-day work. To do this correctly, you need a solid understanding of what this context looks like. Spend time on the frontline. Have conversations with your employees to understand the problems they face every day and how you can help them improve by applying microlearning along with the principles that make it most successful.

4. Find your business priorities

What keeps your CEO up at night? You should know this answer already. Even if you haven't been assigned to solve this problem, you should understand how it impacts your organization and begin discussing how you could address it with training. An improved understanding of your business will be critical as you begin to introduce microlearning as the foundation of your modern training approach.

5. Start applying the basics

You likely can't execute a full modern training strategy right away, but you can certainly start to apply some of the basic principles around what makes microlearning most successful in your current work. Fundamentals, like the idea of starting with a business goal and the science of learning, should be part of your current strategy and will set the stage for bigger improvements moving forward.

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Real-life success stories

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How real-life frontline organizations are using microlearning

Transformational organizations across many industries are reaping the benefits of right-fit training. Whether they're solving onboarding, sales, product, compliance, or safety challenges, microlearning is a key strategy they use to give their frontline employees the right support at the right time to drive better performance and ultimately benefit the bottom line of the business. Explore the real success stories of a few of these companies below.

How Foot Locker drives the associate behaviors that keep customers smiling

How Walmart achieves unprecedented safety results

How Jumeirah Hotels & Resorts builds lifelong guest loyalty

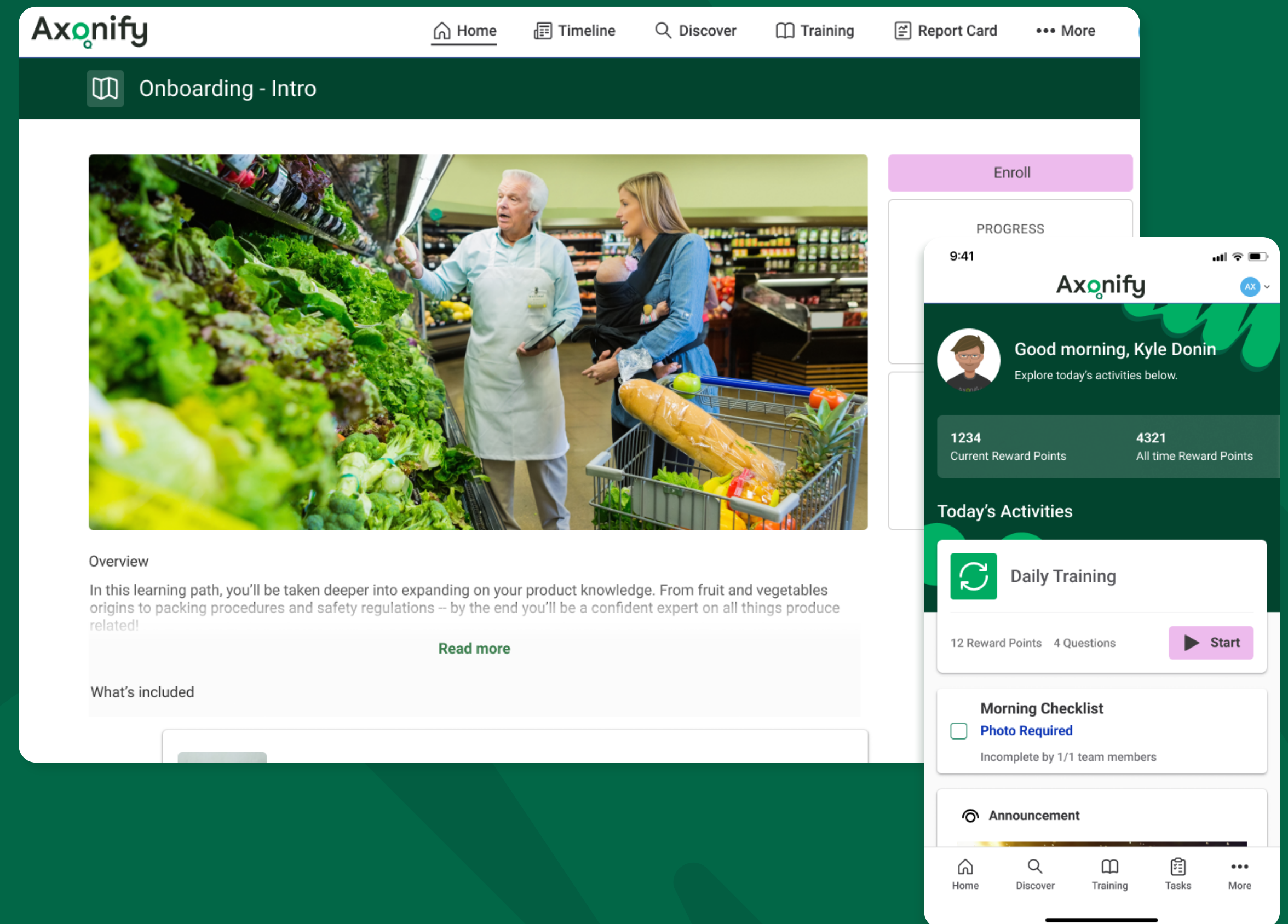**How Lowe's builds a compelling associate journey**

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About Axonify

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How frontlines learn, connect and get things done

Axonify is the microlearning solution that is science-backed and proven to maximize the productivity of workforces. It gives frontlines what they need to learn, connect and get things done. Quickly. Easily. Every single day.

Visit **axonify.com** to learn more

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