

Microlearning is a training strategy in which key ideas are the foundations for building learning. The contents are presented in small pills (byte size learning) and are focused on the most relevant information.

WHY

Microlearning



The fast pace of our lives makes difficult a change of routine.

Content in **small portions** fits the attention span in which we keep concentrated.



We are used to this kind of contents in **informal settings**. And we like them!



The **90%** of what we learn in traditional training gets forgotten in less than a year.

The advantages of microlearning

For the organization

Lifelong learning. It allows ongoing training.

Immediacy at updating and spreading knowledge.

It **complements** other training activities (on-site, online or combined).

The **production** of training activities becomes cheaper and quicker.

The **modular format** allows creating multiple didactic sequences with contents.



For the user

Just-in-time access to contents.

The **obtention** of relevant information for their interests..

New contents are assimilated and consolidate **more easily**.

Skills and knowledge are learnt within a **shorter span of time** and in a **more flexible way**.

Mobile learning: greater ease in combining training with personal and professional life.

Content is the key

The micro format allows:

Granularity

Create different training activities by combining learning objects.

Updating

It is easier to detect when content becomes obsolete and also to update it.

Customization

Easier personalization of the content, adapting it to the reality and context of the users and the organization itself.

Focus

Leave out what is superfluous and focus on key contents.

How to apply it?

SNACKSON helps you!

SNACKSON provides you with a **mobile learning** service devised so that organizations can benefit from microlearning advantages quickly, flexibly and without costly investments.

Back-office from where you can manage your users, contents and training activities.

Creator of informative and evaluative contents in simple steps.

Organization

Complete reports on the course of the training activities.

Total **customization** of the training activities (duration, contents per day, form of participation...).

They only have to **install Snackson** on their smartphones.

They will receive small units of content in a **dynamic and previously established way**.

User

Availability at any time.

They will participate in **dynamics** designed to promote motivation.

We walk with you along the process!

Snackson will help you analyze the needs and establish the didactic targets of your organization.

We will advise you in the creation of efficient and relevant **microcontent**.



SNACKSON

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