**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







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.

user

For the

**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.

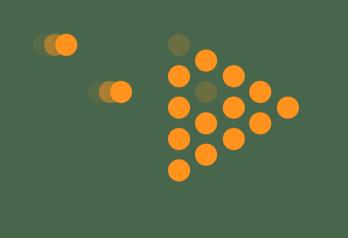
## Content is the key

#### 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.





**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**