

Size matters: Why you need to incorporate microlearning into your L&D strategy

Monday, May 18, 2020



Melanie Fellay
CEO & Co-Founder



About me

- Former Enablement Leader / Business Operations at high-growth companies
- Information was scattered, difficult to maintain, repetitive questions
- Designed Spekit in 2017 after evaluating hundreds of learning & enablement platforms



Spekit

In-app, bite-sized learning everywhere your team works.

Trusted by hundreds of companies

- 20+ top industries
- Certified Salesforce Partner
- 90% + Weekly Active Usage

Perrigo



CHEETAH
DIGITAL



JLL



Mariner
WEALTH ADVISORS

HOBSON'S



MCCLATCHY

NRDC



AMR
A Global Medical Response Solution



DocSend

WalkerSands
COMMUNICATIONS

Bluewater



Wolters Kluwer

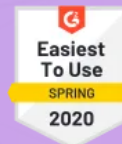
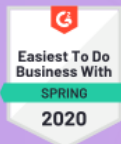


Decent

innovmetric



PubMatic



Spekit

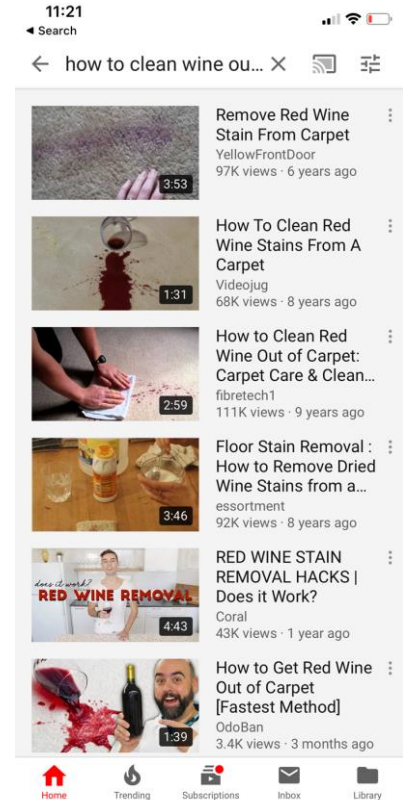
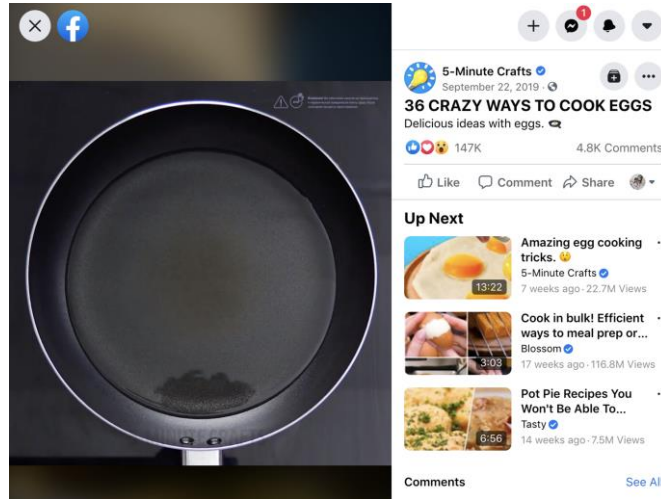
Instant answers
are the new norm.



YouTube



Microlearning happens every day.



Why do we gravitate to social for answers?

Visuals are processed

60,000x

faster by the brain

40%

Respond better to
visual than text

1 min

=

1.8m words

Enter - the office...

1.8 hours





Key Trends

More noise and complexity in day-to-day

The average organization has:

9+

Tools they use

20%

Remote/Dispersed
Employees

10+

Process changes Per
Week

8

Places they store
resources

It's 72% more tools than 2 years ago



Key Trends

Training Challenges

We ran a survey with John Barrows:

86%

Training impacts
performance

10%

Were satisfied with
amount of training

10%

Remember training
out-of-context

67% of respondents blamed lack of reinforcement

Training at odds with how people want to learn

Past



- In person, scheduled classroom training sessions
- Paper training manuals

Present



- Course-based online learning
- LMS, Email, Powerpoint.

Future



- Contextual, bite-sized learning that happens where work happens
- Just-in-time microlearning

The rise of Microlearning and Just-in-Time

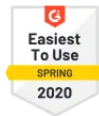
- **Quantity:** Short, 2-4 minutes in length focused on one or two key objectives, ideally answering a single question.
- **Reinforcement:** Microlearning makes it easy to reinforce learning for maximum retention at every step of the learning journey.
- **Contextual:** Learning is easily accessible, in context so your team can learn wherever they are, without leaving the task at hand.

Get started in hours, not months

“By creating micro-courses, learning professionals can reduce development costs by 50% and increase the speed of development by 300%.”

- Learning Architect, Ray Jimenez, Ph.D

Enablement, simplified.

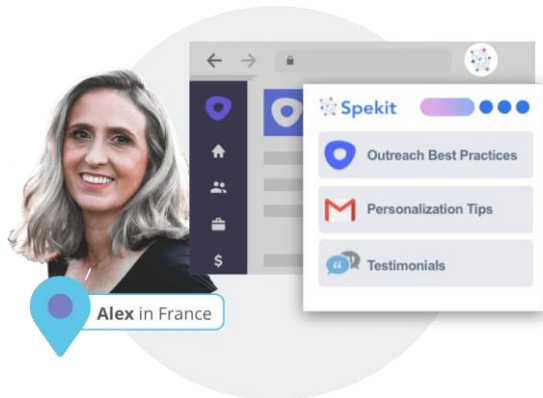


What if employees could learn as they work?



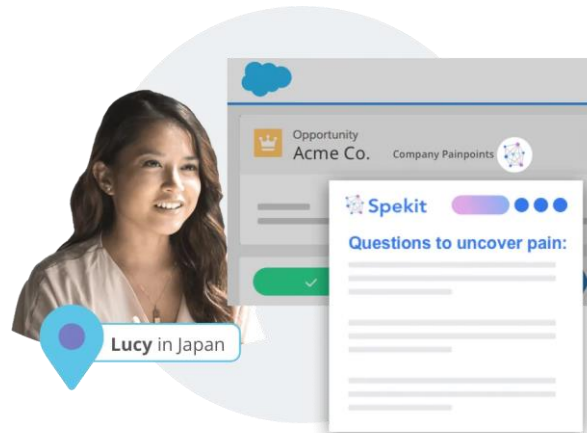
Write Better Personalization

See your persona training on a title while prospecting before a call.



Handle Objections with Ease

Find tips on how to write the best emails



See Greater Success on Calls

Prep for discovery right as you're reviewing your opportunity.

Sales Process Reinforcement in my CRM

The screenshot shows a Salesforce CRM interface with a 'Sales' tab selected. The 'Opportunities' sub-tab is active, displaying a list of opportunities. The first opportunity, 'Flintstones', is highlighted. The 'Qualification' stage is selected, showing a probability of 10% and a close date of 12/5/2019. A 'Spekit' overlay is visible, displaying 'First Call Discovery Questions' and 'Use-Case/Pain Questions'.

Qualification

Star ☆ Share ➦ Copy 📄 Edit ✎ ⚙️

Expert Rees Bayba 13 days ago

[DISCOVERY QUESTIONS](#)

This stage indicates that the prospective company is interested in the product and that they now need to involve the proper decision-makers such as their boss or other peers to move forward with the negotiation process.

Goal: Qualify the buyer so we can decide whether to pursue. Get buyer to agree that the pain of their current situation is worth the pain of making a change.

First Call Discovery Questions

Star ☆ Share ➦ Copy 📄 Clone 📄 Edit ✎

13 days ago

Use-Case/Pain Questions

- What interested you in Spekit? How did you hear about us?
- What are you struggling with today when it comes to tool onboarding and adoption?
- What are your users struggling with today in Salesforce?
- Where are you seeing these challenges - is it only salesforce? (what other tools)
- How does that affect you?
- Who are the main leaders or teams affected by these challenges?
- How is it affecting the business?

👍 100 🗨️ 1

Topics My Starred Settings

View in app 🔗 Need help? Contact your team. 🗨️

https://app.spekit.com/app/wiki/business_term/156b72c3-f1b1-41cc-a88a-05a1de827861?expanded=true&type=business_term

Learning a new application

360 View

Tasks Emails

UPCOMING TASKS

57

50

40

30

20

10

0

Today

Mon

Tue

Wed

Thu

Fri

Sat

THIS WEEK (MAY 11 - MAY 17)

399 Completed
^30%

28% Emails
^6.8%

19% Other
^47%

LAST WEEK (MAY 4 - MAY 10)

306 Completed

34% Emails

17% Other

22 Tasks Due

Start 22

22 Total

5 Call

5 Email

12 LinkedIn

Click here to install the Outreach Everywhere Chrome B

Create + ?

Search Spekit

19 results

Back

Filtered by Topics (1)

Clear

01. Overview

This is a basic introductory training on the Outreach

Spek 13 days ago

02. What is Outreach?

Outreach is a Sales Engagement Platform. It helps

Spek 13 days ago

03. Getting started with Outreach

Here is a step by step walk through on how to login

Spek 13 days ago

04. Navigating Outreach

This will guide you through the different areas and

Spek 13 days ago

05. Prospects

Unlike Salesforce, which has Leads and Contacts,

Spek 13 days ago

06. Adding a new prospect

This spek will show you how to add a new prospect

Spek 3 days ago

Topics My Starred Settings

Go to app Need help? Contact your team.

Persona Training in LinkedIn

The image shows a LinkedIn profile for Tobias Muellner and a search result from Spekit for the role of 'Sales Operations Manager'.

LinkedIn Profile:

- Name:** Tobias Muellner · 1st
- Current Role:** Head of Sales Operations & Enablement @Handshake.
- Background:** Startup advisor. Formerly @Anaplan, @Mapbox, @Ariba.
- Location:** San Francisco, California · 500+ connections · [Contact info](#)
- Buttons:** Message, View in Sales N

Spekit Search Result:

- Search:** Search Spekit
- Back to results**
- Expand**
- Role:** Sales Operations Manager
- Actions:** Star, Share, Copy, Clone, Edit
- Time:** 13 days ago
- Description:**

This is a role responsible for helping the sales team work as efficiently as possible. They support the team with tools (email, calling, CRM etc. to make them more efficient).

Sales ops should provide the connective tissue between sales directors and their sales reps by making sure all their efforts are ultimately aligned with and supported by the right go-to-market approach and campaigns.
- What they care about ("My key strategic initiatives are (to)"):**
 1. Collect ACTIONABLE insights from the data we

Easy access to answers from their email

The image shows an email interface with an email from Melanie Fellay and a Spekit overlay. The email is titled "Can't create a report" and is from Melanie Fellay to the user. The Spekit overlay is titled "How to create a Report (Lightning)" and provides instructions on how to create a report in Salesforce.

Email Content:

Can't create a report Inbox


Melanie Fellay <melaniefellay@spekit.co>
to me

Hi Melanie

How do I create a report in Salesforce, I can't figure it out?

Also, do you have a Spekit overview I can send?

Thanks,
Astro



Astro Trailhead
CEO of Trailhead
[Book a Meeting](#)

Spekit Overlay Content:

Search Spekit

[Back to results](#) [Expand](#)

How to create a Report (Lightning)

[Star](#) [Share](#) [Copy](#) [Clone](#) [Edit](#)

12 days ago

A Report is a list of information or records displayed in a presentable manner.

For more actions related to reports please click on the following links:

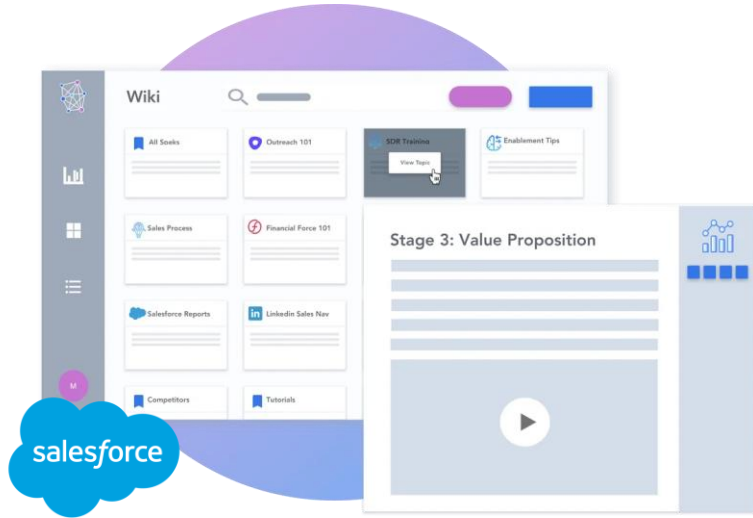
- [How to add columns and groups to reports](#)
- [How to filter a Report](#)
- [Grouping Reports: How to group reports by a specific field](#)

Get started today with Spekit

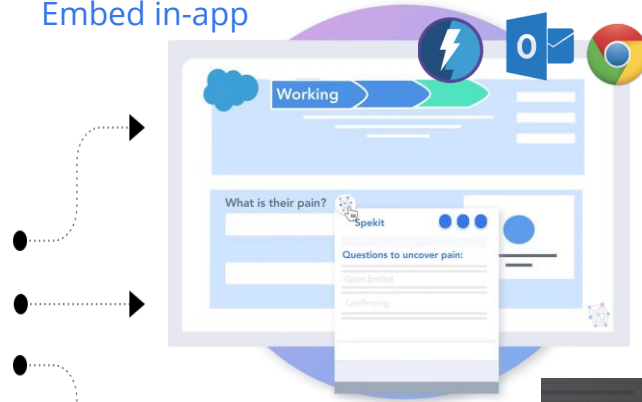
The Solution

A source of truth that's centralized, accessible everywhere

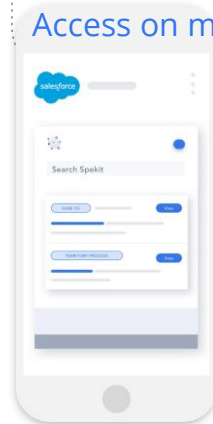
Centralize in Spekit Platform



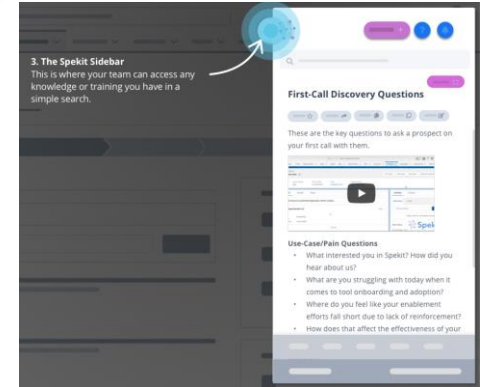
Embed in-app



Access on mobile



Search in Search Bar



Free up to 10 users + Free out-of-the-box training

Then \$10/user/mo and \$199 platform fee /mo



AppExchange

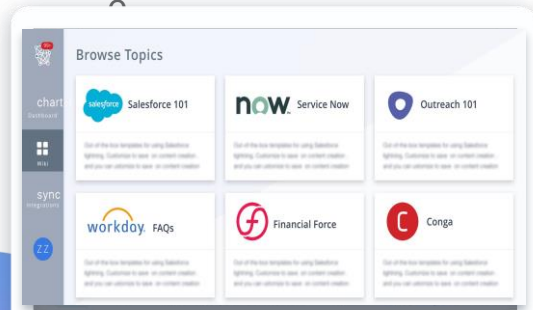


Salesforc



All Extensions

Subscription includes (not exhaustive)



Web Application to
manage content.

- **All plugins (Chrome, Lightning Component)**
- **Free Training Content**
- Web application (includes wiki, content categorizing, learning sequences)
- **Salesforce Integration, unlimited metadata**
- Advanced team & user management
- Contextual hover-overs
- Notifications
- **Analytics** & reporting, data exports
- Non-production environments