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

Monday, May 18, 2020

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

Melanie Fellay

CEO & Co-Founder

Spekit

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

JLL

CHEETAH DIGITAL

Mariner WEALTH ADVISORS

HOBSONS

McCLATCHY

NRDC

AMR A Global Medical Response Solution

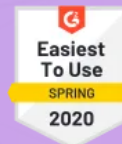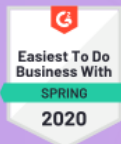DocSend

WalkerSands COMMUNICATIONS

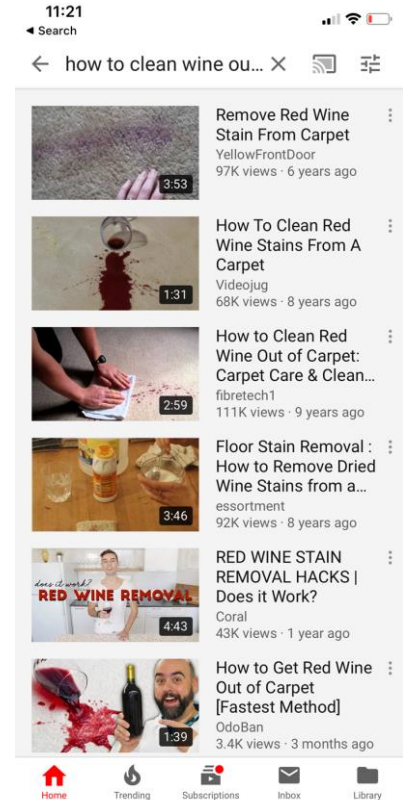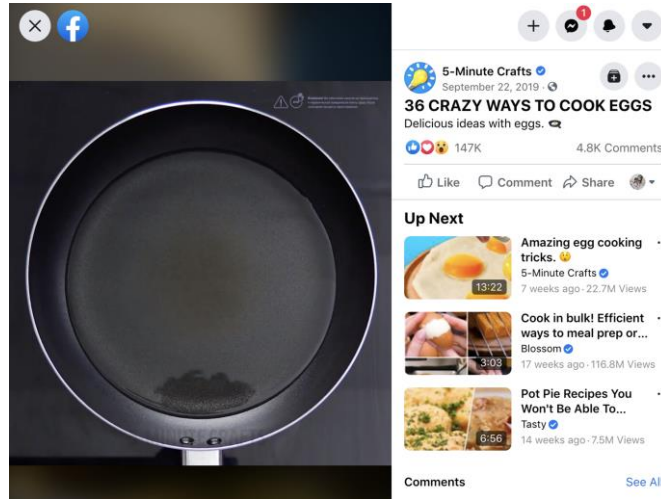Bluewater

Wolters Kluwer

Decent

innovmetric

PubMatic

Easiest To Do Business With SPRING 2020

Easiest Setup SPRING 2020

Easiest To Use SPRING 2020

Best Support SPRING 2020

Easiest Admin SPRING 2020

High Performer SPRING 2020

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Instant answers

are the new norm.

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

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Enter - the office...

1.8 hours

Business Platform

Tool to interact with your customers

Communication and documentation

Learning Management System

Marketing Collateral

More noise and complexity in day-to-day

The average organization has:

9+	20%	10+	8
Tools they use	Remote/Dispersed Employees	Process changes Per Week	Places they store resources

It's 72% more tools than 2 years ago

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.

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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

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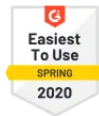
What if employees could learn as they work?

Write Better Personalization

See your persona training on a title while prospecting before a call.
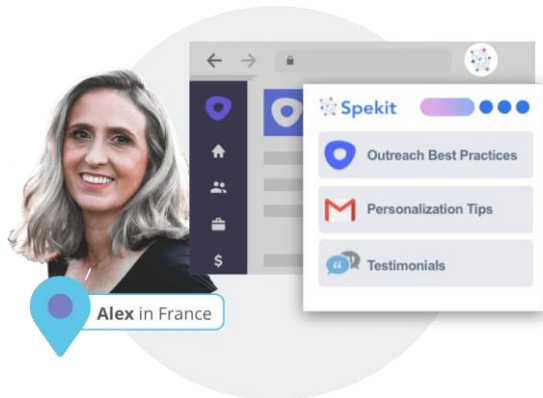
Handle Objections with Ease

Find tips on how to write the best emails
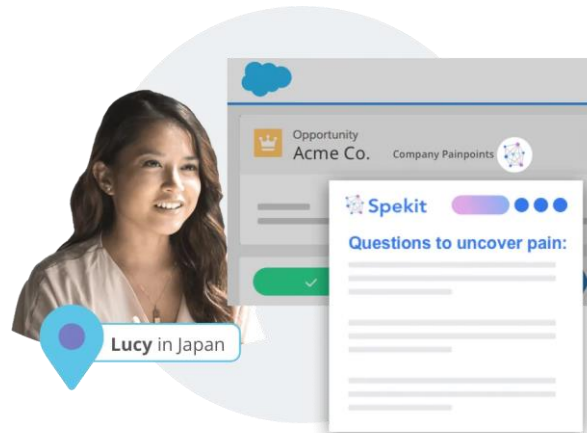
See Greater Success on Calls

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

Sales Process Reinforcement in my CRM

Learning a new application

Persona Training in Linkedin

Easy access to answers from their email

Get started today with Spekit

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A source of truth that's centralized, accessible everywhere
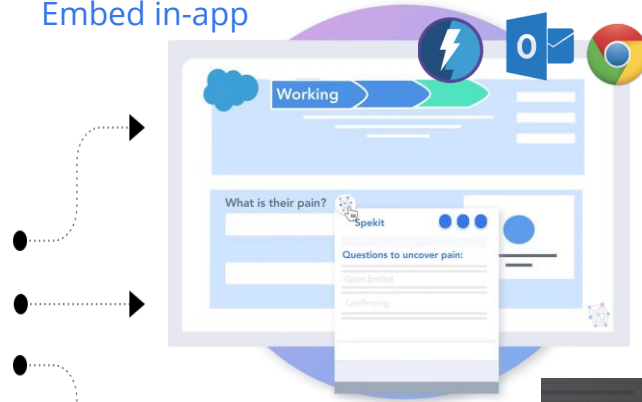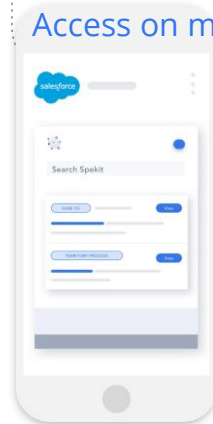
Centralize in Spekit Platform
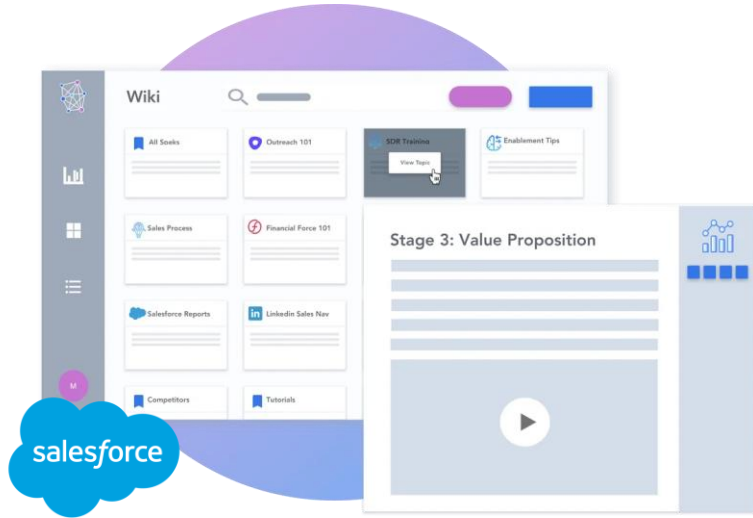
Embed in-app
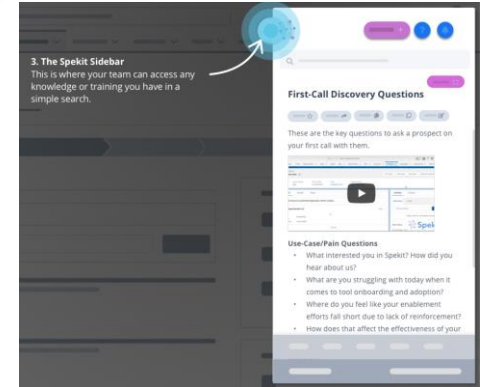
Search in Search Bar

Access on mobile

Free up to 10 users + Free out-of-the-box training
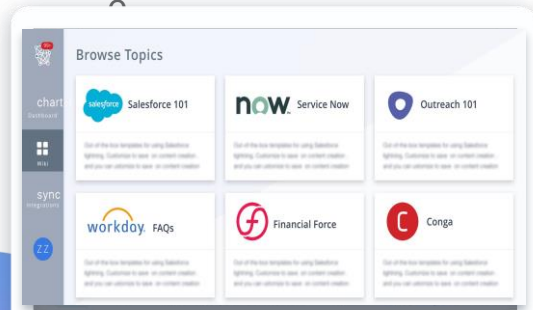
Then $10/user/mo and $199 platform fee /mo

AppExchange   Salesforc   All Extensions

Web Application to
manage content.

Subscription includes (not exhaustive)

- **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

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