

MICROLEARNING'S IMPACT
— ON —
COMPANY CULTURE

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How highly does your organization value the impact it has on the lives of its employees and customers? How do you show your team that you value their time, their hard work and their well-being?

When the economy is healthy, people aren't satisfied to go to work simply to go to work. It isn't only about earning a paycheck. If culture and employee experience is neglected, a company has a much lower chance of making it through hard times, staying competitive in good times, and maintaining a purpose for existence through all of it.

There are many factors that go into building or strengthening company culture, but one of the main ways employers can do this is by paying attention to **learning culture** as well. Prioritizing the development of employees erases all sorts of business challenges, such as employee engagement and retention, leadership development, succession planning and many others.

Maybe you're thinking, "Alright, if it's so important for the health of the company, then what does a strong learning culture look like? Does that just mean doing more training?"

Well, yes and no. Yes – if you're not offering employee training on a regular basis, then more will help.

But more of **any** training is not the answer. It's the **right kind of training** that will make a world of difference in your organization's learning culture, simultaneously growing and strengthening your overall culture.

What Does a Learning Culture Look Like?



TRAINING



LEARNING

Training expert Stephen J. Gill has made several high level and important distinctions between training and learning. The first distinction is that **training is inherently an event, whereas learning is a process**. Learning is an after-effect of training, and often happens through many different mediums, such as informal coaching moments or team discussions, or follow-up questions delivered electronically and designed for training reinforcement.

The second distinction Gill makes is that in a training culture, resources are generally controlled by the HR or Training departments, and employees only participate in training when it's assigned to them. Learning cultures, on the other hand, are full of empowered employees who look at employer-provided training as a springboard to their development. They often take training courses electively, looking at how they can improve and diversify their own skills, along with helping their colleagues do the same.

Another main distinction and perhaps the most important is focused on the outcomes of training and learning.

A culture that only takes training at face value focuses on the output – whether courses were completed and requirements were met. **An organization with a learning culture is focused more on the impact than the output**. It's about the skills acquired and built upon, the behavior and mindset changes that lead to better choices, and how employees who are engaged in development help their companies stay competitive and agile.

Turning the Tides with Microlearning

Since employees' ongoing development is a key to building a strong culture, and they live in a world of rapidly changing technology and expectations, your company's training program must include solutions that meet the needs of your modern learners.

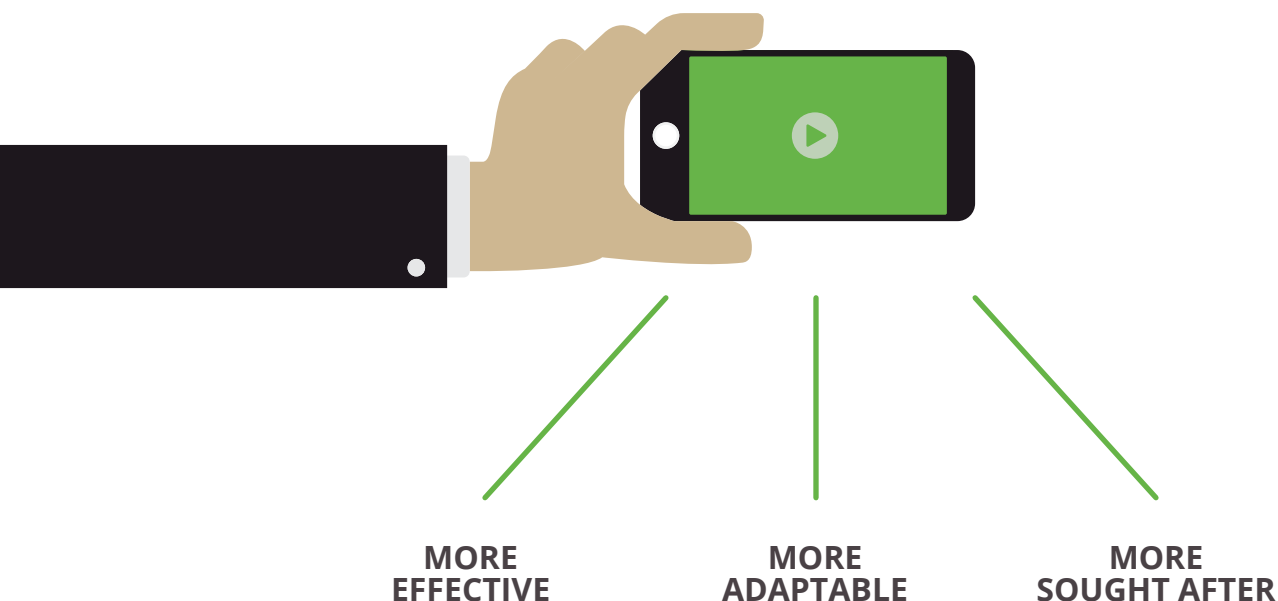
Employees who are only offered classroom-style training that takes them off the job for half a day, or are given hour-long eLearning courses to click through, aren't being given the best opportunities for impactful learning.

Enter microlearning.

Especially effective in video form, microlearning is offered as short bursts of training that employees can access exactly when they need it. With a microlearning content library, learners can search for the specific topics they're looking for, take a few minutes to watch a video, and then apply that new knowledge on the job right away.

With skill development opportunities being a major desire of employees in today's workforce, they're looking for more than training for the sake of training. They're seeking truly valuable knowledge that will help them reach their full career potential. With an on-demand microlearning library at their disposal, learners can go in on their own and discover what new knowledge awaits them, whether it's a topic they were previously interested in, or something new that piques their interest.

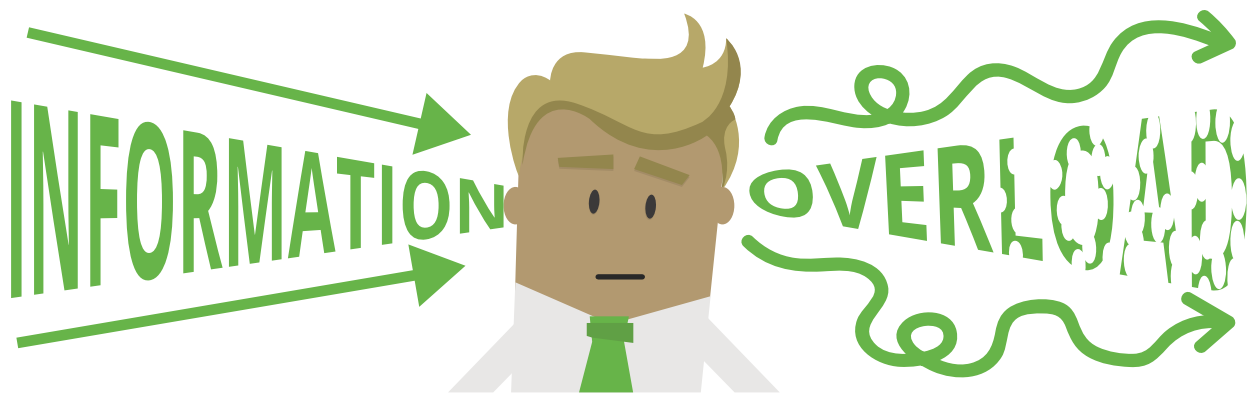
The key here is providing training that is more effective, more adaptable and more sought after. Microlearning videos fit the bill with all three of these qualifiers.



How does Classroom-Style Training Compare to an Online Microlearning Library?

The go-to style of training for many years has been to take employees off the job and sit them in a classroom for an hour, 4 hours, sometimes a whole day or multiple days to cover everything they need to know to get the job done.

Sometimes a classroom is necessary. But for the kind of training and development that continually grows a more creative, agile and innovative company culture, the classroom has to be extended to a well-maintained microlearning video library.



The biggest enemy of classroom training is cognitive overload. Too much information given at once means the majority of it goes in one ear and out the other. There's a cap to how much our brains can process at a time, so sitting in a class for an hour means much of that information will be missed and/or forgotten almost instantly.

Microlearning combats cognitive overload by teaching a topic in short chunks, which ideally wouldn't be longer than 4-7 minutes. This allows the brain to process a smaller amount of information more thoroughly – to create understanding. Videos have the added benefit of being self-paced, so learners can pause and rewind at any point if they feel that they missed something.

Still wondering if short videos are an effective way to train employees? Survey results from the research presented in "Micro Learning: A Modernized Education System" found:

81%

OF RESPONDENTS SAID MICROLEARNING IS THE BEST LEARNING SYSTEM FOR THEIR WORKING ENVIRONMENT

72%

SAY MICROLEARNING IS SUITABLE FOR DIVERSE SUBJECTS

Microlearning videos can be used for a whole spectrum of topics, from technical software skills to more abstract soft skills like being a better listener or strategic thinking. Measuring the development of skills looks different when it comes to getting better at using Excel versus getting better at handling difficult conversations, so it's important to understand how to see the ROI of training when the effects are broader than building skills.

When you incorporate effective microlearning into employees' development, those deeper, beneficial effects of training reach your business challenges and help to create and bolster a strong company culture.

RECOMMENDED RESOURCE

Evaluating the Impact of Soft Skills
Training in Your Organization



How Microlearning Transforms Mindsets and Strengthens Culture

The key factors of microlearning that make it transformative for culture are the opportunities for employees to become engaged in their own development, and the ability to infuse training into everyday routines and schedules.

Why are those so important for a strong culture?

Engaging Employees with Training

Today's workforce recognizes the need to take charge of their own development if they want to have successful careers. That could be with your company or another, so retaining talented employees often hinges on whether they're growing and being challenged, and being provided with engaging and effective training.

Proving to employees that you're invested in their personal and professional growth has a huge effect on culture because they need to see that the company is willing to give more than it takes from its most valuable asset – the people.

Employees today are looking for more than money from an employer. **They're looking for meaning, shared values, a mission to work toward and growth in many facets of their lives.** Offering development opportunities that are aligned with the best methods for modern learning drastically improves employee engagement, which in turn spurs a living, breathing company culture that has a positive impact on everyone who interacts with your organization.

Shifting Mindsets with Continual Development

Your business can't find or maintain success by keeping things the way they are forever. And forget for a moment the idea of being the best in your industry – in today's landscape, even staying in business at all requires forward motion, adaptability and innovative thinking.

You have to create ways for your team to feel empowered in their contributions to the company's growth. Microlearning has such a vast impact because of how it integrates into your employees' everyday growth. Continual learning teaches people to ask questions and challenge commonly held beliefs that may not be the best for the business or for society.

Maybe your leadership team is blind to a problem because they're so far removed from the customers facing that issue. When your front-line employees are continually learning to ask questions, stretch their mental capacity and adapt their mindsets to new perspectives, their empowerment can lead to the kind of innovative questions that turn a stagnant or failing company into an industry leader.



MAKING LEARNING AN **EVERYDAY PRACTICE**
BUILDS A CULTURE
THAT LOOKS AT THE WORLD AS IT IS AND

**ASKS HOW TO
MAKE IT BETTER**

That could be changing the way a report is organized, determining a more empathetic response to a customer's issue, making the effort to connect with a new colleague, putting together the pieces of a new sales strategy, or anything else that **asks a question and tries a solution.**

So we'll ask again - how highly does your organization value the impact it has on the lives of its employees and customers? How do you show your team that you value their time, their hard work and their well-being?

If your company culture is in need of new perspectives, an injection of innovation and an engaged team that knows how valuable they are, you're ready to implement microlearning.

Recommended Resources

 <p>The Complete Guide to On-demand Employee Training</p>	 <p>REAL STRATEGIES TO IMPROVE EMPLOYEE ENGAGEMENT</p>	 <p>THE BIZLIBRARY PODCAST YOUR ONLINE LEARNING PARTNER EPISODE 26 LEARNING CULTURE</p>
<p>The Complete Guide to On-demand Employee Training</p>	<p>Real Strategies to Improve Employee Engagement</p>	<p>Episode 26: Learning Culture</p>

About BizLibrary

BizLibrary is a leading provider of online learning for growing organizations. Our award-winning microlearning video library engages employees of all levels, and our learning technology platform is a progressive catalyst for achievement. Partnered with our expert Client Success and Technical Support teams, clients are empowered to solve business challenges and impact change within their organizations.



SOURCES:

