



## 10 REASONS TO DIGITIZE your megalearning content to microlearning



### 01

#### Digitizing Does Not Mean Re-creating

Digitizing your content into microlearning content helps you re-purpose key messages from your existing content rather than having to start from scratch again.

### 02

#### Personalizing The Learning Experience

This is the equivalent of liking and purchasing one or two songs from your favorite musician's album rather than buying an entire album.



### 03

#### Simplification

Digitizing content into microlearning makes learning simpler by breaking down learning objectives into easier tasks that require lesser "perceived" time to learn.

### 04

#### Increasing The Learning Effectiveness

Besides the obvious convenience of learning anytime & anywhere, microlearning content can enable you to learn in spaced intervals of time, allowing longer retention.



### 05

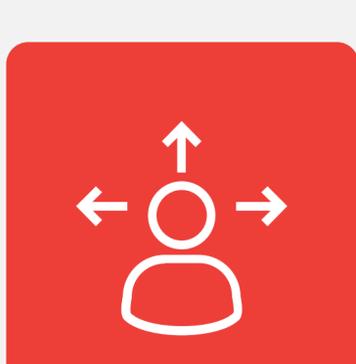
#### Better Utilization & Application

By remembering the content for a longer period of time, you also make the learner more inclined to apply that learning content to good use on the job.

### 06

#### More Informed Decision Making

Microlearning helps you understand what type of content you struggle to learn versus content that you understand and find to be relatively easier.



### 07

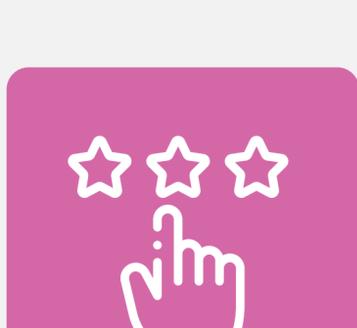
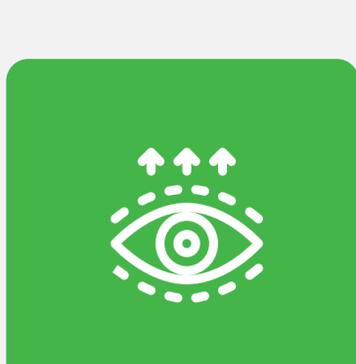
#### Because Learners Are Also Consumers

Digitizing learning content into microskills enables learners to switch off and experience learning as consumer experiences OR branded products, leading to better engagement.

### 08

#### Learning Is Also About Experiencing

Microlearning is not only about reducing the learning content, but also about experiencing the learning content via gestures that are not applicable in traditional learning.



### 09

#### Turn PowerPoint Into Powerful Points

Digitizing learning content can also improve the learning experience by including games and reward points based on learner progress and re-use of the learning content.

### 10

#### Learning Campaigns

Accomplish more than ever with just a few minutes spent on every microlearning effort you make. With no more than 5-10 minutes for per module that you interact with!

