



# Microlearning Certificate

Use bite-sized learning for employee development.

**REGISTER**



Certificate  
and Badge



Face-to-Face,  
Live Online



14 Hours  
to Complete



Aligned to Talent  
Development  
Capability Model™



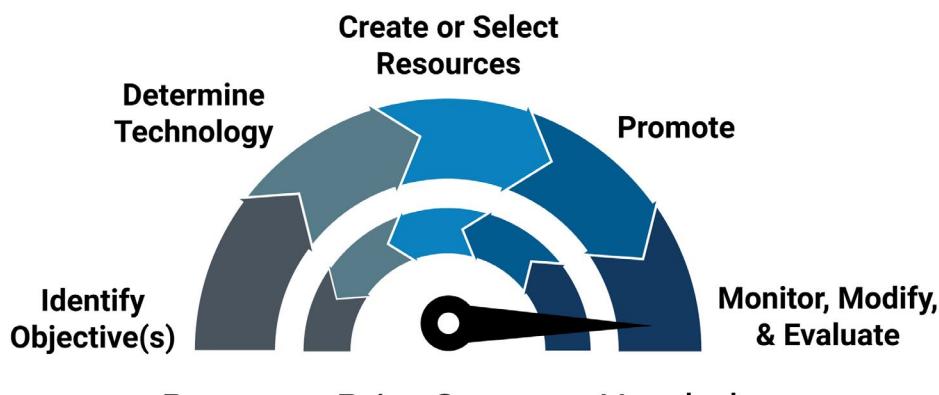
Enterprise Team  
Training Available

**M**icrolearning is an ever-evolving segment of the professional learning field. While organizations may define and implement it in different ways, one thing is clear—microlearning is here to stay. Bite-sized learning provides necessary support for busy employees who may not be able to participate in formal training and can help organizations meet compliance needs and improve job performance. If you address learning needs quickly and efficiently, employees will be grateful—and so will their managers!

So, how do you get started? This certificate program guides you through the process of designing, creating, and promoting a microlearning program using the exclusive MicroLearning Design Model (MILE). You'll explore microlearning's definition, examine current trends, and learn to identify the most suitable scenarios for its implementation. You'll discover how to transform resources like videos, blogs, infographics, and e-learning activities into effective microlearning resources. By analyzing successful microlearning examples, including those created without a learning management system (LMS), you take away ideas for your own future programs.

As part of the program, you will draft your own microlearning resource and get feedback from your peers and facilitator. You will leave the program ready to incorporate microlearning into your talent development initiatives.

## Figure 1.1: MILE Model



### Earn the Microlearning certificate and digital badge after:

- Attending all program days / sessions.
- Completing the course project activities.

Show, share, and socialize your skills and achievements with ATD's digital badging program!

Successful participants of this program will earn the ATD Microlearning certificate and digital badge.



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## Derived From ATD Research, Backed by Our Capability Model

**The ATD Microlearning Certificate program uses the knowledge and skills defined in the Instructional Design capability of the Talent Development Capability Model™.**

The concepts covered in the course are reflected in the *TDBok™ Guide: Talent Development Body of Knowledge*, the definitive resource for the talent development profession, covering 23 capability areas.

This program is for talent development professionals who want to learn effective microlearning techniques. If you want to develop a microlearning program or determine how this new approach to learning can have a positive influence on your organization's learning strategy, this program is for you.

Professionals who are looking for new methods of content creation and delivery to support their learners will benefit from this program.

### Why you should attend:

- Find out when and how to use microlearning to implement your learning strategy.
- Practice applying the MILE model to design and develop a microlearning resource.
- Use marketing tactics to promote and engage participants in your microlearning programs.
- Deliver timely talent development solutions that meet the demands of today's fast-paced business environment.

### After this program you will be able to:

- Identify use cases for microlearning relevant to your organization.
- Engage stakeholders to set expectations for microlearning programs.
- Apply MILE, a microlearning design model, to design, develop, and promote a microlearning program.
- Implement and deliver a microlearning program using different mediums.
- Determine methods to evaluate the program's efficacy.
- Discuss marketing tactics regarding deployment and "stickiness" of microlearning content.
- Discuss current practices for creating microlearning materials.

### Related Learning Opportunities:

#### **ATD Master Instructional Designer™ Program**

*Prove your ability. Elevate your design. Develop meaningful learning solutions.*

#### **Blended Learning Certificate**

*Go beyond traditional classroom learning.*

#### **Instructional Design Certificate**

*Leverage exclusive ATD templates and tools to develop the most powerful, bottom-line focused learning.*

#### **Designing Training Videos Certificate**

*Design training videos that promote engagement, learning, and knowledge transfer.*

#### **Articulate Rise Certificate**

*Develop engaging e-learning that interacts with all audiences and devices.*



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## COURSE OVERVIEW

### Topic 1: What Is Microlearning?

- What Is Microlearning?
- The Case for Microlearning
- Facilitating Informal Learning
- Microlearning Effectiveness

### Topic 2: Microlearning in Action

- How We Use Microlearning
- Scaling Content for a Micro Delivery

### Topic 3: Exploring Microlearning Formats

- Exploring Microlearning Formats

### Topic 4: Micro-Content Generation

- The Three Cs of Content Generation
- Creating Your Own Microlearning Resources

### Topic 5: When and How to Use Microlearning

- When to Use Each Medium
- Microlearning Compatibility Assessment
- MILE: The MicroLEarning Design Model

### Topic 6: Designing and Creating a Microlearning Program

- MILE Step 1 – Identify Performance Objectives
- MILE Step 2 – Determine Technology
- MILE Step 3 – Create or Select Resources

### Topic 7: Creating and Maintaining Interest in Your Program

- MILE Step 4 – Promote
- Creating Stickiness
- Your Promotion Strategy

### Topic 8: Understanding a Program's Value

- MILE Step 5 – Monitor, Modify, and Evaluate
- Keeping It Current
- Your Monitoring Plan

### Topic 9: Putting It All Together

- Microlearning Case Study

### Tools and Resources

- Microlearning Compatibility Assessment
- MILE Worksheet
- The MILE Model
- Visual Design Tips
- When to Use Each Medium

### What Participants Are Saying

“The tools and activities used in this certificate program have prepared me to make microlearning a reality in my organization. It's energizing to gain expertise in a skill that enables me to provide more relevant, practical learning for years to come. Bravo! ”

— Amy Sherman



## RESOURCE SAMPLE

# When to Use Each Microlearning Medium

**Table 1.1: When to Use Each Microlearning Medium**

Text-Based Resource	E-Learning Module
<ul style="list-style-type: none"><li>When you need something fast</li><li>When the learner may want to skim or self-pace</li><li>To explain a stepwise process</li><li>When you need to frequently update material</li><li>To show facts clearly using bullets</li><li>To use an online comments feature to encourage social comments</li></ul>	<ul style="list-style-type: none"><li>To chunk content that builds, generally on a click</li><li>To reinforce or practice content with interactions</li><li>To provide an audio voiceover</li><li>To assess learning</li><li>To track learner progress or completion</li></ul>
Video	Infographic
<ul style="list-style-type: none"><li>To show something that happens over time</li><li>To show something with strong emotion, especially to enhance culture or behavior change</li><li>To simulate a computer screen</li><li>When you need audio and visual</li></ul>	<ul style="list-style-type: none"><li>When you need something fast</li><li>When the learner may want to skim or self-pace</li><li>When the learner is time-crunched</li><li>To make sense of a lot of data or information quickly</li><li>To provide performance support</li><li>To explain a stepwise process</li><li>When depth of information is not important</li></ul>



# Why Choose ATD as Your Professional Development Resource?

**D**uring the last 80 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

## What You Can Expect From an ATD Course

- ✓ Research- and capability-based learning with applied adult learning principles
- ✓ Hands-on practical activities
- ✓ An engaging environment that builds confidence and makes learning personally relevant
- ✓ Actionable take-home materials to ensure real application back at work

## Ready to Get Started?



### Register by Phone or Get a Consultation

Not sure what to take? Call a professional development specialist to help you enroll. They can give you course recommendations based on your learning goals and your role.

Call: **855.404.2783**

Visit: [td.org/pds](http://td.org/pds)



### Register Online

- **Scan** to visit the product page.
- **Choose** your preferred dates and times.
- **Select** Enroll.
- **Follow** the cart and checkout prompts.



### Register a Team/On-Site Training

Interested in bringing a course to your company as an on-site learning event?

Call: **888.816.7813**

Email: [enterprise@td.org](mailto:enterprise@td.org)

**We Are Here to Help You and Your Team Learn, Grow, and Improve!**