



EBOOK

Create Effective Training In 7 Minutes Or Less



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Introduction

When it comes to preserving institutional knowledge, organizations are faced with a monumental challenge: How do you transfer skills and knowledge to employees that helps them feel empowered to effectively do the jobs they are tasked with?

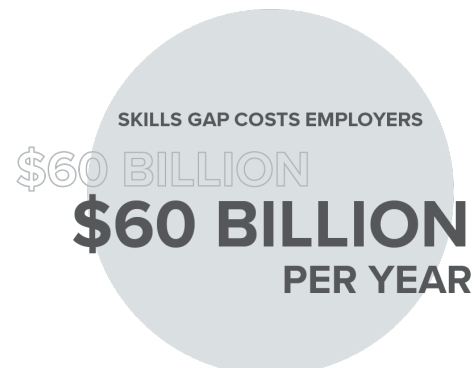
And, how do you do this in a non-disruptive way that helps your employees feel connected and engaged while increasing the retention and implementation of relevant concepts?

The transfer of knowledge is crucial to shrink the skills gap that exists between the skills that employers need and the skills that employees have. This skills gap costs employers \$60 billion dollars per year.¹ To complicate this even further, many skills are not ever transferred between employees. In fact, research demonstrates that 42 percent of company skills are known only by one person² and 81 percent of employees are frustrated when they can't access unique knowledge.³

63 Percent of employees prefer to work for organizations where knowledge is preserved,⁴ however, new hires spend around 200 hours needlessly duplicating their predecessors work, reinventing the wheel and wasting significant resources.⁵

So what is the solution?

Video-Based Microlearning.



What Is Microlearning?

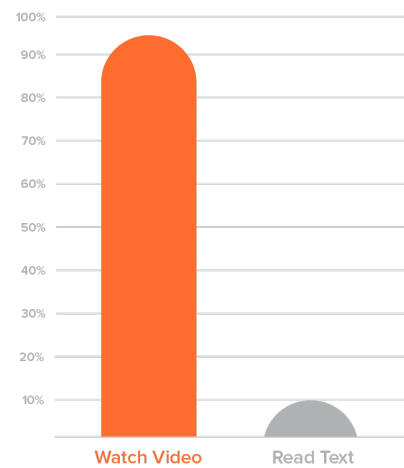
Microlearning is defined as bite-sized, digestible chunks of information that is delivered in a way that ensures explicit and implicit transfer of knowledge. Ideally the transfer of knowledge is non-disruptive, relevant, personal, and content is easily understood.

A study by the Journal of Applied Psychology said that microlearning was 17 percent more efficient in transferring knowledge than classroom-based training.⁶

Video-based microlearning increases retention significantly. One study found that **learners retain 95 percent of a message when they watch it in a video compared to 10 percent when reading it in text.**⁷ This statistic is staggering, but not surprising, especially when you consider how people consume information each day on social media platforms such as YouTube, Instagram and TikTok.

Consequently, it should come as no surprise that **70 percent of employees prefer video-based learning.**⁸ While there are several factors for this. On-demand videos are relevant to what the user needs immediately and feel personal to them. Video is both visual and auditory, making it more engaging, and easier to retain information after viewing. Video allows the creator to be as detailed and as illustrative as is required to convey the required information. These are just some reasons YouTube is so successful among DIYers. It is on demand.

Learner's Retention



“Microlearning is defined as bite-sized, digestible chunks of information that is delivered in a way that ensures explicit and implicit transfer of knowledge.

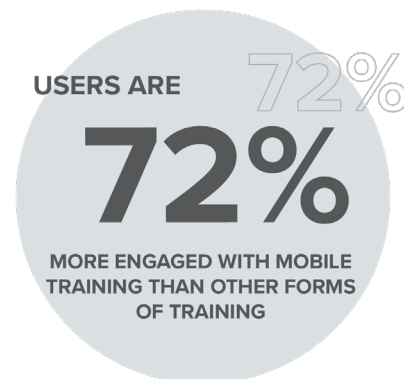
When you combine video-based communication and training with a personal device like a mobile phone, retention and engagement skyrockets. Consider that 74 percent of employees utilize a smartphone to do their job.⁹ **Users are 72 percent more engaged with mobile training than other forms of training** and complete training 45 percent faster with better retention.¹⁰

Most companies have a standard way of doing different tasks. Video-based microlearning allows organizations to provide employees with a centralized library of training that is available through a mobile device, on-demand and in the flow of work, so it is available when they need it.

Such a library reduces the likelihood that employees will turn to TikTok¹¹ or other platform to find out how to perform a task.

Not only can you create top-down communication and training content, but you can also collect content from your most effective, top-performing employees. Many organizations collect both corporate and user-generated content. Once approved, this content can be included in a centralized library and distributed through a mobile-first platform. This method will make it seem like you can clone your best employees through video-based microlearning!

Now that we have introduced video-based microlearning, we will discuss the different types of training. We will also share steps to help you learn how to create effective video-based communication and training in 7 minutes. Such training can be shared across your organization and made on-demand to all of your employees, allowing you to transfer knowledge and skills from one employee to another. This will help your employees feel empowered, engaged and connected.



“You can clone your best employees through video-based learning.”

How Many Types Of Training Are There?

There are many different types of training available that employers can make available to their employees. Below are the most common:





In-Person Training

The oldest - and still used - method is in-person training. In-person training can be done anywhere and is highly personalized. It is often done in a classroom setting where a trainer instructs employees. It can also be done working hand in hand with the employee where a trainer shows them needed skills. Effective in-person training follows a four-step process including instruction, demonstration, practice and testing. Many trainers also provide an opportunity for the learner to teach others what they have learned.

Research shows that, on average, it takes **67 hours** to create each in-person training course.¹² This includes hours spent by the subject matter expert, the creation of materials and content, and the refining of methods used to convey information. It does not take into account the time spent finding and scheduling a time that works for your employees for the training.

In-person training is invaluable. It is enhanced in most organizations by either online training or by a learning management system to aid with standardization and accessibility.



Online Training

The next method is instructor-led online training. This can be done anywhere there is a trainer and learner. Typically the learner experiences a lecture of some sort - often with visuals - that has been pre-recorded or is streamed live. After each course segment, the learner is tested to ensure information has been retained. Often, handouts are made available to help the learner recall information, or to provide a reference after the course is over. Sometimes, instructor-led online training has built-in time for the learner to practice skills learned. Other times, homework is assigned to help the learner implement knowledge in real-world scenarios.

It takes an average of **55 hours** to create each instructor-led online training course.¹³ This time includes the hours spent by the subject matter expert, the creation of materials, the time spent pre-recording voice over, and development of the session materials. It does not take into account the time taken by the learner taking the course, traveling to a location where there is a computer, or time away from their day-to-day work.



LMS Training

Many organizations use a learning management system (LMS), and most of us have taken some sort of LMS course at some point in our professional lives. In this method, the learner sits down in front of a computer and views a pre-recorded course. This course may include videos, text, audio, interactive courseware, puzzle solving and testing. Most often LMS are used for initial employee onboarding, new job orientation and annual compliance training.

LMS have significant problems with implementation: No one wants to use them and nearly everyone forgets what was conveyed. This is because they are difficult for both employees and managers to use. Not because sitting at a computer is difficult, but employees must take time out of their workday to find a computer, sit down and complete a long - and often irrelevant – training. In addition, training is not delivered at the point of need, nor quickly accessible by on-the-go employees.

LMS Course designers spend an average of **48 hours** to create courseware.¹⁴ This includes the hours spent by the subject matter expert, the creation of complex courseware, the recording of video and audio and the development of session materials.

Each of these first 3 methods lead to poor retention of concepts and take time away from productive employees. **Only 12 percent of employees apply new skills learned in these types of systems¹⁵**; and only 25 percent believe that training measurable improved performance.¹⁶ LMS systems are often enhanced by microlearning apps or video-based microlearning to help with retention and skill implementation, as well as engagement and personalization.



Microlearning Training

Over the past few years, microlearning apps for mobile devices have been introduced to the market. As previously mentioned, microlearning apps significantly increase retention. Apps are typically made available to employees on their personal- or employer-issued mobile devices. This allows them to have a more intimate, familiar and accessible experience interacting with content.

Although research shows that have a 8.25 second attention span and prefer content that is 2 minutes of less,¹⁷ most microlearning courses typically take 4-30 minutes each, and contain video, quizzing, interactive puzzles and some games.

The average microlearning training module takes **18 hours** to create.¹⁸ This is significantly shorter than other training methods, but is still complicated for course creators. This is because the majority of microlearning apps are simply LMS software that has been designed for a mobile device or made mobile-friendly (-ish). As a result, relevant information is not quickly accessible to users, as they must navigate through an entire course, or scroll through a feed of completed courses in order to access the information they need. Unfortunately, this is one reason so many workers turn to YouTube or TikTok to find out how to complete tasks. And, as has been discussed previously, these social media platforms may not necessarily reflect the most effective and safest way to do things.



Video-Based Microlearning

Video-based microlearning provides a platform that consistently delivers highly-engaging content in a way to ensure retention of relevant concepts and builds a connection with the organization. **Video-based microlearning differentiates itself from microlearning in that it simplifies rather than over-complicates communication and training.** It uses the daily delivery of simple, short video communication to provide a consistent cadence and repetition of topics to build retention and confidence in learners.

Video-based microlearning goes beyond training, and includes other forms of two-way communication between leadership and employees. It allows organizations to have user-generated, manager approved content in addition to top-down communication and training. **Video-based microlearning delivers relevant communication and training in the flow of work so your employees remember in the moment they need, but, it also provides an on-demand resource when they forget.**

Most platforms that provide video-based microlearning were developed for iOS or Android mobile devices - not a desktop computer - and as a result are designed to be mobile-first. This means they leverage the functionalities and behaviors that are inherent to smart phones.

It also means that video-based microlearning communication and training content is often significantly shorter, and is sometimes called microcontent. On average, it takes approximately 2 minutes for employees to view each training or message. However, when done on a daily basis, retention of concepts is improved to more than 95 percent.¹⁹

With such platforms, videos are searchable on-demand so information is fingertip accessible for employees. **Videos are short enough to digest and to ensure knowledge transfer and provide a platform for organizations to ensure standardization of their best practices.**

In addition, regular automated communication from the company helps employees connect with leadership to improve culture, productivity and employee engagement.

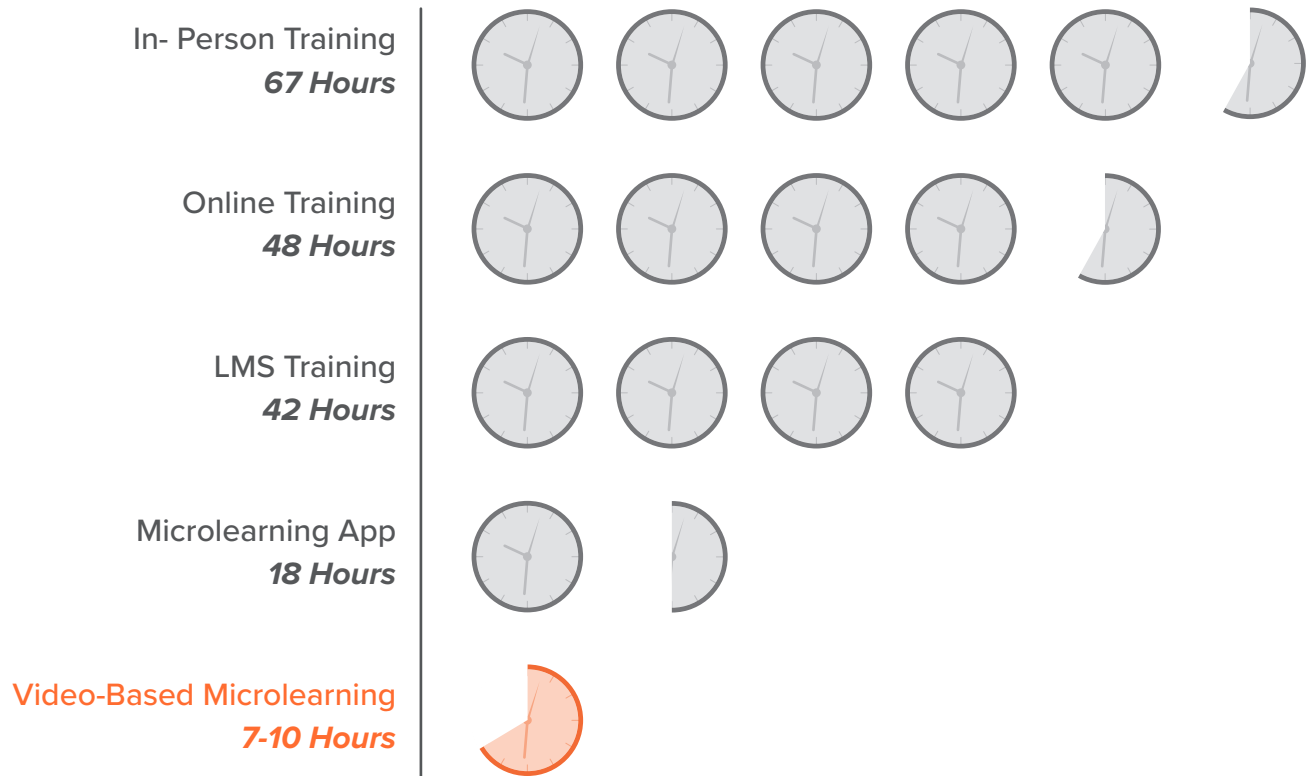
On average, it takes **7-10 hours** to create each video-based microlearning module.

The average employee spends roughly 5.3 hours in training each month using a combination of the five methods outlined above. By using a video-based microlearning platform like Tyfoom, this can be reduced to an average of an hour and retention is increased from 21 percent to 95 percent after 31 days.

To learn more about how much you need to spend on training to be successful visit our online [Training Costs Calculator](#).

“It takes approximately 2 minutes for employees to view video-based microlearning content.”

Average Hours To Create Types of Employee Training



Should I Replace My Current Training Method?

In-person training is an essential part of employee development, but is not always practical and needs to be enhanced through other means. In-person training can be enhanced by either online training or by a learning management system to aid with standardization, scalability and accessibility. These new methods should not replace critical in-person training, especially one-on-one instruction.

In the same way, Learning Management Systems can be enhanced by video-based microlearning to provide unique training for each employee, increase retention, improve employee engagement, and provide relevant, on-demand, fingertip access to critical information. In addition, video-based microlearning can enhance any organization's top-down employee communications, not just employee training.

In-person training, learning management systems and video-based microlearning can each be important components of an employee's development.

How Do I Create Video-Based Microlearning Training Modules?

Until now, there has not been a proven and standard methodology and process to shorten the time needed to create video-based microlearning. The Tyfoom platform provides a proven methodology to create video-based microlearning communication and training and a simple and easy way to upload videos for approval and distribution.



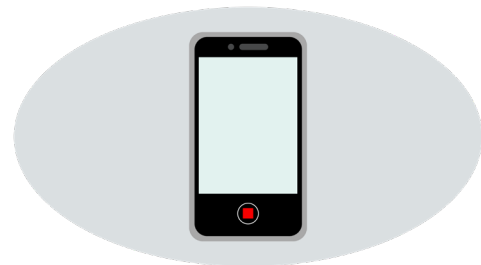
Determine Training Topics



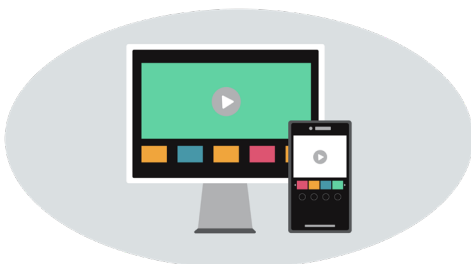
Isolate Skill Sets & Best Practices



Outline In Bite-Sized Chunks



Record The Video



Edit The Video



Determine Training Topics

The first step is to identify training topics that are needed by your employees. This may include areas of improvement, skills that need to be developed or previously learned information that needs review. Training topics are strategic, broad ideas that are important to your organization.

It is most effective to keep a running list of topics. You probably already know some topics that will affect your team's performance. For example, you may determine that team collaboration and communication is a crucial topic that your team needs to have addressed in order to improve productivity.

Organizations should also look at topics that affect business processes which cannot be transformed digitally. This could include specific daily activities that will increase sales.

Topics may also include things that will improve the loyalty and well-being of employees. This could include identifying risks of burnout, mental illness, anxiety, depression and even suicide prevention.

Some organizations will regularly survey their employees and managers to determine what skill sets are needed by managers and desired by employees. For Tyfoom customers, surveys can quickly be sent through a form. Knowing what managers and employees want to learn makes training more relevant -- and will save you time brainstorming training topics.

“Keep a running list of topics...Knowing what managers and employees want to learn makes training more relevant.”



Isolate Skill Sets & Best Practices

Next, get more specific, and break down the topic into several skills that can be taught to employees, and then look at the best practices that need to be implemented by employees to develop the desired skills.

An effective and easy way to do this is to identify top performers in your organization and try to identify the skill sets and best practices that make them successful.

After all, **training is about cloning your best employees.**

You can also ask these employees what they have done to become effective. Have them share with you why they think they are successful. In doing so, you can isolate the skill sets and best practices they do that sets them apart from their peers. This also gives you an opportunity to recognize these employees for their performance in a one-on-one setting.

This step is typically the most difficult of the process, so write down ideas whenever they come to mind.

Typically, there can be anywhere from three to ten best practices for each skill set. These should be simple and are often the first things that come to your mind.

For example, in our team collaboration and communication example mentioned previously, you may wish to focus on helping your employees better handle conflict in the workplace.

Within the skill of conflict resolution, you may identify the following best practices (each are within Tyfoom's existing library):

- How to identify and resolve conflicts
- Using empathy to resolve conflicts
- How to develop respect for coworkers you disagree with
- Understanding anger triggers and reaction of coworkers
- Understanding body language
- Avoiding defensive behavior

Each of these best practices help employees better develop the skill of conflict resolution, which supports the topic of team collaboration and training. Understanding the hierarchy of topic, skill sets and best practices helps you create effective training.

For more information about this, download our [5 Steps to Developing Relevant Training](#) white paper.

Once the topic, skill sets and best practices have been identified, it is time to create your training. The following 4 steps should take about 7 minutes.

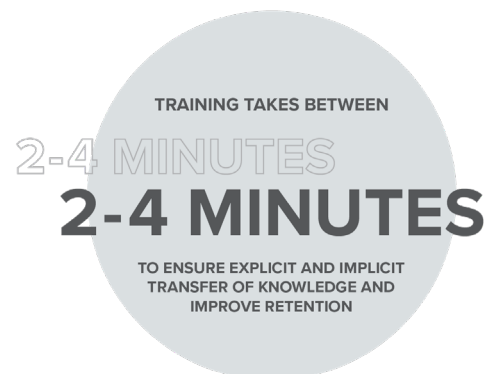


Outline In Bite-Sized Chunks

Your employees are accustomed to bite-sized, digestible chunks of information from social media platforms like Facebook, Instagram and TikTok. This information is easy to consume, understand and put to use. As a result **they want training that is short, relevant and to the point.**

Research shows that effective training takes between 2 and 4 minutes to ensure explicit and implicit transfer of knowledge and improve retention. Nearly all of the video-based training modules provided in Tyfoom's training library are under 2.5 minutes.

In order to keep the video short, create a very brief outline of the training in sentence form. This outline should include what you will say to introduce the topic. Using a fact or figure will help lend credibility. Next, outline the three main "takeaway" points that you want learners to remember. These should include enough detail to make the point needed, but keep them short. Finally, outline a strong close that includes a call to action that is based on emotion or appeals to their ethical character. This outline will replace a formal script, and make the training much more personal because you aren't reading from a teleprompter.



“Your employees are accustomed to bite-sized, digestible chunks of information.



Record The Video

As you prepare to record the video, remember that you are aiming for **2 minutes or less**. Communicate only the information that is needed, and communicate in a way that cannot be misunderstood.

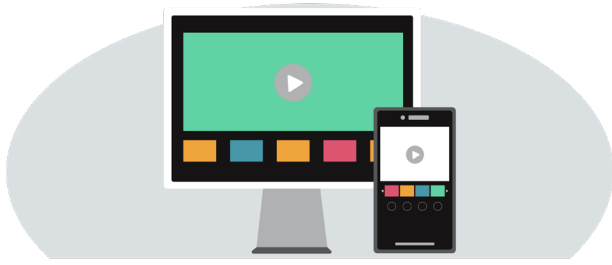
For quick training and communications, you can use your mobile phone. You can also record video on a computer desktop with screen capture software and a microphone. Most mobile phones record video that is high quality enough to capture video and edit quickly. Use a tripod and microphone if possible, but if not, hold your phone with your arm extended slightly above your head in selfie style. No one likes to look up your nose, and if your arm gets tired, the video is too long. Selfie-style videos have the added benefit of feeling personalized.

While recording, look directly at the camera and address the audience as if you were sitting next to them in a workplace environment.

As a general guideline, **wear clothing that is a solid color and not white. Blue, gray or beige typically look the best on video.** Make sure that your background does not have distracting images or activities going on that could distract the viewer from the main point of the video. If you are sitting, make sure to sit up straight or lean slightly forward, and extend your neck by pushing your chin toward the camera.

Speak slowly and clearly, pronouncing each word carefully. Speak like you are trying to teach a child or your grandmother about the topic. It is okay to do more than one take, but if you do more than three takes, the delivery of information will likely degrade and length increase. Don't let perfect be the enemy of good.

“ It takes less than 3 minutes for employees to view video-based microlearning content.



Edit The Video

To edit, use free software like YouCut or VLLO that are available on both iOS and Android mobile devices. On a computer, use iMovie or Windows Video Editor, which are bundled with the operating system software.

Do not spend too much time editing the video. Simpler is most often better. You can [download our free video editing guide](#) on how to use these apps to edit quality videos.

At the beginning of the video, don't use a long, branded opening title sequence to introduce the topic. Rather, start right into the first sentence of your outline. Users don't want to wait for the information they need.

However, at the end of your video, it is wise to add a consistent, branded closing sequence to help users feel connected to the company and remind them they are still on the job working.

While not always necessary, add text on the screen that highlights key points where it makes sense. Background music is not needed and can be distracting. In addition, ensuring you have the proper volume level can be problematic during editing.

Need a cheat sheet? Download our [Cheat Sheet: Create Effective Training in 7 Minutes or Less](#)

Sample Outline

Below is a sample outline for the skill of avoiding defensive behavior

Introduction

When something negative happens, a conversation gets heated, a dispute arises or anything of that sort occurs, avoiding defensive behavior will help the situation.

Three main points:

1. In a heated situation there are typically two types of reactions. Humans tend to attack or defend. Recognizing these reactions can help you defuse a situation.
2. Defensive behavior can make a situation worse. Examples include: Eye rolling, ignoring another, shaking of the head, frowning, making faces, refusing to speak, arguing, blaming others, swearing, provoking, or denying actions.
3. If there is a conflict or issue at work it is best to stay calm and politely try to keep them calm. Try to calm the other person down and suggest you continue the conversation when both of you are calm and have had time to think.

Close with call to action

If you cannot defuse defensive behavior simply walkaway to cool down, or to allow a co-worker to cool down

[See the resulting microlearning video from this outline here.](#)

How Do I Distribute Training to my Employees? How Often?

It is imperative that training is delivered consistently over time. Short-burst learning or “extending formal learning over a longer period with short bursts can improve retention.”²⁰

Training should be repeated on an ongoing basis. **Learning just 5 to 10 minutes a week keeps the retention at 100 percent.**²¹ We have found that watching a 2 minute microlearning video every workday boosts the engagement of employees with the company in addition to boosting the retention of the topic.

With Tyfoom you can automate and customize the distribution of daily training across your organization within minutes.

Simply upload your training video directly to the Tyfoom app from you mobile device. Include 3 questions that test the users’ knowledge of the 3 points from your outline. Then schedule it in a playlist to be sent to the appropriate individuals in your organization. You can also schedule it to be sent out immediately as an alert.

Testing and reporting is an important part of distributing content, and helps to creates accountability for the learner and leaders. Learners demonstrate they are retaining information. Leaders ensure that training is engaging and relevant. Business objectives are met and employees feel empowered.

Tyfoom makes it easy and simple to create, distribute, manage and consume communication and training. We employ non-disruptive, science-based techniques and gamification to facilitate the transfer of knowledge and increase accountability.

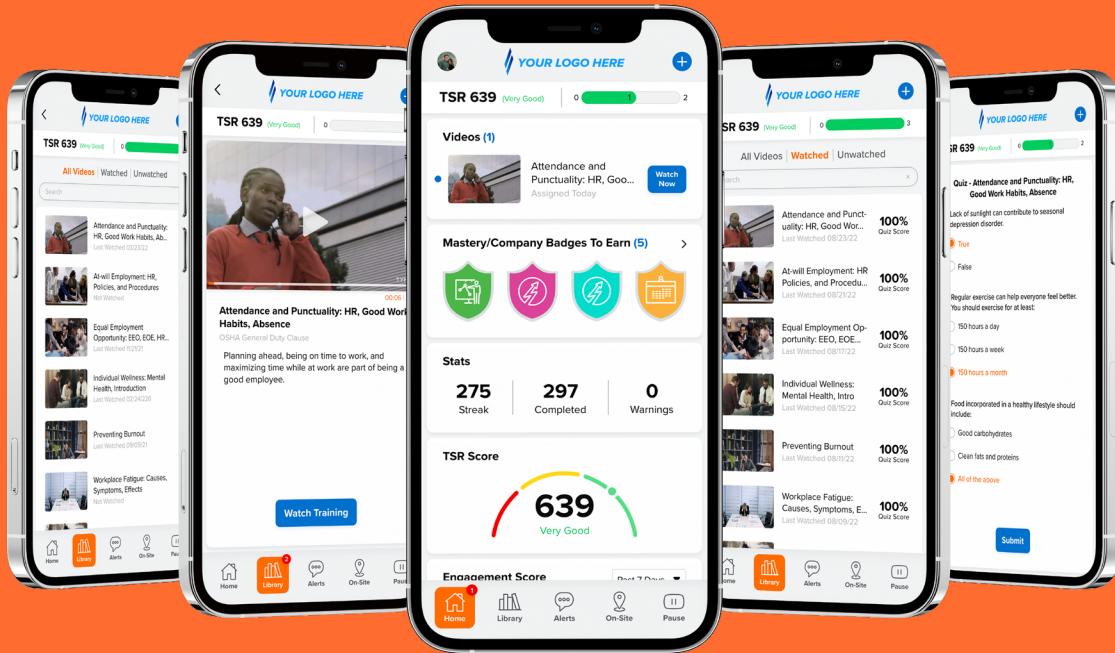
We also provide a simple and easy way to connect all employees with leaders every day to improve culture, productivity and employee engagement. This is what makes Tyfoom the #1 engagement platform for employee communication and training.

Schedule a demo of Tyfoom today, or visit [Tyfoom.com](https://tyfoom.com) for more information.



“Short-burst learning or extending formal learning over a longer period with short bursts can improve retention.”

Video-Based Microlearning Made Easy



About Tyfoom

Tyfoom is the #1 engagement platform for employee communication and training. We provide a simple and easy way to connect all employees with leaders every day to improve culture, productivity and employee engagement. Tyfoom employs non-disruptive, science-based techniques and gamification to facilitate the transfer of knowledge and increase accountability.

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Endnotes

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