



## 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**

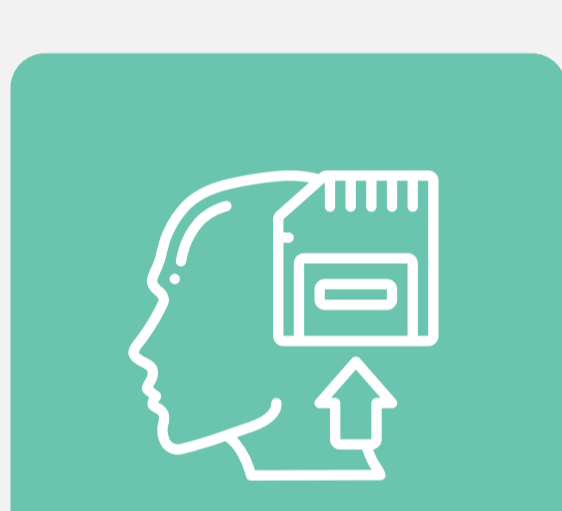
### Simplification

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**

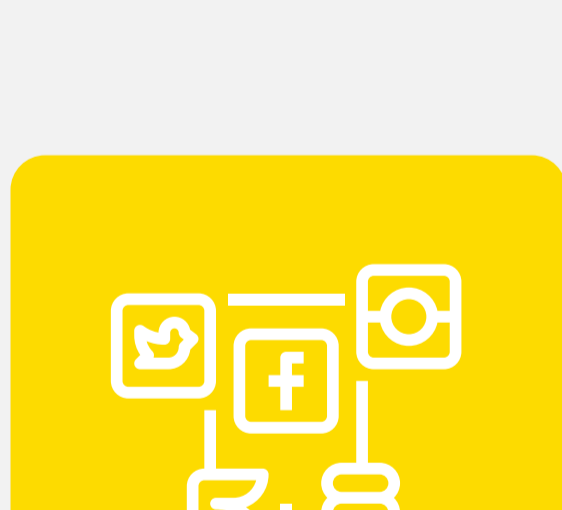
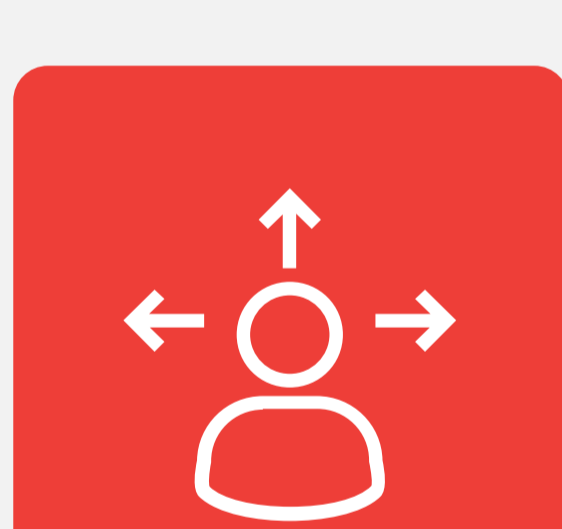
### Better Utilization & Application

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**

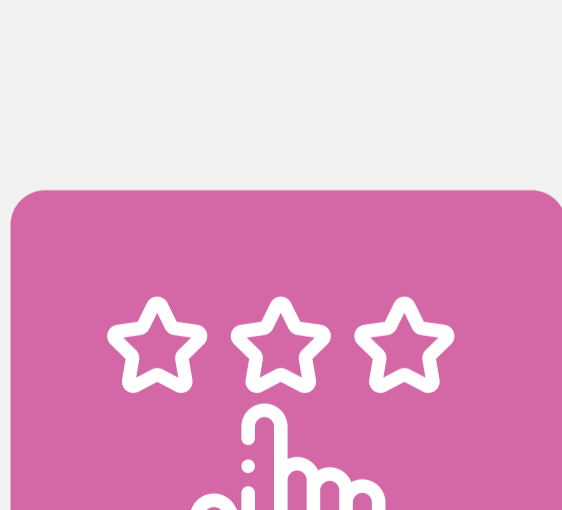
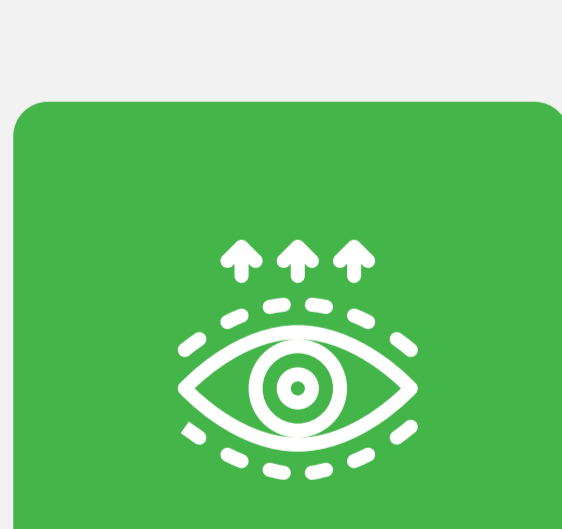
### Because Learners Are Also Consumers

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!

