

微學習·微行動
微支持·微成效

勝典科技 創辦人 蘇文華 博士

講師簡介



蘇文華 Wally Su

中山大學企業管理博士

勝典科技創辦人並擔任總經理逾15年

帶領團隊成為大中華及亞太地區領導廠商

12次赴美參與ASTD/ATD年會

ATD認證唯一講授 行動/微 學習證書課程

ATD認證唯一講授學習效果評估證書課程

ATD認證講授 培訓師/**培訓大師** 證書課程

DDI(臺灣)認證FSW講師

CCE認證BCC教練及講師

Celebrating



**years of helping to create
a world that works better**

www.ATD75.td.org

atd
Association for
Talented Development

ATD 2018 ICE @ San Diego



atd
2018

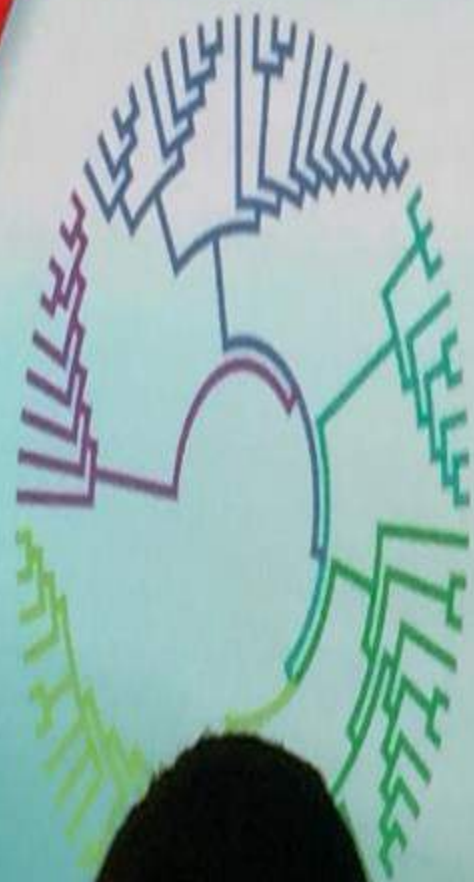
Total Attendees: 13,000+
Intl Attendees: 2,450
No. of Countries: 93

#ATD2018

ATD 2018 International Conference

Country	# Of Participants
1. CANADA	349
2. KOREA	298
3. JAPAN	269
4. CHINA	180
5. BRAZIL	123
6. NETHERLANDS	90
7. KUWAIT	75
8. UNITED KINGDOM	67
9. SAUDI ARABIA	60
10. AUSTRALIA / GERMANY	48
12. SWEDEN (47)	13. SINGAPORE (45)
14. MEXICO / TAIWAN (44)	
15. INDIA (35)	





The Rapid Evolution of Microlearning



2017

The biggest voices in microlearning take the stage to demystify the trend once and for all!



JD Dillon



Shannon Tipton



Stephen Meyer



Diane Elkins

Microlearning

What? Why? How?
An Interactive Panel Discussion

Tuesday @ 1pm PDT | Ballroom 20A



一口即食的學習

A photograph of a speaker on a stage during a presentation. The speaker is a man in a dark suit, standing in the center of the stage. Behind him is a large projection screen with a light blue background. A large red rectangular shape is superimposed on the screen, containing the text "bite-sized learning" in white, lowercase letters. The screen also features abstract geometric patterns in red and green. In the foreground, the silhouettes of an audience are visible, looking towards the stage. At the bottom right of the screen, there is a red banner with the text "2017" in white.

bite-sized learning

2017



JD Dillon

Chief Learning Architect

Axonify

What is microlearning?

Learning that fits

Submit your questions @ umu.com | PIN # 11042825



Shannon Tipton

Chief Learning Rebel

Learning Rebels

What is microlearning?

Short bursts of focused “right-sized” content to help people achieve a specific outcome.

Submit your questions @ umu.com | PIN # 11042825



Diane Elkins

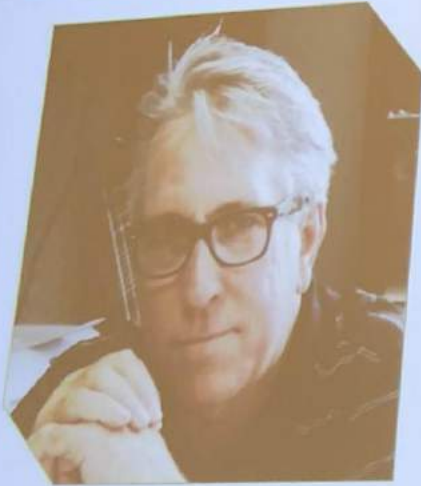
Co-Founder

Artisan E-Learning

What is microlearning?

A short, focused bit of training
designed to meet a very specific need

Submit your questions @ umu.com | PIN # 11042825



Stephen Meyer

CEO

Rapid Learning Institute

What is microlearning?

Bite-size, single-concept learning for
today's short-attention-span workforce

Submit your questions @ umu.com | PIN # 11042825



A single **topic**. 單一主題

A specific **objective**. 特定目標

Digestible **content**. 容易消化

Right-fit **format**. 合適形式

Focus on the **user**. 聚焦學員

Submit your questions @ umu.com | PIN # 11042825



Diane Elkins

Co-Founder

Artisan E-Learning

INTERNATIONAL CONFERENCE
AND EXPOSITION

May 6-9, 2018 | San Diego, California

↗ Content ↗ Community ↗ Global Perspectives



atd
2018

SU206

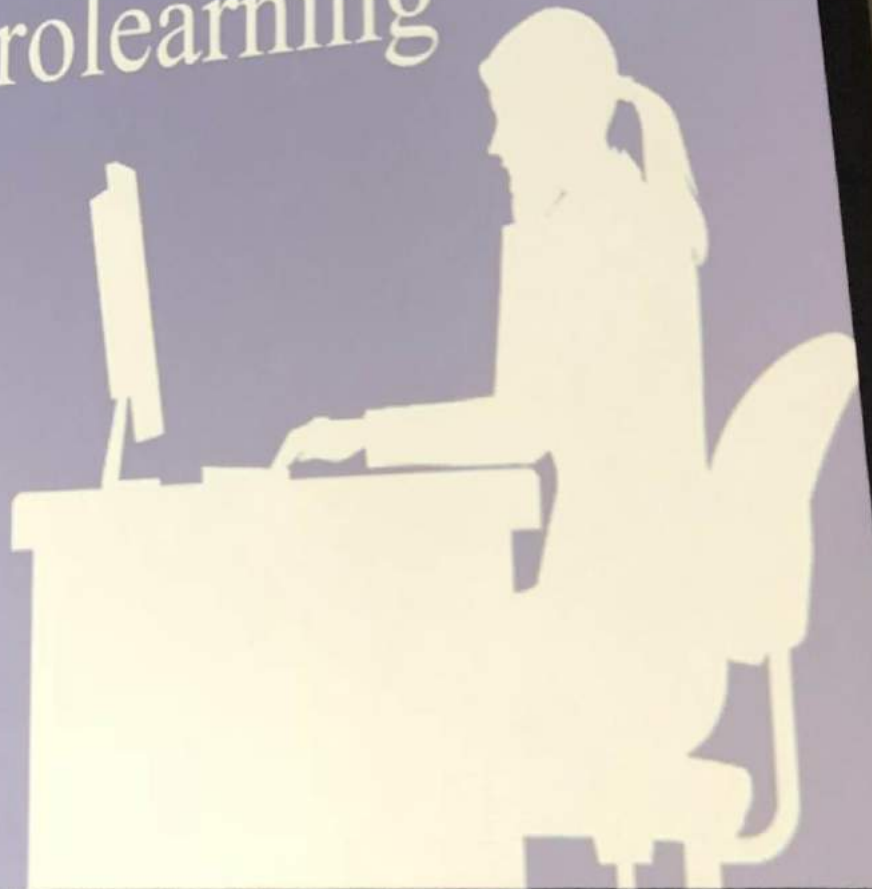
微學習·微行動

Don't Just Learn It; Do It!

Microlessons Focused on Practice & Application

**How long should
microlearning be?**

According to the International
Consortium for Microlearning
Standards...



We can't make training longer than six minutes because people can't pay attention longer than that...



How long should
microlearning be?

Exactly as long as it needs to be

該多長就多長

**What makes
microlearning
successful?**

What makes
microlearning
successful?

**GOOD INSTRUCTIONAL
DESIGN**

好的教學設計

5-minute training
that doesn't
accomplish its goal

沒有達成目標的5分鐘訓練就是...

is a waste of 5 minutes.

What are your biggest
MICROLEARNING
questions for our panel?

Submit your questions + vote
for your favorites via UMU!



1: What is your BIGGEST QUESTION about microlearning?

Fred

What are the biggest challenges faced when trying to take existing content down to microlearning levels?

👍 39 💬 3

umu 1: What is your BIGGEST QUESTION about microlearning?

Sean Griffin

How do you convert a traditional course to microlearning?

👍 25 💬 2

This page shows activities and real-time results. Click Next to return to the homepage.

umu 1: What is your BIGGEST QUESTION about microlearning?

MicroCurious

Can you address the similarities and distinctions between chunking and micrlarning

11 0

Next Response

微學習的1個核心公式

ATD 2015 ICE

Bite-size single concept learning for today's short-attention-span workforce.

AT&T 14:41

< Sessions Session

Learning Technologies

LEARNING is our PURPOSE

Your visit to 1020 supports WorldLearning.org

Scan with PURPOSE!

GP STRATEGIES™

Bite-Size Content and the New E-Learning

15:00-16:00 W304AB
週日 5月17日 SU314

Stephen Meyer
President and CEO
Rapid Learning Institute

Demand for bite-size e-learning is on the rise, especially in soft-skills training. The potential advantages over traditional long-form modules include: reduced cognitive load, shorter time commitments, and compatibility with m-learning. But shorter

Home Schedule Program Login 更多



微學習的1個核心公式

ATD 2015 ICE

Bite-size **single concept learning** for today's short-attention-span workforce.

“
單一觀念
”

- Less is More!
- 少即多
(多即.....)



THIN SLICING

Single
compelling
concept

Limited
information

微學習的1個核心公式

薄切片:

不是壓縮(compression),
不是轉換(convert),
不是切割(chunking)!

1

1

1

Concept

Behavior

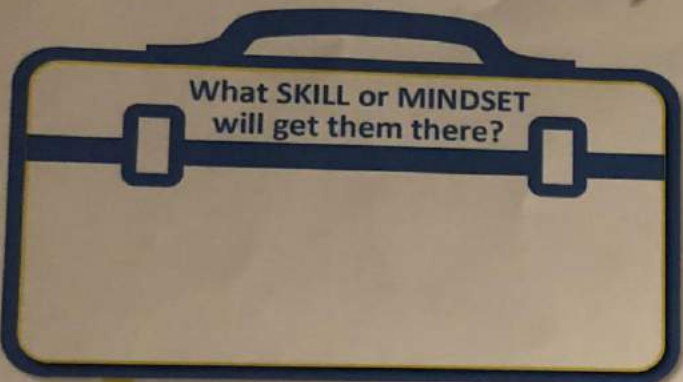
Outcome



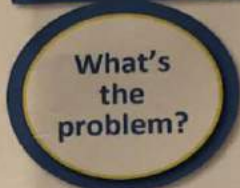
Microlearning 9 Step Content Planner

<p>What problem are you trying to solve? Why is this a problem worth solving?</p> <p>1</p>	
<p>Who is the intended audience? (Extreme target)</p> <p>2</p>	<p>What is the exact "DO"?</p> <p>3</p>
<p>Identify the context of the problem – where does this problem most commonly occur?</p> <p>4</p>	
<p>Break down the elements of the problem. What are all the learning pieces of this problem?</p> <p>5</p>	<p>Chunk it down. Categorize the components into key concepts.</p> <p>6</p>
<p>Prioritize the key concepts. Break down the one of highest priority.</p> <p>7</p>	<p>From this: What ONE KEY ELEMENT will be the focus? What is the greatest point of NEED?</p> <p>8</p>
<p>What modality will be used to create the microlearning? Does this modality fit into the end-users "circle of life"?</p> <p>9</p>	

How to Design a Microlesson...

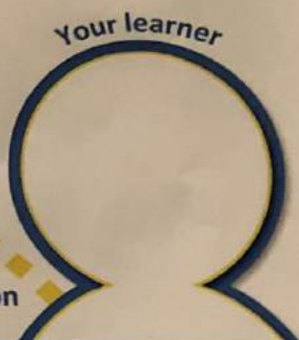


What SKILL or MINDSET will get them there?



What's the problem?

Your learner



What's happening on some Tuesday in:

NOVEMBER

What do they need MOST?



Presentation
Motivation
Memorization
Mastery
Personalization
Practice

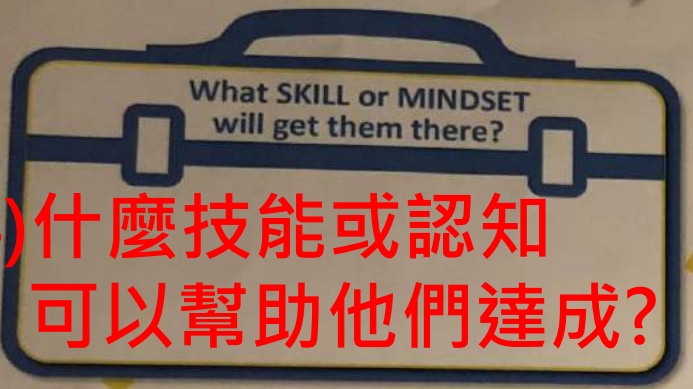


What does the DREAM STATE look like?

What FORMAT is best?

<input type="checkbox"/> Video	<input type="checkbox"/> Job Aid
<input type="checkbox"/> Animation	<input type="checkbox"/> Practice
<input type="checkbox"/> Game	<input type="checkbox"/> _____
<input type="checkbox"/> Scenario	<input type="checkbox"/> _____
<input type="checkbox"/> Infographic	<input type="checkbox"/> _____
<input type="checkbox"/> Screencast	<input type="checkbox"/> _____
<input type="checkbox"/> Simulation	<input type="checkbox"/> _____

How to Design a Microlesson...



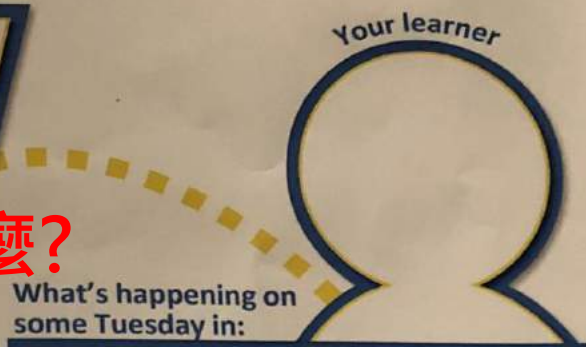
What SKILL or MINDSET will get them there?

(4) 什麼技能或認知可以幫助他們達成?

(1) 問題是什麼?

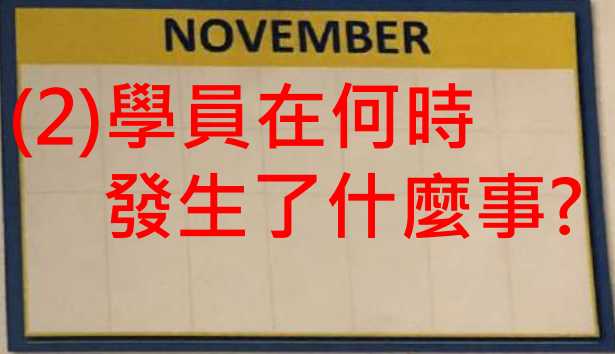


What's the problem?



Your learner

What's happening on some Tuesday in:



NOVEMBER

(2) 學員在何時發生了什麼事?



What do they need MOST?

Presentation
Practice
Personalization
Motivation
Memorization
Mastery

(5) 什麼是他們最需要的?



(3) 理想狀態看起來像什麼?


What does the DREAM STATE look like?

(6) 什麼形式最好?



What FORMAT is best?

<input type="checkbox"/> Video	<input type="checkbox"/> Job Aid
<input type="checkbox"/> Animation	<input type="checkbox"/> Practice
<input type="checkbox"/> Game	<input type="checkbox"/> _____
<input type="checkbox"/> Scenario	<input type="checkbox"/> _____
<input type="checkbox"/> Infographic	<input type="checkbox"/> _____
<input type="checkbox"/> Screencast	<input type="checkbox"/> _____
<input type="checkbox"/> Simulation	<input type="checkbox"/> _____

 1: What is your BIGGEST QUESTION about microlearning?

Krissy Richard

What are some of your best free or low cost resources for microlearning?

👍 34

💬 0

This page shows activities and real-time results. Click Next to return to the homepage.

Microlearning

Delivering
Bite-Sized Knowledge

WHITEPAPER

WHAT ARE THE MOST USED
DELIVERY MECHANISMS?

79% VIDEO
79% SELF-PACED
E-LEARNING
62% VISUALS

WHO

PARTICIPATED?

596

TALENT DEVELOPMENT
PROFESSIONALS

81%

USE MICROLEARNING TO
REINFORCE OR SUPPLEMENT
FORMAL TRAINING

92%

EXPECT THEIR ORGANIZATION'S
USE OF MICROLEARNING
TO INCREASE IN THE
NEXT YEAR

228
ORGANIZATIONS
THAT USE MICROLEARNING

Here's Shannon Tipton's list of do it yourself performance tools ...

Tool	Purpose
UMU.com	Create a variety of microlearning and blended learning objects in one place
This	Mobile app that quickly takes pictures and allows for annotation. Perfect for step/action.
Adobe Spark	Turn pictures into videos
Anchor/Podbean	Podcast tools
Apple Pages	Job Aids, eBooks
Camtasia/Screencast-O-Matic	Screencast tools, video and audio editing

Camtasia/Screencast-O-Matic	Screencast tools, video and audio editing
Canva	Job aids, posters, flyers, templates and easy graphic designs
Coggle	Create Mind Maps
Explain Everything	Desktop and mobile app to create collaborative white boards and explainer videos
FlipBuilder	Dynamic eBooks
HP Reveal	Augmented reality. Embedded learning elements into documents.
Itunes/Libsyn	Podcast storage
Mailchimp	Create automated drip lessons through email
My Simple Show	Doodle videos

My Simple Show

Doodle videos

Articulate or Captivate

In addition to eLearning modules, create short performance tools with their powerful tools (not free/cheap).

PowerPoint

Create recorded audio files, turn slides into video, create infographics, job aids

PowToons

Cartoon animation videos

Prezi

PowerPoint alternative with interesting ways to create automated stories

QR code generators: Qr-code-generator.com, Qrcode.kaywa.com	Gateway to other learning objects
Snag-it	Picture and Video Capture, video marking and anchoring with "Video Reveal".
Snapguide	Create pictorial guides. Take a picture, add text, share.
Vizualize.me/Easel.ly/Piktochart	Infographics creation
Wistia/Vimeo	Video Creation and Storage
WordPress	Create a website that hosts a collaborative learning space
YouTube Capture	Quick video production
Zappar/Wallame	Augmented reality mobile creation tool

umu 1: What is your BIGGEST QUESTION about microlearning?

Grant

Have you found some topics for which microlearning works especially well, and conversely, are there some topics where microlearning isn't altogether as effective?

👍 32

🗨️ 0

Microlearning

Delivering
Bite-Sized Knowledge

WHITEPAPER

WHAT ARE THE MOST USED
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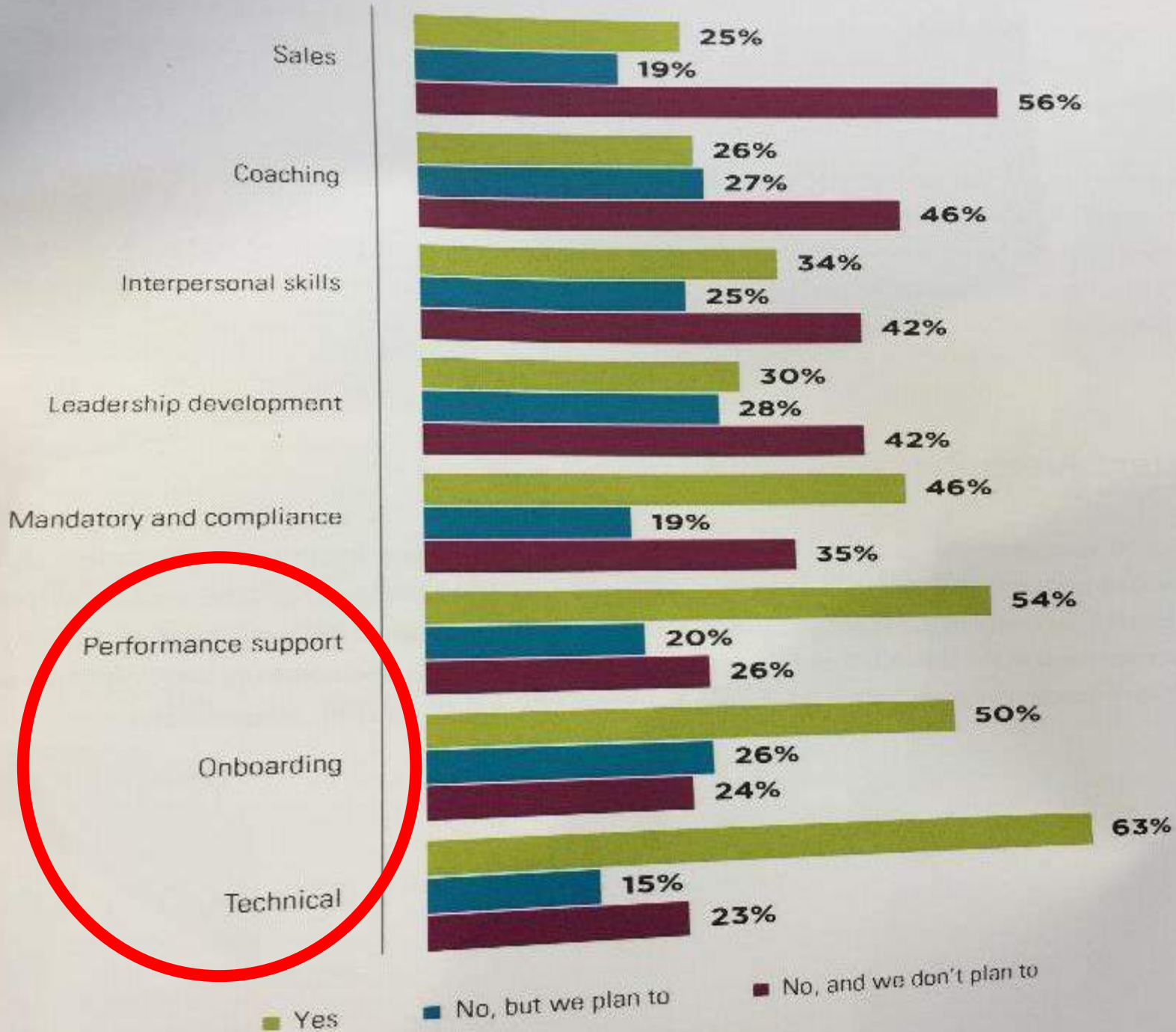
81%

USE MICROLEARNING TO
REINFORCE OR SUPPLEMENT
FORMAL TRAINING

92%

EXPECT THEIR ORGANIZATION'S
USE OF MICROLEARNING
TO INCREASE IN THE
NEXT YEAR

228
ORGANIZATIONS
THAT USE MICROLEARNING









Global Human Resource Development



Community Theater: Global HRD

下午1:30-下午2:30
週日 5月21日

B304
S1THE

-  **Mohamed Bahgat**
Founder & Master Coach
SEGA Team
-  **Chan Lee**
Professor, Vocational Education & Workforce Develop...
Seoul National University
-  **Donna Steffey**
President
Vital Signs Training
-  **Wally Su**
Founder
Over-Paradigm Technology Inc.

CoP: Global HRD Topic: Trends The Global HRD
Community Theater will highlight trends and hot topics
influencing a community of professionals from all over the

ATD 2017 ICE



Micro Learning : Macro Impact



微學習應用方式

- **Micro Reading / Micro Browsing**
(微閱讀/微瀏覽/微學)
- **Post Classroom Follow Up / Review**
(課後跟進/課後複習)
- **Post Classroom Remind / Trigger**
(課後提醒/課後驅動)
- **Learning Community on Mobile**
(行動學習社群)



微支持應用方式

- **Performance Support**
(績效支持)
- **Job Aids**
(工作輔助工具)
- **Coaching / Mentoring**
(工作指導/教練輔導)



umu 1: What is your BIGGEST QUESTION about microlearning?

Kim Whiteman

How deep can you go with microlearning?
Can you use it to teach complex skills?

👍 22 💬 0

This page shows activities and real-time results. Click Next to return to the homepage.

LEARNING

100%

DRAW A TYPICAL FORGETTING CURVE

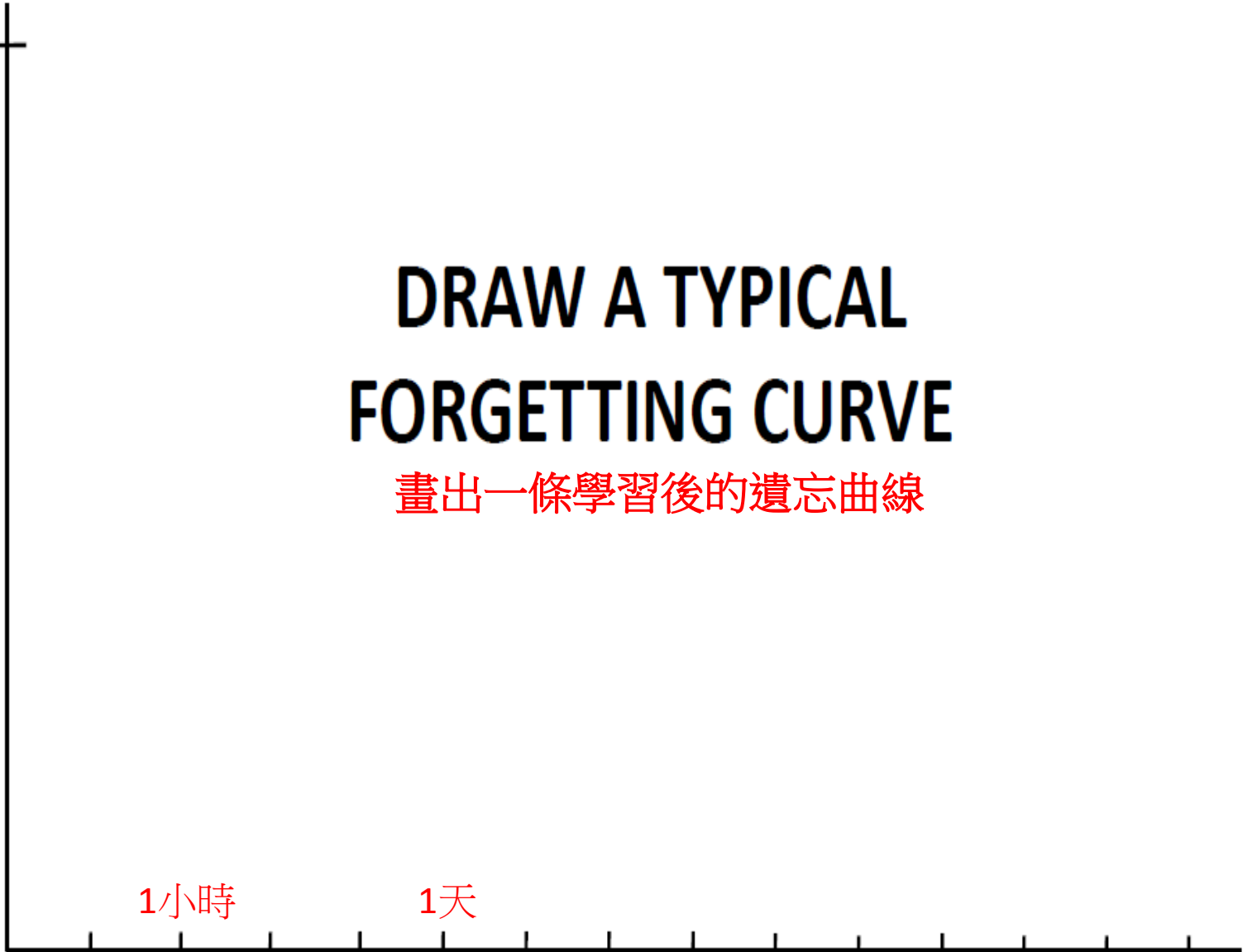
畫出一條學習後的遺忘曲線

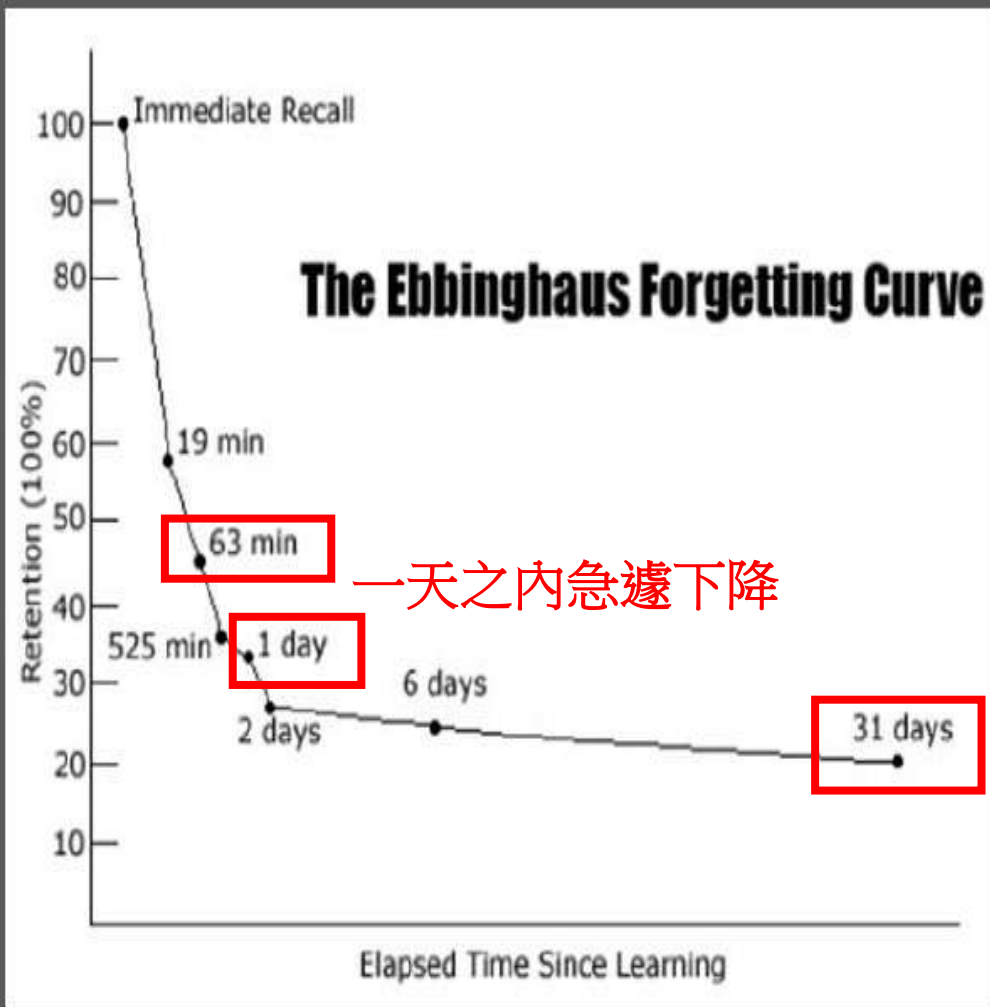
0%

1小時

1天

TIME





The Ebbinghaus Spacing Effect



umu 1: What is your BIGGEST QUESTION about microlearning?

Scott

How do you blend micro learning into existing learning programs for maximum effect?

👍 15 🗨️ 0

Next Response

Hello!



Microlearning on the GO!



*It might be small but it
deserves a plan!*

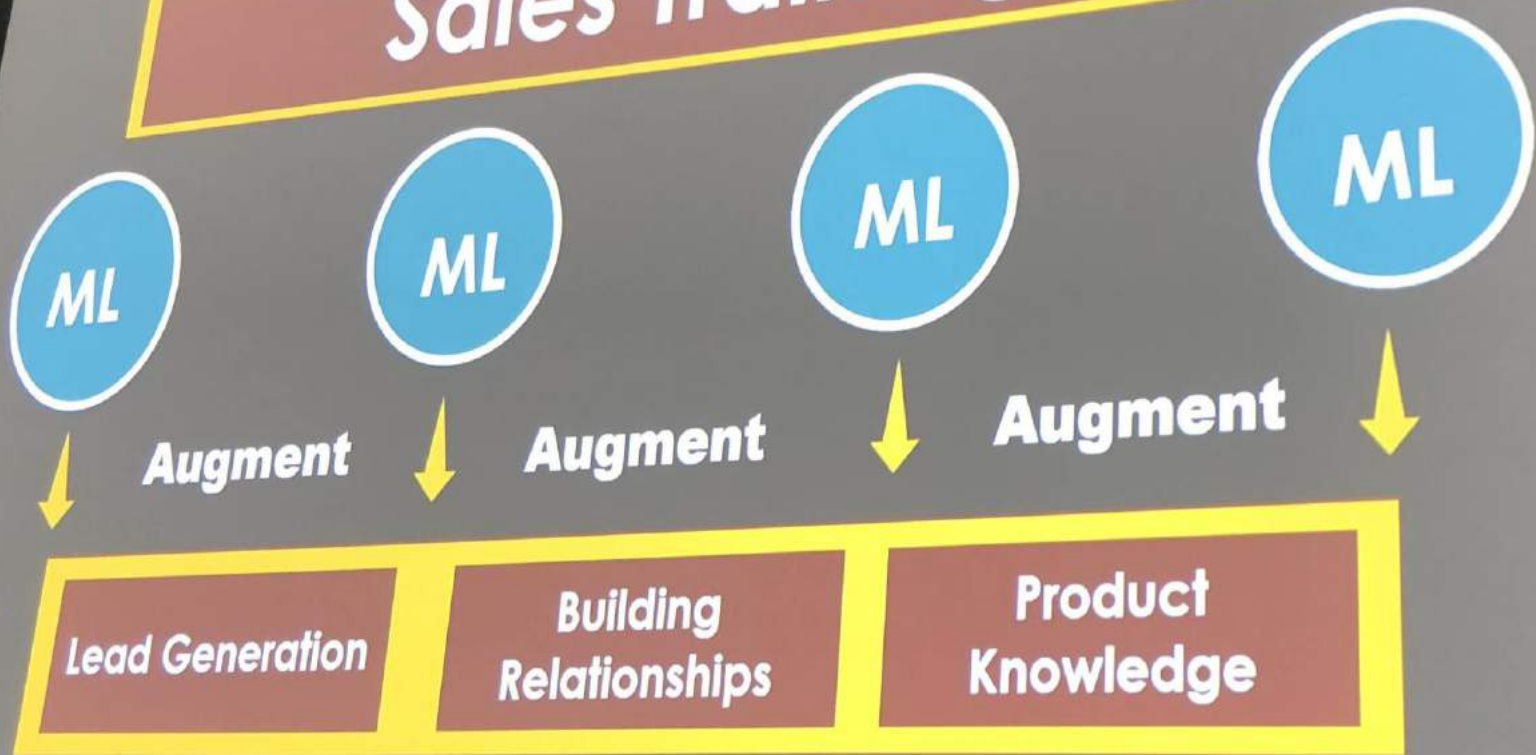
Tweet this session #SU302

Shannon Tipton
Owner
LearningRebels.com
Twitter: @stipton

Sales Training



Sales Training



即學即用

Sales Training

Lead Generation

Building Relationships

Product Knowledge



Support



Support



Support



微支持·微成效



Sales Training

Lead Generation

Building Relationships

Product Knowledge



Support



Support

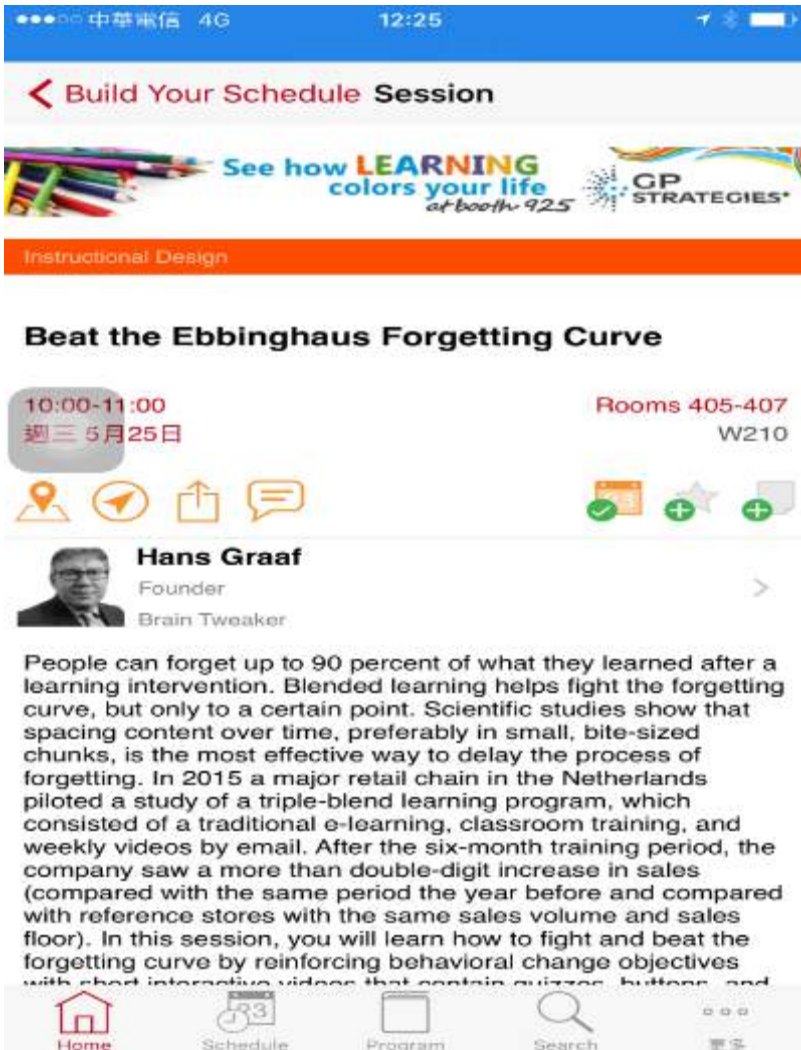


Support

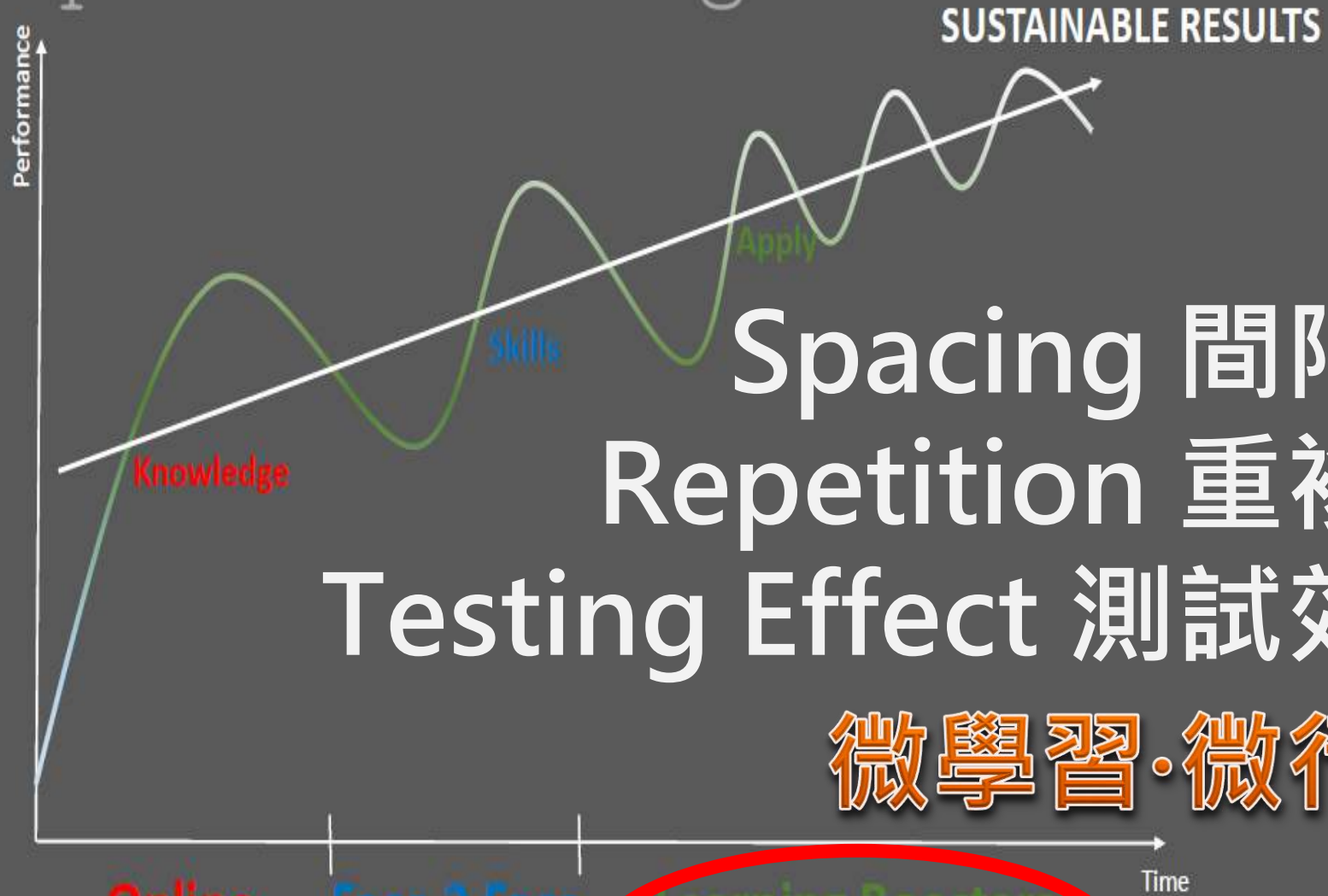


臨用即學





Triple Blend Learning™



Spacing 間隔性
Repetition 重複性
Testing Effect 測試效果

微學習·微行動

Online
Training

Face 2 Face

Learning Boosters:
Interactive videos

Time



THE MICRO-LEARNING CYCLE

第**1**次團隊會議
DAY 2



第**2**次團隊會議
DAY 10



第**3**次團隊會議
DAY 21



21 DAY CYCLE

微學習·微行動
微支持·微成效



DAY 1
ASSIGN MODULE

DAYS 3-9
DEPLOY ON THE JOB
第**1**次工作實際應用



DAYS 11-20
DEPLOY ON THE JOB
第**2**次工作實際應用



指定**微學習**單元主題

Date: May 22, 2016

Quick Take Name: How to give negative feedback

1st Team Meeting

Plot where you are now. And where you want to be.



2nd Team Meeting

Plot where you are now.



3rd Team Meeting








Plot where you were at the end of the Micro-learning Cycle.



[← Build Schedule](#) **Session**


inking | BOOTH #1917 **MOBILE LEARNING MADE SIMPLE** [LEARN MORE](#)

Instructional Design

Micro-First: A Radical New Way to Design Learning Initiatives

下午4:30-下午5:30 **Ballroom 20A**
 週一 5月07日 M304


Stephen Meyer
 President and CEO
 Rapid Learning Institute

Microlearning is all the rage, while instructor-led training (ILT) now accounts for less than 50 percent of all training. That's down from 77 percent in 2001. But don't write off ILT yet. The future lies in a new approach to blended learning that combines the best of ILT and microlearning technology. The old model of ILT first starts with an instructor...

[Home](#) [Settings](#) [Notes and Sta...](#) [Maps](#) [更多](#)



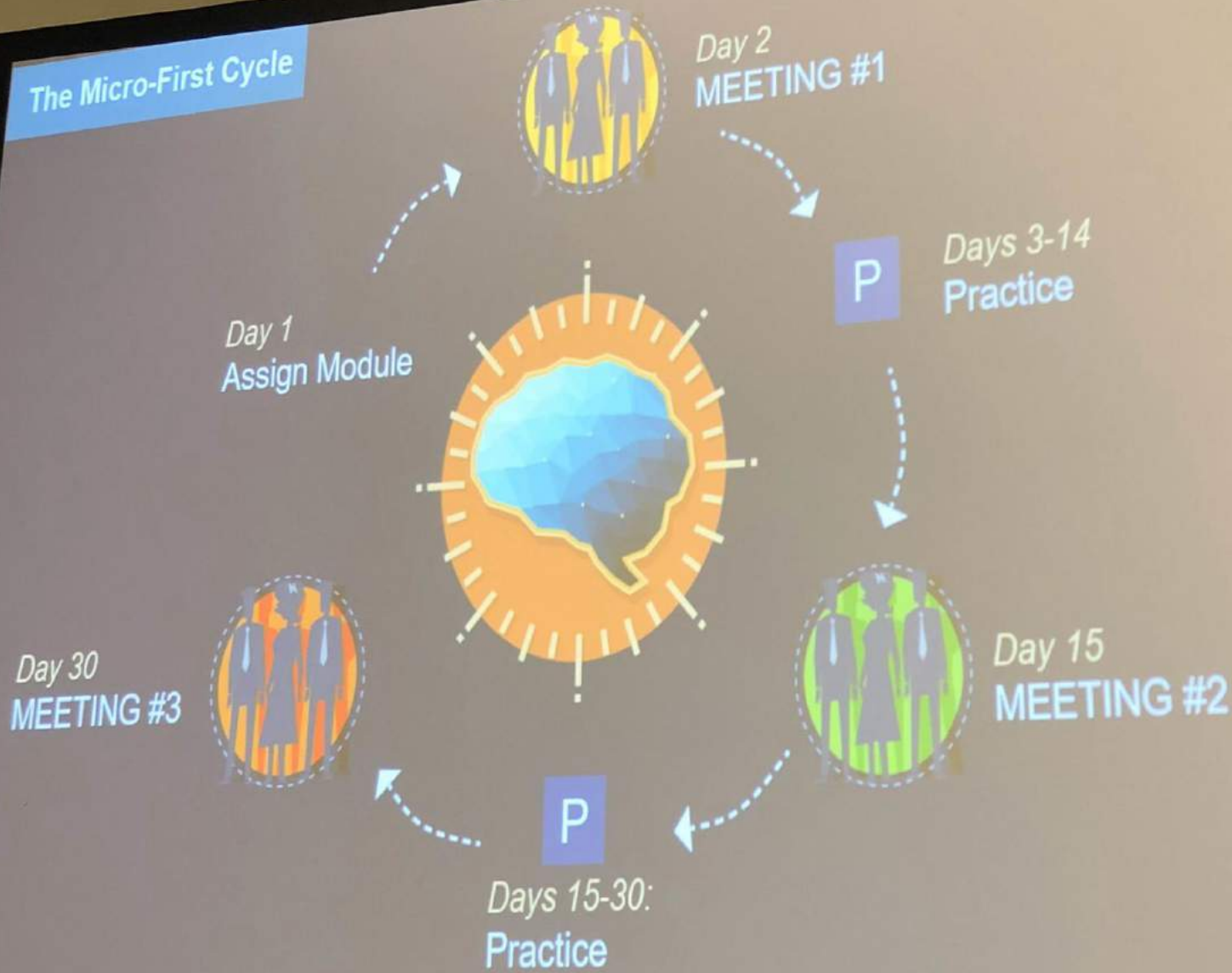
MICRO-FIRST

Definition

noun

A way to design learning initiatives around single-concept learning that makes learning a **process** rather than an event.

The Micro-First Cycle



umu 1: What is your BIGGEST QUESTION about microlearning?

Malissa

How do you effectively measure microlearning success?

👍 8 💬 0

Trend #4 – Validating ROI through behavior change rather than performance



Isn't that the same thing?

The purpose of soft-skills training is to change behavior in the long term

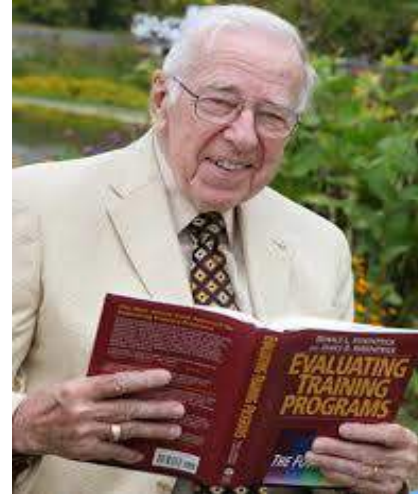
L1: Reaction 反應

L2: Learning 學習

L3: Behavior 行為

L4: Results 結果

L5: ROI 投資回報率



Donald Kirkpatrick



Jack Phillips

L1: Reaction and Planned Action 反應和預定計劃

L2: Learning 學習

L3: Application and Implementation 應用和實踐

L4: Impact (Tangibles and Intangibles)

業務影響 (有形和無形)

L5: ROI 投資回報率

Jack Phillips
Patti Phillips



訓練成效移轉九宮格

	Before (訓練前)	During (訓練中)	After (訓練後)
Manager (學員主管)			
Participant (學員)			
Trainer (講師)			

訓練成效移轉九宮格

	Before (訓練前)	During (訓練中)	After (訓練後)
Manager (學員主管)	1	8	3
Participant (學員)	7	5	6
Trainer (講師)	2	4	9

實體面授

e-Learning

微學習
微支持



主管引導

Blended Learning
混合式學習

MICROLEARNING

Resource Microsite



atd
2018
INTERNATIONAL CONFERENCE
AND EXPOSITION
MAY 9-11, 2018 | Las Vegas, NV

JD Dillon and LearnGeek have curated a set of resources as part of the 2018 ATD International Conference & Expo to support learning professionals in their understanding and application of **microlearning** principles.

Articles

- *The Ultimate Guide to Microlearning* from Axonify
- *Microlearning: The Misunderstood Buzzword* by Shannon Tipton
- *Microlearning is just learning that fits. That's it!* by JD Dillon
- *Definition of Microlearning* by Will Thalheimer
- *7 Deadly Myths of Microlearning* by Shannon Tipton
- *9 Ways Microlearning Drives Employee Performance* from Axonify
- *Microlearning: Advance of Fantasy?* by Donald Taylor
- *Microlearning, Macrolearning: What Does Research Tell Us?* By Patti Shank
- *How to build microlearning* by JD Dillon

Check out the largest collection of curated microlearning resources ever, including ...

- Articles
- Books
- Collections
- Experts
- Reports
- Workshops

Curation 策展

learngeek.co/microlearning

Wally





Wally



個人專頁：**Wally Su**

粉絲專頁：**Wally的學習、分享與成長**



0956110511



wallyswh@gmail.com