



# Welcome

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To the World of  
Microlearning



# Our Environment is Changing

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- ❑ Constant stimulus - leading to **shorter attention spans**
- ❑ Access to wide variety of **digital devices**
- ❑ Access to different types of **rich media**



# What hasn't changed?

## *The way we learn.*

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- ❑ Through **experiences** and **reflection**
- ❑ **Contextualization** to our work
- ❑ Through recall and deliberate **practice**
- ❑ Best when **self-directed**





# The Power of Microlearning

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- ❑ Replicates how we learn best in today's environment
- ❑ Powerful mix of formal, informal, experiential and social learning



# What is Microlearning?

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- ❑ Short bursts of learning, which is 'bite sized' and can be consumed anytime, anywhere
- ❑ Can be in the form of short texts, videos, case-lets, reflections, social learning or any other learning activity

Watch a video : What is microlearning?  
<https://youtu.be/QmeoxhvNtqc>



# We Bring to you...

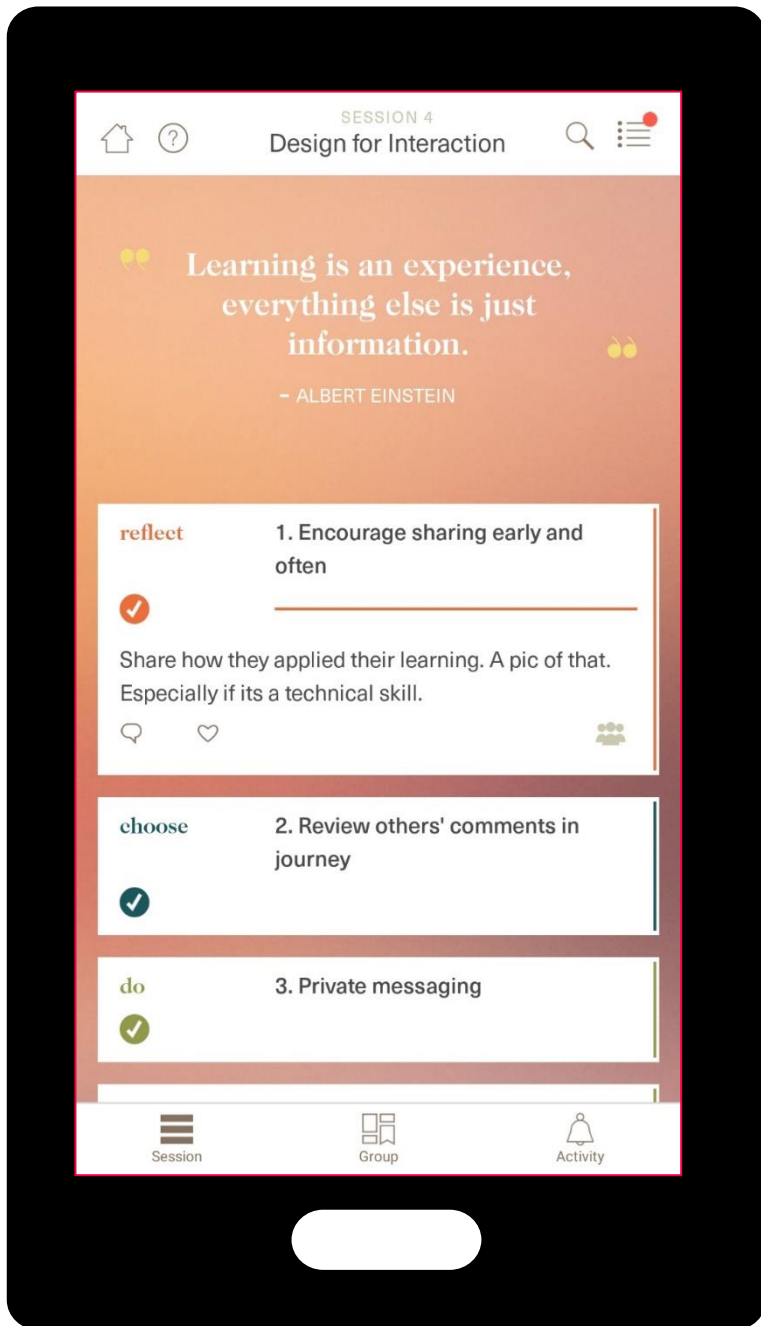
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- ❑ Our **expertise in experiential** learning combined with the power of **Microlearning by Gnowbe**

Here's a short video on Gnowbe :

<https://www.youtube.com/watch?v=-ke3Dmerl5I>






# Key Features

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- ❑ Learner can learn on the go: **anytime, anywhere.**
- ❑ **Intuitive** structure and flow :  
*Know, Think, Apply, Share*
- ❑ **Experiential & Personalized** Learning Experience
- ❑ Multiple **formats** for learning: reading, videos, quotes, images, social, reflection and shares
- ❑ Useful **dashboards** and Analytics



# Dashboard – Broad Statistics for your Learning Cohort

FocusU

dyti@focusu.com

## FocusU

FocusU / Everyone / WE Before ME.

ENGAGEMENTASSESSMENTSRATINGSSTUDY

Only Visible in Analytics

Learners	Performance [?]	Participation	Interactions
Registered [?] : 48	Discover rate [?] : 100%	# Min invested: 501	# Shares: 5
Started [?] : 20	Engagement rate [?] : 54%	# min / Learner: 25	# Contributors [?] : 3
Active [?] : 19	Completion rate [?] : 54%	# Sessions completed: 48	# Likes: 0
Graduated [?] : 7	Graduation rate [?] : 35%	# Actions completed: 486	# Share comments: 0

Logged in as Dyti Dawn (dyti@focusu.com)

Help

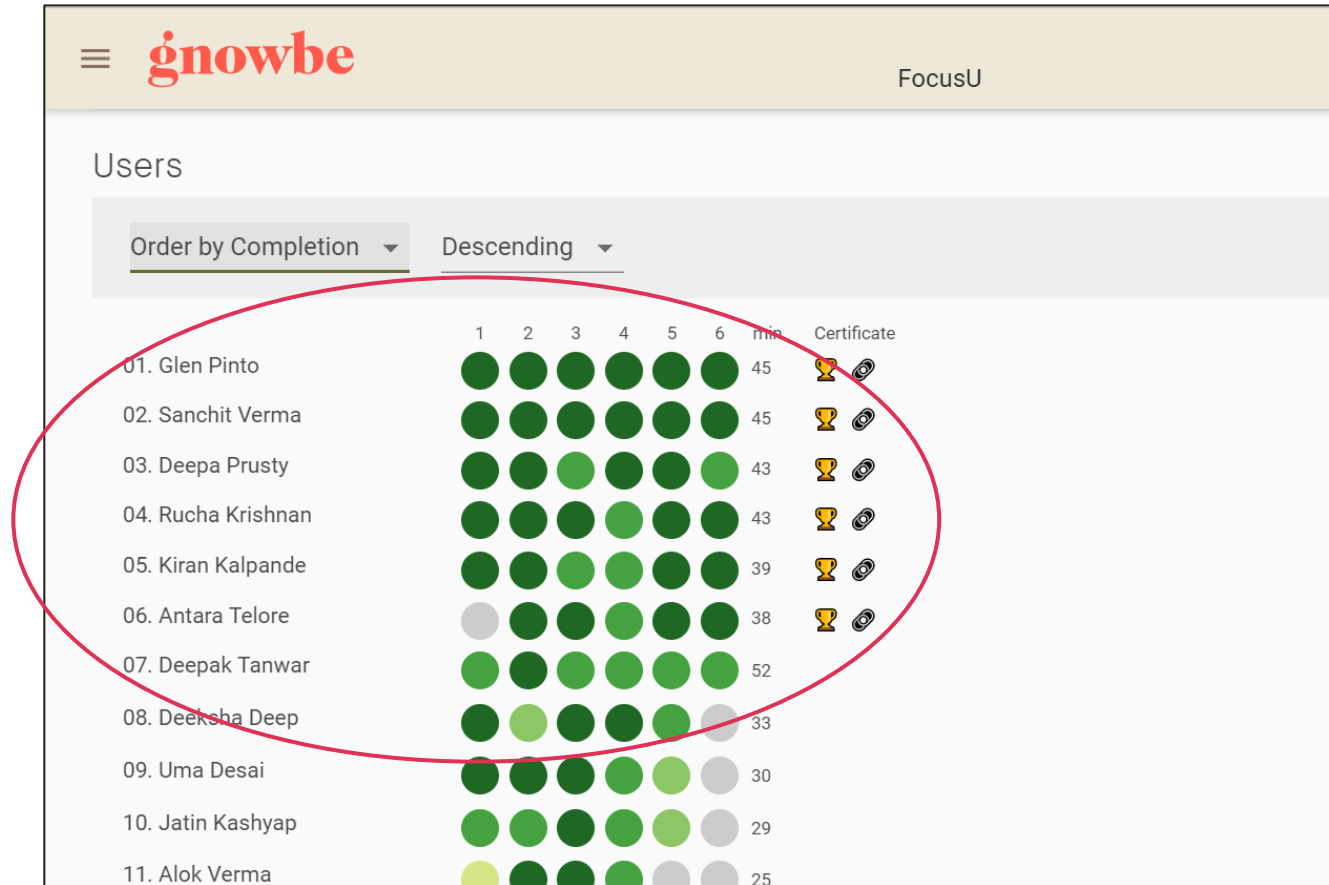
19Active Learners

501minutes Spent

54% Average completion




# Dashboard – Learner wise Completion Level



- ❑ Different shades of green indicate number of learning actions completed
- ❑ You can download and share this data
- ❑ Learners can generate a certificate after completion

# Check the study data of learners and gather useful insights

<div><div>≡ gnowbe</div><div>FocusU</div><div>dyti@focusu.com </div></div>			
Q&A	Participant	Completed On	Bring Your Learning To Life!
VIEW LARGER	Rucha Krishnan	2019-08-07 17:07	Why - We exist to enable companies to grow their businesses How - With expertise in creating engaging experiential programs What - Facilitate experiences and debriefs that lead to constructive discussions
	Kiran Kalpande	2019-08-12 23:01	Why - To make learning fun and become learning partner How - Provide Learning Solutions for Corporates through the medium of experiential learning What - Design and deliver workshops in the space of team building, leadership solutions etc
	Glen Pinto	2019-08-14 13:04	One thing is quite clear that we are driven by passion and when that happens, you know the Why of the company. Below are the Why, How and What The Why - My Team Exist because we are to help teams be more effective and better. Here to guid the teams to find the best possible path and by not teaching them. So that at the end they emerge as a Strong and well connected team. The How - Experiential approach to everything we do...What you do, you understand! And we do it in a fun way so that everyone understands and participates. The What - Executing Corporate learning Program the unconventional way.

- ☐ Probe learners to apply their learning to their work context.
- ☐ Get a clear sense of whether learners are able to apply the concepts.
- ☐ Learners learn from each other as they can share their answers on the platform (social learning).

# Learner Rating Dashboard

Rating			
Program effectiveness			
Ratings			
	Unique respondents	Avg. score of all responses	% 4/5
S3A8 ({{name}}, how confident are you feeling about establishing trust in your team?)	12	5	100%
S4A11 ({{name}}, I got some good ideas to leverage conflict in my team. )	6	5	83%
S5A8 ({{name}}, I got some ideas to clarify the purpose of my team. )	7	5	100%
S6A6 ({{name}}, I understand the importance of clarifying roles in a team. )	7	4	71%

- ☐ Check how confident learners are feeling about the module.
- ☐ Check whether learners found the module engaging.



# How can you leverage microlearning to deliver your L&D Strategy?



# Engage New Joiners

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- ❑ Engage large groups of new joiners in the organization
- ❑ Values explorations, understanding the organization, interplay of functions and product features
- ❑ Track progress through dashboards, send reminders and celebrate success



# Reinforce Workshops

- ❑ Research indicates that 80% of what we learn at a workshop is forgotten in the first 30 days if not reinforced
- ❑ Leverage Microlearning to reinforce workshop concepts and transfer learning to the workplace
- ❑ Track progress through dashboards, send reminders and celebrate success





# Blended Learning Journeys

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- ❑ The **70–20–10 rule** suggests that 70% of our learning is through experiences, 20% through social relationships and 10% through actual workshops.
- ❑ Using Microlearning, we can design Blended Learning Journeys to cater to different learning needs
- ❑ Ideal for groups of hi – potential employees or specific learning cohorts such new managers, new joiners etc.



# Agile Learning Delivery

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- ❑ Have a module which needs to be rolled out to a large number of employees in a short time frame? Need to track completion and send reminders? Our microlearning offering can help you do this easily.
- ❑ E.g.: Policies, Technology/Product Updates, Leadership Stories etc.



# Standalone Modules

- ❑ Busy learners? Geographically dispersed? Use our standalone microlearning modules that can be completed by learners any time any where.
- ❑ Some available standalone programs:
  - ❑ Building High Performance Teams
  - ❑ Nurturing a Growth Mindset
  - ❑ Building Psychological Safety
  - ❑ The Leadership Challenge
  - ❑ Influencing Without Authority
  - ❑ Leadership Presence
  - ❑ The Road to AccountabilityClick [here](#) for the complete list.





# How does a typical microlearning session look like?

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- ❑ Each Microlearning Module is approximately **50 to 60 minutes** long broken up into smaller sessions of 10 to 15 minutes each.
- ❑ Each session will have short videos, stories and articles.
- ❑ Learner engages **in interesting activities** such as capturing photographs, recording videos (optional) sharing learnings etc.
- ❑ The learner is probed to **reflect on their learnings** through person experiences.
- ❑ The learner is probed **to apply the key takeaways** to their work.



# How does a typical microlearning session look like?

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- ❑ The module will also prompt the learners to **capture a live project (optional)** on which they can apply their learnings on the go. In each subsequent learning session, learner is prompted to apply their understanding to the project.
- ❑ Powerful **social learning tool**: Share inputs with each other, see what others are working on.
- ❑ Easy, fun and **free flowing language** to avoid cognitive overload.



# How much would a Microlearning Program cost?

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- ❑ It depends on a few factors:
  - ❑ Stand-alone or Learning journeys?
  - ❑ Number of learners
  - ❑ Customization needed





# About FocusU

## Holistic Learning| 1 mission

FocusU is amongst the leading providers of Experiential Learning in Asia and Mauritius. Across the country, our people are united by our shared values and an unwavering commitment to deliver a world-class experience. We make a difference by being the catalysts for change for our clients.

- Offices in India( Gurgaon, Mumbai, Bangalore) and Mauritius

- Core team from Premier B-Schools

## A Snapshot

- Established in 2010

- Pan India Presence delivering programs in more than 50 cities across India and Asia

- On an average 600 workshops a year touching 40000 participants

- Working with most of the Fortune 500 companies in India

# A Snapshot of our clients



# Why choose to go with FocusU

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A **SINCERE** team



Unconventional but  
**CUSTOMISED**



Don't take our words for it  
– Check out some **TESTIMONIALS**



Local **DESTINATION EXPERTISE**



Happy or Free: Our  
**UNCONDITIONAL GUARANTEE**



**SAFETY** first - Physical  
& Psychological



# A few Client Testimonials

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"Thanks so much for a wonderfully engaging workshop. The team was absolutely charged and energized post that. Given the tough hidden issues we wanted to surface and discuss, this could have been a heavy, emotional 2 days with everyone feeling drained at the end of it. Hence to come out of this workshop - having spoken their mind, shared a lot - and still be very positive and energized is truly a testament to the way FocusU ran this piece. The notion of using play to think and talk about serious stuff is brilliant and I see its potential for using more often in our day to day working.

For me personally, it's been an absolute pleasure working with FocusU. It's not easy working around a highly introspective and tricky brief like I gave you but the experience was fabulous and I hope that the outcome in the short-medium term will be as great if not better. Thanks once again and I look forward to staying in touch and connecting again maybe early next year to do an evaluation on how far we have moved the needle."

**Dr. Vibhav R. Sanzgiri** R&D Director and Head GDC Hygiene + Skin South Asia, HUL

"It was a fabulous experience and the entire session was conceptualized with deep thought and executed with fine precision. The catalogue of activities planned out for us extended the perfect opportunity to introspect on self and make way for more team building. Professionalism and great dedication are the hallmarks of the team from FocusU, and I wish them all the very best."

**Santosh Panicker, CPO, Sears Holdings India**

"We need a high energy program which makes each member truly belong to the team". This was the brief we gave to FocusU team. At end of the program we were glad we decided to go with them, because all the activities that the team did were high on energy with a specific focus in mind. At the end of the program we came out as a better team, knew so much about each other. There was lot of trust, bonhomie and 'can do' attitude at the end of the session. Thanks to FocusU for the excellent program they tailored for us!!"

**Shekhar Chhajer - CIO - South East Asia, India and Middle East – Daimler**

See more testimonials at :  
<https://focusu.com/testimonials/>

# Thank You

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Call us @ +918882337788  
to speak to a FocusU  
Client Advisor for a taster  
session

or

Write to us at:  
[hello@focusu.com](mailto:hello@focusu.com).



