

# The Microlearning Transformation

Understand How Behavior Change Really Works

June 21, 2016



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## Today's presenter



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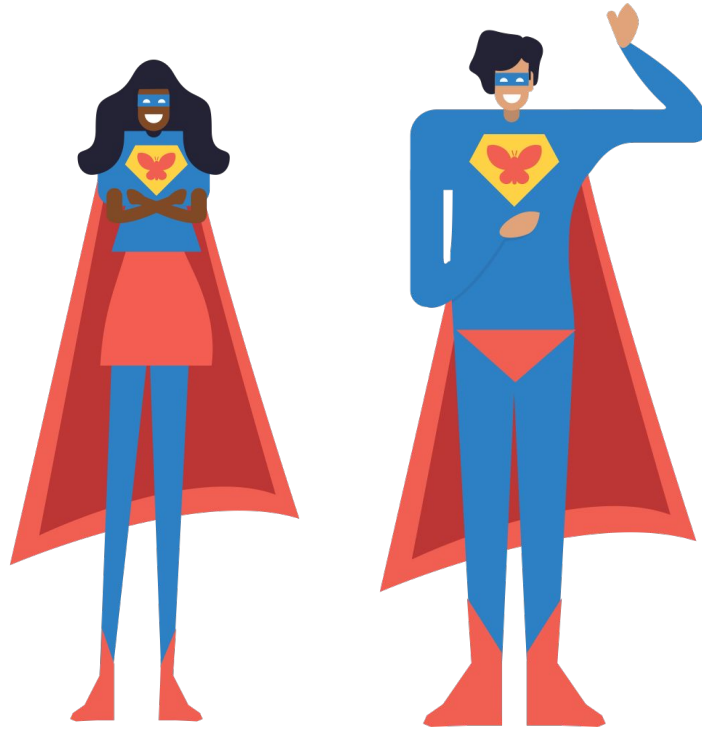
# What are we doing with our lives?



# The most powerful thing we can do as L&D



# The real transformers



Elle

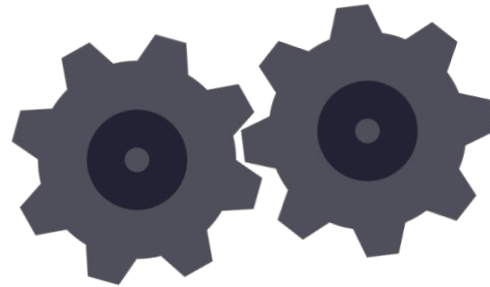
&

Dee

# How we can transform people



Change how  
they think



Change what  
they do

# Two time-tested ways of changing behaviors



Motivation



Aha Moments

# What motivates people



Motivation

- **Hope vs Fear**
- **Pain vs Pleasure**
- **Social Acceptance vs Rejection**



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# Anatomy of an aha moment



- Make you **feel smart**
- **Small hacks** with **maximum impact**
- **Help you understand** (instead of 'know')

Aha Moments

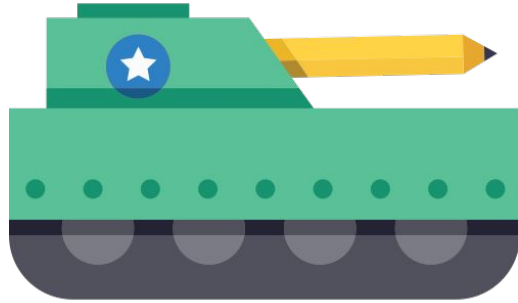




There is a third way...

# Microlearning

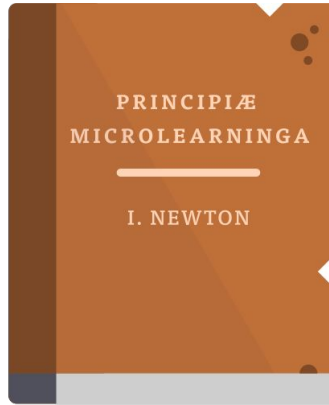
# Changing the Battlefield&d



Weapons of  
Mass Instruction



Microlearning



# Microlearning in Practice

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# Campaigns





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# Objectives







**K**nowledge

**E**nvironment

**\$**kills

**H**abits

**A**ttitudes

# Daily lessons

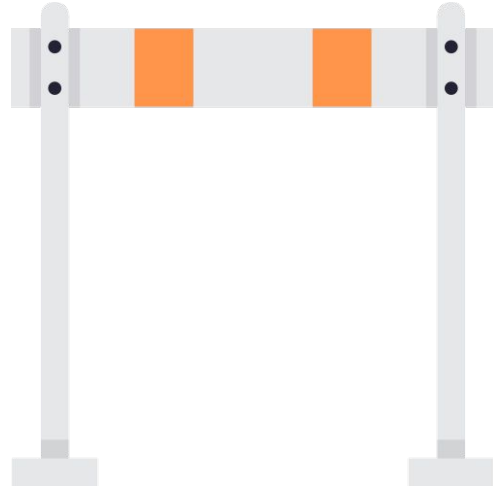


5-10 mins.



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# Cues



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# Stories



# Without stories

	1 Bit word	2 Bit word	3 Bit word	Decimal number
	0	00	000	0
	1	01	001	1
		10	010	2
		11	011	3
			100	4
			101	5
			110	6
			111	7
$2^{\text{wordlength}}$	2	4	8	

02:13 / 13:07

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# Role models



# Negative role models work too

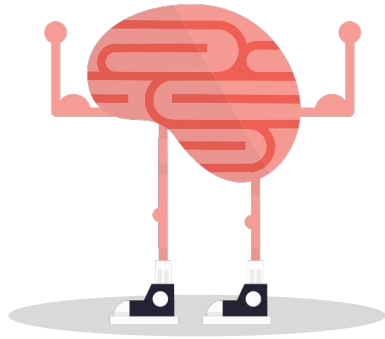
Why managers matter



“Don’t Be Daryl”







# Microlearning Boosters

# Folding motivation into microlearning



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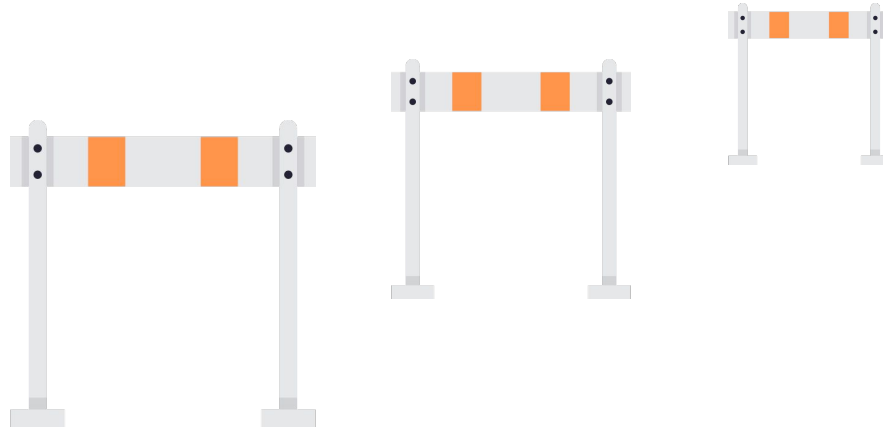


# Microlearning: the shortest path between aha moments





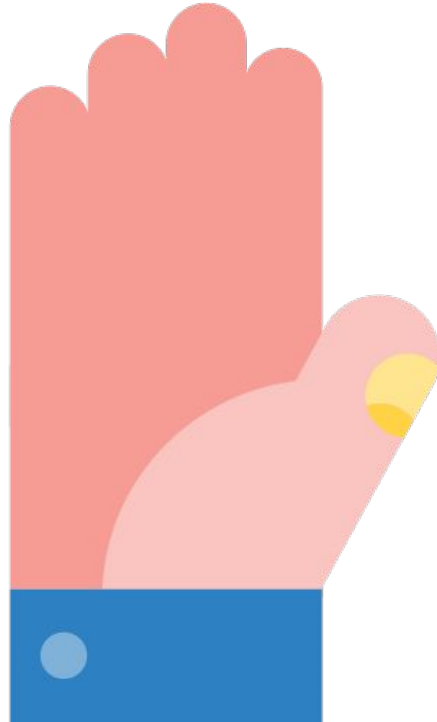
A New Mindset



Take the microlearning  
challenge

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Questions?



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## Learn more

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