

## Why does business education need microlearning? - Infographics

*5 data to support microlearning in business education.*

It has been established that microlearning (training in short training pills) facilitates the learning of contents. But why adopt microlearning in the company?

### 1. Reduces training costs

- Microlearning content can be developed 300% faster than traditional eLearning courses;
- The forms are short and, consequently, the cost of a possible translation is reduced.

### 2. Improves the conservation of knowledge

- Microlearning simplifies storage and improves information storage;
- Microlearning helps employees overcome the curve of oblivion.

### 3. Increase the application of knowledge

- Microlearning involves students in the use of content over the long term;
- The microlearning modules can be made available to students exactly at the time of need (just-in-time learning), providing performance support.

### 4. Improves the involvement of learners

- Research shows that employees are more involved when learning is concentrated in short time periods (about 7-11 minutes).
- Various content distribution formats (such as videos, infographics, animations and simulations) can be used in microlearning to make learning even more engaging.

### 5. Contributes to in-depth learning

- Training completion rates improve with more concise learning modules.
- Microlearning facilitates performance support and allows students to make necessary decisions for their work in real time.