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EBOOKS

Converting legacy content into microlearning

This eBook

Creating powerful training content from scratch can seem like a daunting task. But for most teams, there already exists a great source of information to build into training designs—legacy content. Typically considered part of training processes pre-online training platform days, legacy content comes in a variety of formats.

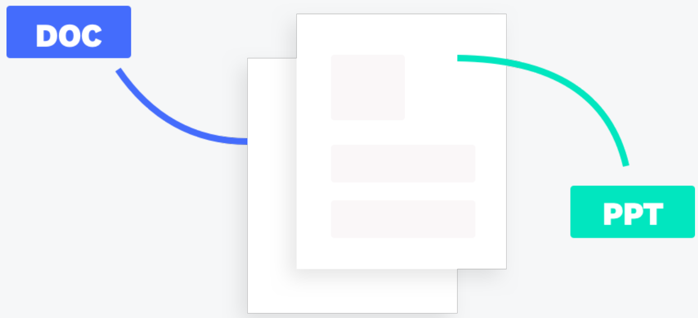
These can include:

- PDF, Word, and other file document types.
- PowerPoint or other presentation slide decks.
- Image folders of training practices.
- Video recorded training courses.
- Paper manuals and documents.
- Audio recordings of training content.

And that's just an abbreviated list of legacy training content. Many industries will have specialized training as well that could be part of this list.

But how do you repurpose this content to create rich and engaging training material? Microlearning is here to answer that question. By breaking training down into smaller, bite-sized pieces, training is easier to digest. In this guide, we'll cover some ways to convert legacy content into microlearning as well as create it from scratch. We'll also cover some ways to map out microlearning and how to measure it to ensure it answers your team's needs.

CREATING MICROLEARNING— LEGACY CONTENT



Every team has it, even if we ignore it. A 394 page manual, a video series recorded in the 90's, legacy content takes all shapes and sizes. But it's also your best resource for rapidly created microlearning content. Let's look at some easy ways to break lengthy training down into concise, effective, and engaging training your team will love!

Text

Converting text is a simple, two-step process to go from legacy content to microlearning.

Step 1: Gather all of the text files you have for a training process. Mark them all by type, function, use within training, and any other signifiers that may be useful to note.

Step 2: Consolidate what text files you have. Typically, information gets repeated or over-explained. The most important factor to consider with microlearning is that you're trying to deliver the most direct, concise, and easiest to consume piece of knowledge possible. So try and take what you have and condense it to the most important information.

After you've completed these steps, you're ready to convert everything into microlearning! The easiest way to do this to create a linear progression from start to finish for a training process. From there, breaking your microlearning down into equal sized pieces that are delivered across your process.

A great way to make text microlearning engaging is to add interactive elements to the text blocks. Think about chat bubbles, wheels that expand to explain a section of a chart, things like that. If you break up the reading, it makes the text microlearning easier to absorb and easier to fully retain and understand.

Video

Video can be the trickiest of legacy content to convert if you're lacking on video editing resources or time. If you have either of these available, continue reading. Otherwise, we suggest skipping to the third step.

<u>Step 1</u>: As with text, gather all of your video training into one place you can see at a glance. This might be difficult to do on a laptop, so we recommend making sure you have plenty of storage space to hold everything. Otherwise, there are tons of cloud options like Dropbox available to gather and store your video content. After you gathered all of the videos, be sure to tag and mark them so you know what each contains without having to watch all of it (we'll get to why next).

<u>Step 2</u>: Once you have everything in one place and appropriately marked, it's time to consolidate your video training. Do you have repeated training that could be cut to one video? Do you have videos that have too much filler content between the actually "learning" moments?

Anything you can find to cut, make it happen first.

Now that you've cut the unnecessary videos, it's time to look at what is no longer relevant. Do you have video more than five years old? Maybe clips that contain older branding, policies that no longer exist or have been updated, and anything else that might not be useful to your team now. Mark which of these clips contain anything important you want to keep. From there, make a doc with all the information you think is valuable enough to re-record and save it with the remaining videos.

Step 3: After you've finished removing the bloat video, you're ready for the final step—recording new microlearning videos! Keep in mind, what you're recording doesn't have to be fancy—in fact, we've found that personal, "unproduced" videos connect with your team more than highly edited content.

Recording the new content won't be difficult at all. Get your list of important information from older videos you want to get updated. Then, break everything down into five minute recordings. Remember, they don't have to be fancy—you just want to make sure they convey the information you need them to deliver. Mark them again with the related topics or training processes and you're ready to microlearn!

By completing these steps, you're ready to convert everything into microlearning! The easiest way to do this to create a linear progression from start to finish for a training process.

This means looking at a specific training plan and mapping out where videos will be delivered along the training pathway.

As the training pathway is laid out, you can also start thinking about where longer video content could be clipped into smaller videos. Try to keep the total video training to under 30 mins and cut each video to be at 5mins (10min clips can be used sparingly). This amount of time ensures engagement will be high because it's a small time investment for your team to complete during their work day.

Images

Images are the easiest to convert into microlearning. Typically, these are graphics or image examples of how a certain thing is done. These are great resources for microlearning because they explain a complex piece of information in a set of images. And, like video, images are easier for the brain to process because they don't have to imagine a concept after reading it.

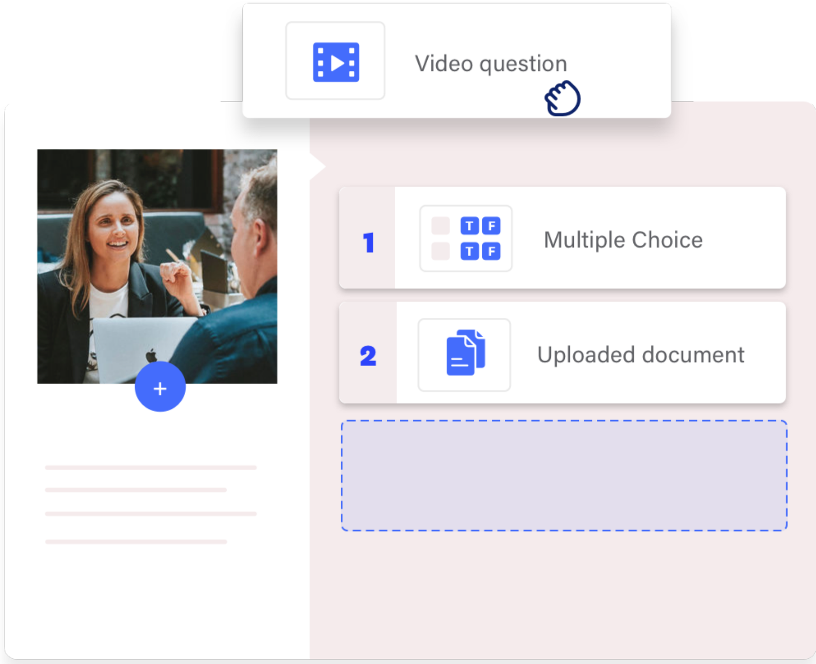
A.K.A. less work/calories burned=more knowledge for the brain to retain. Check out the steps below to convert your images!

Step 1: Gather all the images into one place where you can see everything you have. Depending on the format they're in, you'll want to follow the same storage options for video above and gather everything into one place. If you have graphic images or .SVG or graphic file types, keep this separate within the pictures folder. That you can separate easier to work with images from ones you'll need some more work with.

Step 2: Time to cut the bulk. First delete any image that you have several copies of or with slight differences that don't matter to the final training intention. From there, start reviewing images that are outdated, have errors, or have an updated version available. As before, feel free to take notes of aspects you want to update but don't have a newer version.

Step 3: The last step is to find or create replacement images you need to update older ones or for new policies/training you want to explain with an image. A great free resource is Unsplash, where you can find a large database of stock imagery free for use (so long as you credit the creator in your training).

Once you have images to replace or update with your legacy ones, you're ready to make microlearning!



If you have any graphic images/files, let's start with those. Do you need to change them for current standards? If so, you'll need an editing application or a graphic designer to edit them for you. If you don't have one in house but still need their services, there are plenty of graphic design resources available, or services such as Dribbble. If you have the capabilities or the resources to outsource them, start adjusting your graphic images to meet your current training needs. Otherwise, you may want to find image alternatives that aren't as graphic design focused.

After sorting your graphic images, it's time to standardize your normal images. Thinking about your company colors and branding palette, start going through every image and make sure they align with your brand and training goals. Once everything seems to match, your images are good to go!

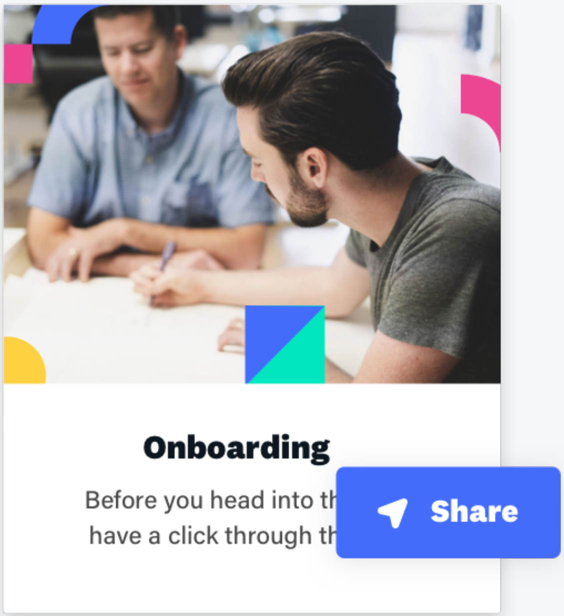
Completing these steps for converting your legacy content means you're ready to convert everything into microlearning! The easiest way to do this to create a linear progression from start to finish for a training process. This is where your learner training pathways will come in handy.

If you haven't already, print out a few templates from our link below and make some sample learning pathways you can start adding microlearning.

From there, break your microlearning down into equal sized pieces that are delivered across your process. If you have a lot of one media type, try to incorporate another type to break up the monotony. This keeps your team's brains fully engaged by having to use different parts to absorb different pieces of information.

DELIVERY WITH MICROLEARNING

Once you have the microlearning ready to go, it's time to train your team! Depending on the systems you have available, there's a variety of options you have to get your microlearning to your team. The important thing to remember is that they receive it and you can measure their progress and retention.



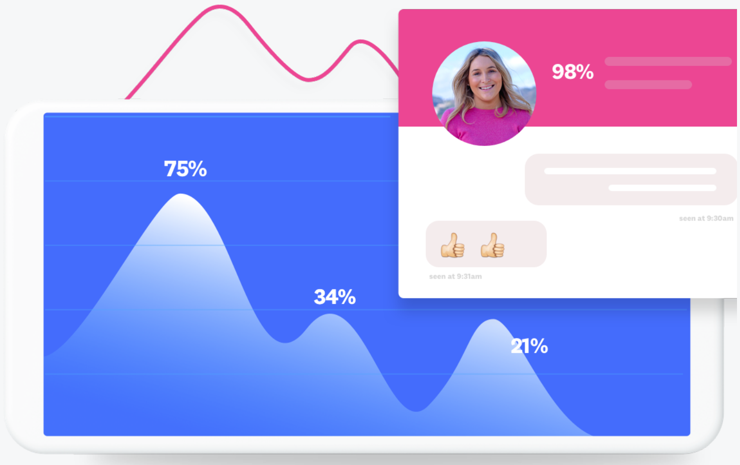
Our personal favorite delivery method is through the platforms they already use in their day-to-day. Have a new product update you want to deliver to your Sales team? Try sharing an enrollment link in their HubSpot or Salesforce hubs. Or create a Slack channel for onboarding new team members that has a list of course links they need to go through. Make it so they can access it on their time, in a platform they already engage with often. You'll ensure higher engagement and allow them to take that knowledge and apply it directly after.

Something to consider on the delivery is the ability to split-test with microlearning. Say you have a few videos or an article you're not sure about including in your training. A split-test means taking part of your training and creating at least two different versions of the training.

So with microlearning, you can create one training pathway with a specific video and another pathway with a different video. Then, see which has higher engagement and creates better learning results for your team.

A rapid elearning authoring tool makes it easy to create a split-test training with microlearning. Rather than forcing you to create a completely different training from scratch, you can duplicate a microlearning template and then replace the variables you want to test. Rapid authoring tools are also a great way to sort legacy content that's been converted by uploading it into engaging training content.

MEASURING MICROLEARNING



When you began to convert and create your training into microlearning, we explained the importance of building learner training pathways to map the content out. Below, we've added an example of how a pathway could look for your microlearning.

Learner is notified of new learning content via email

Clicks link in email to access learning content in LMS

Completes learning content

Receives email 3 days later with link to knowledge retention exercise

Clicks link to access retention exercise in LMS

Completes retention exercise

As you can see, a training pathway is a simple but effective way to plan out:

- Where microlearning works within a training process.
- When and how learners will access and interact with it.
- How you'll be able to measure their progress and outcomes.

Once you have this in place, creating and delivering your microlearning will be easy—the only thing left is measuring its effectiveness.

There are a few different options you have to measure training progression and success when it comes to microlearning. The first is straightforward: deliver an assessment exam at a set time after the training to measure knowledge retention. If the average rate of retention is low, you might want to review how you can improve your microlearning further. If teams are applying the knowledge effectively after receiving the training, you know it was a success.

The second is a much more engaged version of assessment—leverage poll and quiz features found in platforms your team already uses. These are great tools to measure your team's knowledge retention and application post training because they do so in a place your team engages with frequently. This method also allows for faster turnaround so you can make adjustments to your microlearning ASAP.

Once you've gotten feedback from your team, you can measure your microlearning based on several factors including:

- Knowledge retention
- How engaging the microlearning was (did your team enjoy it or find it useful?)
- Metrics associated with the microlearning outcomes (did completing the training produce x effect for your learners).
- Productivity of team members that completed that training.
- Other factors unique to your team or company.

From there, further revise and hone your microlearning so your team gets the most benefit out of their training.

And there you have it! With these steps and a little work, you'll be on your way to creating and delivering powerful and rich microlearning. Whether your legacy content just needed a refresh or you want to create a rapid training process, microlearning has a positive for your team. For even MORE information about how to rapidly train and grow your team at scale, chat with our team! Our experts can create a solution for any organization to empower their teams to excel and succeed.

ABOUT

Coassemble.

Coassemble is a powerful, award-winning authoring and learning management platform which allows you to simply share knowledge with your team. Anytime, anyplace. A powerful LMS with a seamless user experience. Coassemble gives you the tools you need to manage your entire training program from a single platform, so you can focus on what really matters - the end learner.

Unlocked Learning by Coassemble allows teams to #setknowledgefree — ensuring training is not locked down to one application. Instead, it can be seamlessly integrated into the everyday workflow, ready to go when people need it. Unlocked Learning allows teams to share knowledge in real-time—wherever employees spend their day, in the platforms they know and love.

Find out more

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