



A simple 1-2-3 approach to introducing microlearning to your business

You've identified microlearning as an approach that you would like to consider for your business. What we have found from leading hundreds of implementations, is that the sooner you get your business leaders involved the more likely you are to be successful. With that in mind, we've outlined three key steps to bring them into the conversation early.

1 Identify a potential business unit partner

Start by finding an area of your business where microlearning will not only be a good fit, but also have a strong and noticeable impact. Ask yourself (and others on your L&D team) the following 5 questions. (Note: If you need some assistance, your Axonify rep would be happy to provide recommendations on the best place to start.)

Answering “yes” to 3 or more = good potential candidate.

Answering “yes” to all 5 = fantastic candidate.



For organizations to be successful in leveraging microlearning to improve their business, they must be willing to think a little differently and forge strong partnerships between Learning & Development and the various business units.

1. Is this area of your organization of central to the success of your business?
2. Does it have a large, frontline employee base whose lack of knowledge is impacting performance, which is in turn creating risk for the organization?
3. Have you had a successful project with this team in the past or have they previously approached L&D for support?
4. Is the leader considered a change agent in the organization? Does he/she have a track record of executing successfully on a vision to the benefit of the organization?
5. Does this business unit often lead the organization in adopting new technologies or business processes, or act as a testing ground before rolling out to the rest of the organization?

2 Approach and educate the business leader

Once you find your potential business unit partner in the organization, it's time to reach out to the appropriate business leader(s). Below are some guidelines around what questions to ask and what resources to use in this step.

First, do some discovery work.

Ask these questions:

1. What do you want your employees to do better or differently than they are doing today?
2. How do you know employees aren't doing it today? Are there any metrics or indicators of performance issues?
3. If we could help you improve and reinforce critical knowledge and confidence in this area, how would it impact employee performance?

Then, introduce them to the concept of microlearning with emphasis on what it can bring to the performance of their people and their business.

There are a host of resources that you can leverage to educate them on microlearning and Axonify. We suggest that you start with 3 key pieces.

1. Case Study: [Discover how Bloomingdale's is turning daily training of 10,000+ associates into \\$2.2 million in savings every year](#)
2. Microguide: [Discover the best-kept secret for creating a high-performing frontline to drive competitive advantage](#)
3. Video: [Get a hands-on tour of the Axonify Microlearning Platform](#)

3 Work with your Axonify representative to engage and intrigue your business leader

You may have already leveraged your Axonify representative's knowledge to guide you towards the right resources and help you identify where in your business microlearning would make the biggest impact. It's now time to include your Axonify rep in the conversation. Work with him/her to schedule a joint WebEx, where he/she

will dig a little deeper into your business needs. This is also an opportunity to take your business leader(s) through a very comprehensive look at the power of microlearning and why Axonify is the only solution that ingrains behavior and knowledge deep enough to impact business results.