NALMCO SPRING SEMINAR
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Microlearning & Gamification: New Ways to Drive Learning

March 6, 2020
Defining Terms

• Learning – the process of acquiring new, or modifying existing, knowledge, behaviors, skills, values, or preferences.

• Retention – the ability to demonstrate acquired knowledge, behaviors, skills, values, or preferences after a given period of time.

• Gamification – the application of game-design elements and game principles in non-game contexts.

• Microlearning – the holistic approach for skill based learning and education which deals with relatively small learning units by using short-term-focused strategies especially designed for skill based understanding, learning, and education.
What are the Benefits?

<table>
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<tr>
<th>Gamification</th>
<th>Microlearning</th>
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<td>• Better learning experience.</td>
<td>• Increased Engagement</td>
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<tr>
<td>• Better learning environment.</td>
<td>• Better Retention</td>
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<td>• Instant feedback.</td>
<td>• Better Concept-to-Performance Transfer</td>
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<td>• Prompting behavioral change.</td>
<td>• Fast Development and Easy Deployment</td>
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<td>• Can be applied for most learning needs.</td>
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<td>• Impact on bottom-line.</td>
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What are the Benefits?

IT’S FUN!!!
Overcoming the Forgetting Curve

Hermann Ebbinghaus
(January 24, 1850 – February 26, 1909)

Post-learning Time Period

The Standard for Lighting Management Quality since 1953 www.nalmco.org
Case Study

• 2017 Program designed to increase sales of a mail-back lamp recycling product.
• Tie in with a compelling charity.
• Three-month program
• 65 participants – both sales professionals and CSRs
• Utilized an app-based micro-learning platform.
Harnessing the Tools

• Game Mechanics
• Incentivization
• A.S.K. Methodology
• Competition
• Click-thru
Results – Engagement

Before
• Estimated number of employee interactions per quarter with training/communications on these topics: 3

After
• Average number of interactions per participant on these topics during program: 37
• Average time spent: 2 minutes per day
Results – Retention

**Before**
- Estimated % of training that is retained by learners when not repeated multiple times per week: **21%**

**After**
- First two weeks average score/accuracy: **58%**
- Final two weeks average score/accuracy: **69%**
Results – Organizational Impacts

By the end of Q4 2017, we measured the following increased in sales of this product over Q4 of 2016:

17%
Results – Organizational Impacts

By the end of October 2017, we measured the following increased sales over October of 2016:

39%
Your Turn...

• **Install MicroLearner**
  o Or, install MicroLearner from your Android or iOS app store.

• **Create Your Account**
  o Set up your account in the app with your name, email address and a password.

• **Join the Game with this Invite Code:**

  gamify