

Microlearning Series: How to Build & Launch Micro-Content in Minutes



*Remember to set
your chat to
everyone!



Your Speakers



Dave Asheim

Founder & CEO
Engage by Cell



Fred de Guzman

Client Training Manager
Engage by Cell

About **Engage by Cell**

- Cloud-based, no downloads
- 15 years in business
- Work with HR, workforce development, nonprofits, museums, associations and more
- 4,000 clients in 10 countries



Recap

What is microlearning?

It is a way of DELIVERING learning!

Microlearning is short bursts of focus
“right-sized” content to help people achieve a
specific outcome

***“Learning does
not have to
and/or should
happen in the
classroom”***

Shannon Tipton
Chief Learning Rebel
Learning Rebels

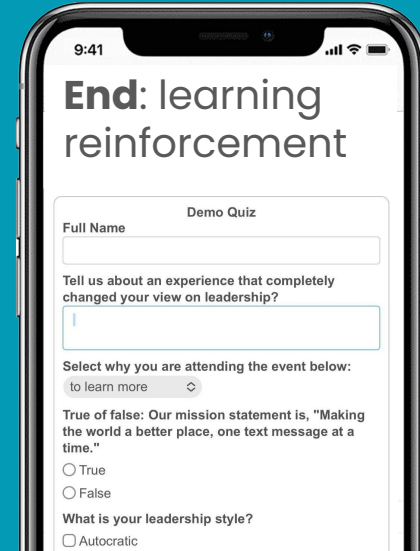
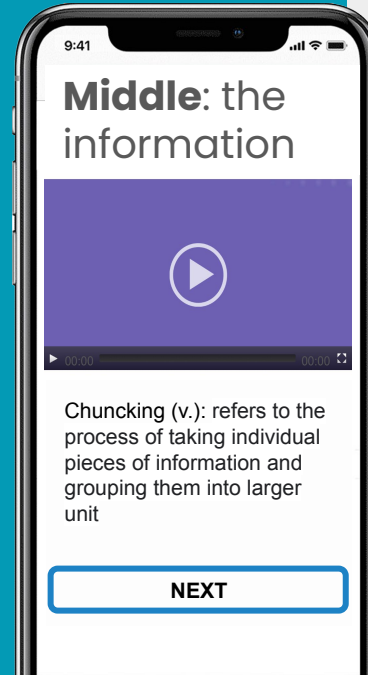
“Microlearning has a beginning, a middle, and an end. It’s encapsulated.”

Shannon Tipton
Chief Learning Rebel
Learning Rebels

Execution

How do I get started?

Beginning: send your call-to-action!



And Micro-Learning at its best uses everyone's cell phone to deliver content.

See it in action!

Text **DEMO** to **56512**



Reply to that text – what is the biggest benefit you see with microlearning?

Your Speakers



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