

Microlearning Trends



4.8 Minutes
Per Day

*"The average employee only has time to devote 1% of their working week to **development**"*

(Deloitte)



75%

*"The number of today's tech savvy employees that are **more likely to watch a video** than to read emails, documents or web articles"*

(Forrester)



60 Seconds

*"1 minute of video content was found to be equal to about 1.8 million written words for **training retention**"*

(Forrester)



17%

*"Learning in bite sized pieces makes the **transfer of learning** from the classroom to the desk 17% more efficient"*

(Journal of Applied Psychology)