

MCGRANE FREELANCE

White Paper by Jay McGrane

Client: Synapse

Project: White paper

Objective: Position client as a thought leader to generate leads

Contact

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Gaining clients' trust to use service-as-a-software (SaaS) products remains a challenge. We built credibility and authority within the learning and development industry through this piece.

This project pulled expertise from over 20 sources to create an easy-to-follow best practice within microlearning.

Copy Close Up—It included many tips to add value for the reader.

Microlearning ≠ Chopping Up Long Content

Top tips for re-purposing longer form content:

- Only include one learning objective in each microlearning module.
- Use infographics to communicate complex information.
- Only include “must know” concepts.
- Focus on explaining “how to” execute the skill.
- Discard any theoretical or background information, but include it in links labeled as “nice to know” information at the end.

Copy Close Up—A success story illustrates the business value of microlearning.

By changing the paradigm of leading training from a top-down model to a coach-model, Solenis empowered their employees to drive their own learning with competency checklists. They created microlearning modules matching these checklists in order to provide just-in-time training for their staff.

“Our technical experts can now refocus on helping our sales teams grow by providing technical support, instead of reading technical slides to a group of bored, head-bobbing millennials in hotel meeting rooms or over Skype

“I hired Jay to write a whitepaper for our tech start-up in the learning and development space. She was exceptionally great to work with. Jay listens well and understands how to deliver on your vision while also contributing creative suggestions of her own to help the project along. All her initial drafts and edits were delivered on time and I was really pleased with the result. Her writing is clear and sharp and she understands how to deliver marketing content that aligns with the audience and the objective of the piece. I would not hesitate to recommend her and look forward to working with her again.”

Lauren Farrell, Content Marketing Manager at [Synapse](#)



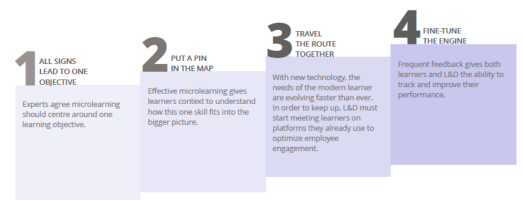
4 UNLEASH THE POWER OF MICROLEARNING STEP ROADMAP TO SUCCESS

Synapse

The concept of a roadmap engages readers, while giving them actionable, easy-to-remember strategies for the implementation of microlearning.

MICROLEARNING ROADMAP

No set definition of microlearning exists. Therefore, no set process exists. We've distilled the best practices from industry reports, academic research and leading industry professionals to provide you with a unique 4-step roadmap. This roadmap will help guide you through the decisions needed to make effective microlearning.



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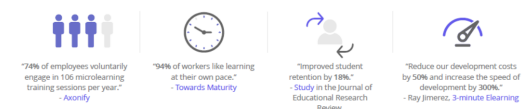
Infographics made the overall design appealing, while also making the statistics compelling.

INTRODUCTION

Microlearning has become a buzzword in learning and design circles of late. It's a top online learning trend according to talent professionals surveyed by LinkedIn in 2018.

BUT WHAT IS MICROLEARNING?

Microlearning modules are small content snippets between 2-10 minutes in length centered on one learning objective (ATD).



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