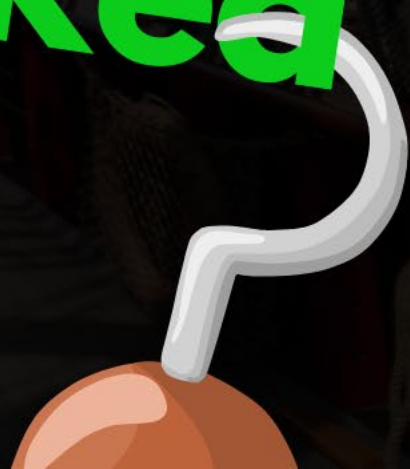


# Create microlearning that keeps your audience *hooked*

HINT: IT'S EASIER THAN YOU THINK.





# Does being “grown up” = *boring*?

We all grow up.

Get older...

Wiser....

Cynical...

**Resistant to change.**

# But WHY?

We get set in our ways.  
We get comfortable.

**We disconnect.**

*Sound familiar?*



Oh, there you are, Peter!





**Most grown-ups find it  
difficult to devote time to  
learning something new.**

They're too busy being an adult.

The background of the slide is a dark, low-key photograph of a ship's deck. It features a complex network of ropes, pulleys, and masts, with a wooden deck visible in the lower portion. The lighting is dim, creating a moody and industrial atmosphere.

# Enter...microlearning!

Short, snackable learning **is not enough** to keep learners hooked.

To truly grab the attention of disconnected adults, you must create something **MAGICAL**.

Boring training just won't cut it.





# Here's how... *(No pixie dust required.)*



1. Bait the Hook
2. Create a Shared Connection
3. Action

# Step One:

## **BAIT THE HOOK**



Step One: Bait the Hook

# Introduce **the problem.**

You're in the learning and development field.

You've likely done a needs analysis.

YOU know the problem.

YOU understand the need behind the training.

Step One: Bait the Hook

**But does your  
audience?**

Go ahead...

*be the bad guy.*

Share the problem far and wide!



Step One: Bait the Hook

# You've got their attention.

Now's the time to  
**swoop in with  
the solution**  
and save the day.





## Step One: Bait the Hook

When adult learners are given the opportunity to see how they will **benefit from** your training, **they are more likely to remain invested.**

HOWEVER, **without further connection,** you will **lose their attention.**

**Step Two:**  
**CREATE A SHARED**  
**CONNECTION**

Step Two: Create a Shared Connection

# Two ways to build a connection:

1. Humor
2. Empathy



Step Two: Create a Shared Connection

# 1. Humor

**Keep it simple.**

## Step Two: Create a Shared Connection

**You know how in animated kids' movies, there are always a few jokes just for mom and dad?**

They're simple.

Subtle.

*A little inappropriate.*

## Step Two: Create a Shared Connection

**Do that.**

**Be subtle.**

*Not inappropriate.*

Add just enough humor to keep your learners waiting for more.



## Step Two: Create a Shared Connection

# How?

## Memes!

Does **humor** come  
**naturally** to you?

*Respond via GIF in the chat!*



## Step Two: Create a Shared Connection

# How?

## Memes!

An easy way to **add a splash of humor** without having to write it yourself!



## Step Two: Create a Shared Connection

### A few tips:

1. Pick a theme and stick with it.  
Mememes and GIFs have the power to distract if not used **intentionally**.
2. Get a jumpstart with the help of **ChatGPT or Canva *Magic Write***.



## Step Two: Create a Shared Connection

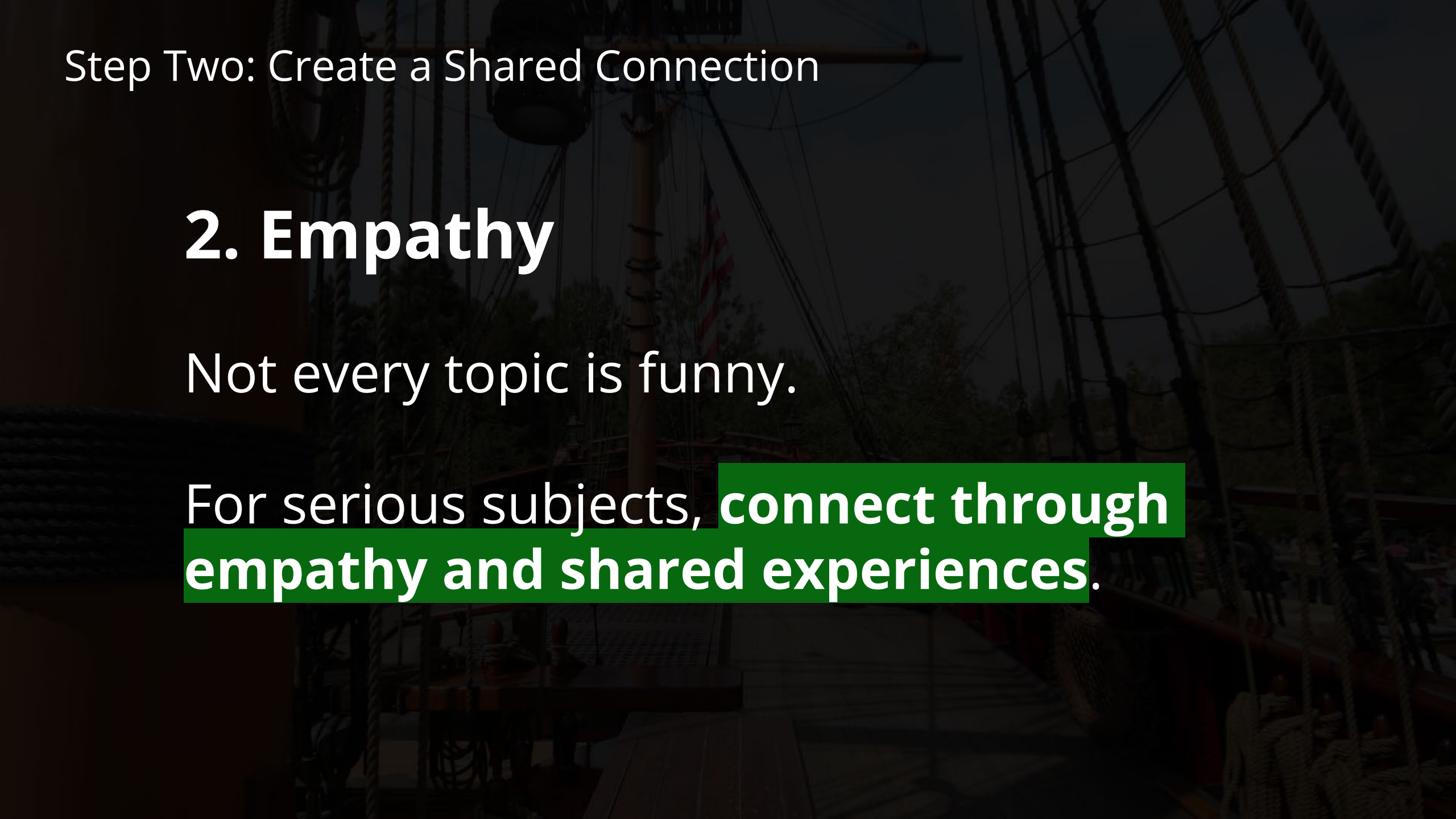
# An example:

**How can a learning and development professional hook their audience? Please respond using humor and a Peter Pan metaphor. Make me laugh!**

Well shiver me timbers, it's time to hook your audience like Peter Pan! To get them to Neverland, you need to use your Tinker Bell charm and sprinkle a little fairy dust on your training. Make it so engaging that they forget about the ticking clock and lose track of time. And if they start to think about leaving, just remind them that growing up is overrated and they can stay in Neverland forever (or at least until the training is over). Happy hooking!

Generated with AI using [canva.com/magic-write](https://canva.com/magic-write) ✨

This technology is new and improving, please check the accuracy before sharing.

The background of the slide is a dark, low-key photograph of a ship's mast and complex rigging. The ropes and wooden structures are silhouetted against a slightly lighter, overcast sky. The overall mood is serious and nautical.

Step Two: Create a Shared Connection

## 2. Empathy

Not every topic is funny.

For serious subjects, **connect through empathy and shared experiences.**

## Step Two: Create a Shared Connection

# How?

### 1. **PERSPECTIVE**

*“How would I feel if I were facing the same problem?”*



## Step Two: Create a Shared Connection

# How?

### 2. **SCENARIOS**

Use *descriptive* stories to pull on heartstrings.

**Key word:** **Descriptive**

## Step Two: Create a Shared Connection

# How?

### 2. ***Descriptive SCENARIOS***

~~"Peter Pan was afraid to grow up."~~

"Peter Pan's fear of growing up was suffocating, like a heavy weight on his chest that he could never escape."

## Step Two: Create a Shared Connection

# How?

### 3. **WONDER**

*Be a kid again.  
Ask questions.*



## Step Two: Create a Shared Connection

### A few tips:

**1. Keep scenarios short.**

Followed up with a survey **asking for a story** to promote empathy.

**2. Get a jumpstart with the help of ChatGPT or Canva *Magic Write*.**

## Step Two: Create a Shared Connection

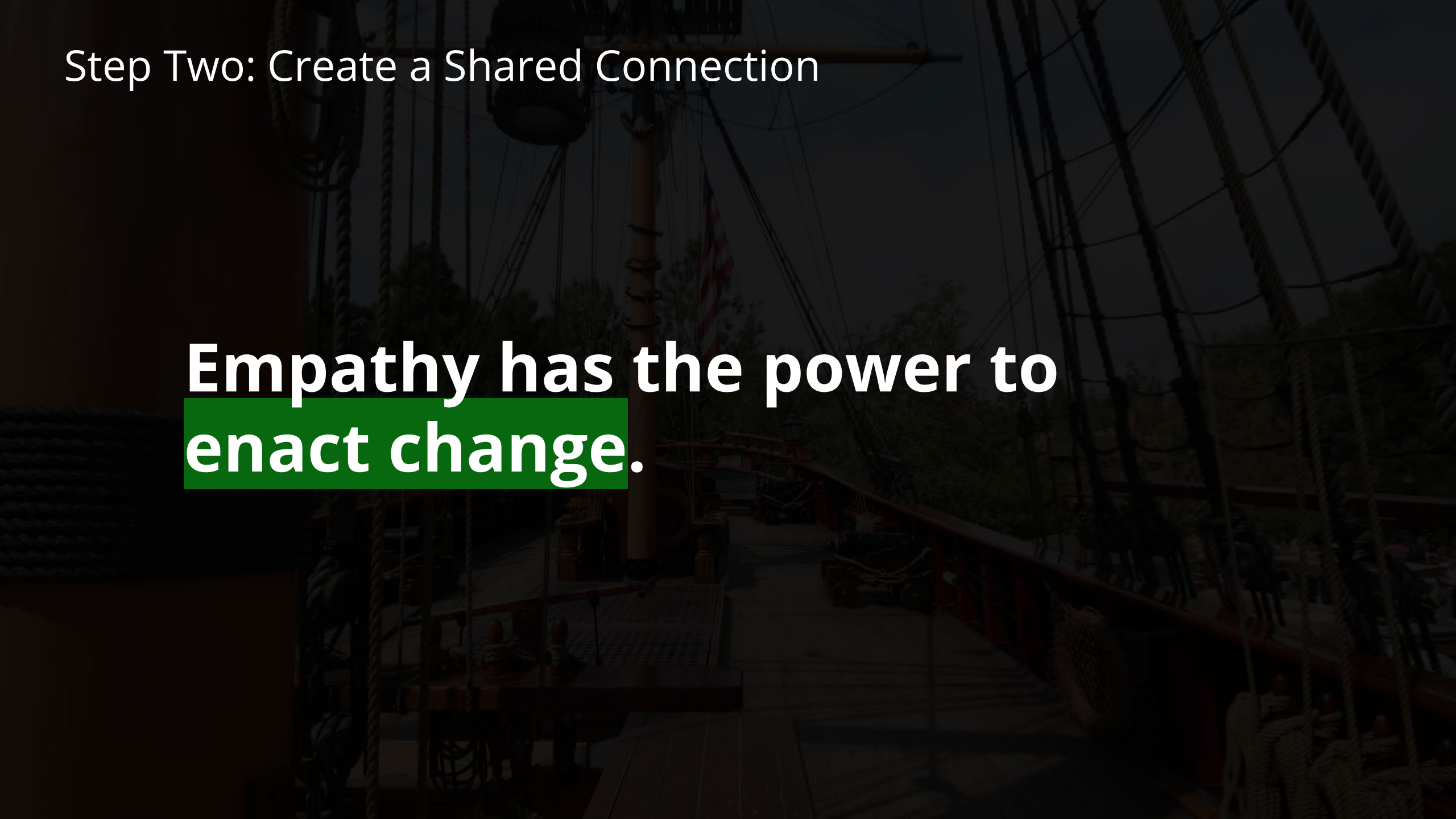
# An example:

**How can a learning and development professional hook their audience? Please respond using empathy and a Peter Pan metaphor. Make a powerful statement.**

As a learning and development professional, you can think of yourself as Peter Pan trying to lure your audience to Neverland. Just like Peter Pan's captivating stories and adventurous spirit, you can hook your audience by creating a sense of wonder and excitement around the learning experience. Use your creativity to craft engaging stories, interactive activities, and relatable examples that transport your audience to a world of possibilities. Remember, with the right hook, you can inspire your audience to never stop learning and growing.

Generated with AI using [canva.com/magic-write](https://canva.com/magic-write) ✨

This technology is new and improving, please check the accuracy before sharing.



Step Two: Create a Shared Connection

**Empathy has the power to  
enact change.**



# **Step Three:**

# **ACTION**



**We're at the climax.**

Where all the action happens.

This would really be the worst place to  
let your story fall flat.

## Step Three: Action

To help your audience *fly*, you need to **provide them with actionable steps...**





## Step Three: Action

**Provide your audience with next steps.** These could be:

1. Job aids
2. Online resources
3. Mentors

## Step Three: Action

By providing **actionable items** at the end of the training, it encourages your grown-up audience to have the opportunity for **autonomous learning**.





Step Three: Action

**Once you're a grown-up, you can  
never go back...**

*...but that doesn't mean you can't have fun.*



## Step Three: Action

**When you sit down to build your next course, develop it wearing green tights.**

*Tell a joke. Ask questions. Connect.*

## Create Microlearning that Keeps Your Audience Hooked

1. Bait the Hook
2. Create a Shared Connection
3. Provide Action Steps

# Questions?



**Megan Teis**

[www.linkedin.com/in/megan-b-teis/](https://www.linkedin.com/in/megan-b-teis/)