

## Microlearning Implementation Strategies and their Impact on Talent Retention

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### Abstract

In today's global and technologically innovated society, organizations require new and enhanced mechanisms of learning to overcome the challenges posed by the market system. Microlearning is especially useful as it is a more effective and timeous way of training as opposed to the traditional methods. This study is based on the methods applied in microlearning and its effectiveness in talent management in organizations. It also focuses on the importance of microlearning in enhancing the memory and knowledge, increasing the employees' satisfaction, and enhancing the loyalty, all which are vital for the organizational productivity and growth. The paper also discusses directions for the future research that could focus on the overall impact of microlearning in different sectors and the effect of microlearning on creativity of employees and performance of the organization.

**Keywords:** Microlearning, Training, Talent Retention

### Introduction

With the process of globalization gaining momentum, firms are faced with the realities of the highly competitive environment, as well as the challenges stemming from the need to address and adapt to developments in cutting-edge technologies. The increasing application of the knowledge process in organizations, the acceleration of technology applications worldwide, and the equal distribution of new knowledge all require people in organizations to learn and develop constantly. Conventional training methods, which are now prevalent in most organizations, are not well suited to the fast-paced nature of contemporary work environments. This is because they are time-consuming and do not provide workers with timely feedback (Defelice, 2021). Consequently, businesses are seeking a novel learning approach that may be distinguished from conventional training - microlearning. Enterprises are increasingly using microlearning due to its simplicity, flexibility, and timeliness (Taylor & Hung, 2022). Simultaneously, the rise of the Internet and mobile devices has brought microlearning into the spotlight.

Micro-learning is a methodology of teaching and learning that involves breaking the content into smaller chunks which are easily manageable to improve retention, motivation and learning flexibility especially in the mobile application (Díaz Redondo et al., 2021). Micro-learning enables learners to learn, at a fast pace, all that is required by a process of subdividing learning information into the smallest possible units, each of which takes the least possible time to deliver. This learning method responds to the modern criteria of an immediate information search as well as increases the performance and quality of the learning process (Lee, 2023). As a matter of fact, the conception of microlearning has not been introduced not long time ago, however, its utilization in practice, as well as its research in the recent years has given us more opportunities to deepen the understanding of its approaches to implementation. Thus, microlearning is not just about breaking the traditional courses into bite-sized cassettes. It is a design strategy used in creating courses, which is directed by learning theory and cognitive research with the aim of supporting learning and powerfully engaging learners (Dolasinski & Reynolds, 2020a). Microlearning is expected to empower workers for the delivery of an informal, flexible learning process, which is beneficial for sustaining the business by offering concise yet informative material (Sözmen et al., 2023).

Due to high turnover rates of talent within organizations and the rising clamor for higher employee satisfaction, it is now important for firms not only to invest on the growth of employees but more importantly on their loyalty to the organization for the purpose of retaining customers and attaining competitive advantages. Microlearning can therefore be described as an ideal way of increasing the content of his or her joy, learning, and growth of talent of an employee (Muhammad et al., 2021). Speaking of its advantage, it is regarded as the model of development and an innovative method of learning (Beste, 2023). Accordingly, analyzing the strategies involved in microlearning facilitation and its impact on the talent management issue theoretically and practically has a huge value. This study will first synthesize the current strategies on microlearning implementation, secondly assess on the impact of microlearning in employee talent retention and lastly offers comprehensive learning solutions and talent management approaches for organizations. When organizations understand microlearning, it is possible to adapt toward learning needs that are present in the current business world, promote staff learning, and thereby improve staff productivity, and hence promoting sustainable growth of the firm.

### **Microlearning Concept and Characteristics**

Microlearning has been receiving interest as a form of learning or training technique because of the capability to deliver learning content, fast and easy, in nuggets. As the name suggests it entails a single idea as a form of learning, engaging all the multiple senses and forms of communication for a very brief moment (Dolasinski & Reynolds, 2020a). This approach is characterized by seven key attributes: elements such as single focus, content in bite size, and asynchronistic delivery of content, ease of access to the content, and flexibilities while delivering and receiving the content, the notion of interactivity and ways of using multiple modes to present the content (Cronin & Durham, 2024a). In its ideal form, microlearning seeks to work with elaborate subject matters as an array of 'learnlets', small portions of information, that can be highly effective for improving specific competencies and abilities (Wang et al., 2020).

In the field of industrial training, microlearning together with virtual reality tools has been identified as a useful approach to the acquisition of new skills required in industries that are constantly changing like the additive manufacturing industry (Huusko et al., 2023a). Based on cognitive load theory, microlearning has been applied in educational interventions and has been used to break down the information into smaller components for easier understanding for example in the development of feeding interventions for vulnerable population (Baxter et al., 2024). It has established that while microlearning is widely applied in industrial training, it is also very much in use within the education field. Microlearning in education and training is the strategy of providing information in small and easily digestible pieces. However, its focus is on the process of learners accumulating fragments of knowledge (Samala et al., 2023). Besides, the combination of microlearning, virtual reality-based training, and additive manufacturing has proven effective in generating service ideas for skill-specific needs in the industry, continuous learning, and skills development (Huusko et al., 2023b). Microlearning has also been applied in the design of training curriculum for different professions such as pharmacists, which shows that microlearning is effective in providing specific and efficient learning (Flornoy-Guédon et al., 2023). From the corporate perspective, microlearning has been determined as the effective tool for the employees' training and development, providing the opportunity for the just-in-time learning that helps closing the gap between the content consumption and immediate application in the work environment (Shabadurai et al., 2022).

Microlearning has thus turned out to be an extolled, versatile and motivational type of learning that is tailored to meet the needs of learners in various learning environments and domains. Teaching or training a lesson in small portions or segments is far more effective because the content is brief and stimulating. Enhancing the quality and relevancy of learning opportunities, the application of the strategy enables timely and context and setting appropriate learning intervention that pooled to provide an advantageous framework to address the dynamic context of learning needs in education, training and professional development contexts.

### **Microlearning Implementation Strategies**

Microlearning, a process of delivering learning content in small chunks or modules has gained much popularity because of its effectiveness in improving the learning process (Sankaranarayanan et al., 2023). Therefore, it is important to understand the implementation strategy of microlearning. For microlearning activities to be engaging to the users, a user-friendly microlearning platform with easily accessible technical support should be used. This support should be available at all times to help the users in case they encounter a problem while using the microlearning content (Dolasinski & Reynolds, 2020b). There are a number of ways through which microlearning can be presented to the learner in a way that they will be able to engage easily such as through video/audio, applications, and graphics/text. These delivery methods should be brief and should not be more than a few minutes in duration to enhance the learners' attention and memory retention (Cronin & Durham, 2024b).

Consequently, it is crucial to adjust the microlearning content to the particular user in order to maximize the effect. While creating content for the learners, it is necessary to consider their role, their concerns, and the process of learning to engage them fully. Better microlearning platforms can promote learning pathways, which are adaptive to the learner's progress, motivation and outcomes, thus enhancing the learning achievement (Abbasalizadeh

et al., 2024). This is because the microlearning content must be updated from time to time so that it remains relevant and useful. This maintains the constant update of the content that is required to reflect the current technological and business process changes to enhance the learning of the user (Ingram Nissen et al., 2024). This implies that microlearning content should be made available to all learners regardless of their disability. Via this technique, it is recommended to ensure that the course is accessible to learners with disabilities (Levy et al., 2022). However, when microlearning is paired with badges, leaderboards, and rewards, the learners are more engaged and motivated; but these elements should not be overemphasized at the expense of the learning content. Therefore, the application of gamification should be done in a manner that enhances learning in general (Richardson, 2023). It is argued that the potential of microlearning platforms in the creation, sharing, and management of microlearning modules. These may also include analytics, interface, content development and management, collaboration, and mobility features that make them suitable for learning and teaching (Ward et al., 2024). Microlearning can be integrated into the work schedule and tasks of the employees in such a way that learning becomes an ongoing process. Microlearning can be embedded in the tools that workers use in their work or can be taken in small portions at the workplace (Dolasinski & Reynolds, 2020a). This is why it is important to keep the microlearning content in the knowledge base current and relevant. New materials can also be added and the old ones can be revised if necessary to ensure that the content is up to date and relevant in the present society (Roskowski et al., 2023). Since microlearning is in modules, the learners can choose which modules to do and when they have to do them. This modularity assist in the enhancement of learner autonomy and motivation thus the learning process is learner centred (Roskowski et al., 2023).

### **Microlearning Impact on Talent Retention**

It is crucial to understand the implications of microlearning on talent retention and the relationship between talent management practices, learning cultures, and employee engagement. According to (Kumar, 2022) and (Sembiring & Damayanti, 2023), good talent management practices result in high employee turnover rates and enhance the performance of the organization. These strategies therefore help in maintaining the talent pool and employee engagement in the long run through talent management, development and retention. Microlearning can also be integrated into the current talent management systems as a way of enhancing on the talent retention strategies.

According to the literature, microlearning improves knowledge and skills retention (Jubran, 2024; Richardson et al., 2023a). Microlearning in the form of short and specific learning interventions enhance the learning and skill acquisition of employees, and enhances their participation in the organization. Similarly, (Leong et al., 2020) also affirm the positive effect of digital microlearning on capability improvement especially on knowledge retention and confidence in job performance. If information is divided and taught in a more interesting manner, microlearning can be employed to retain talent through continuous dissemination of content. (Krishna, 2022) and (Bhatnagar, 2007) focused on the link between talent management practices and employees' performance and turnover intention. They argued that talent management, job satisfaction, and career progression are the factors that enhance employee loyalty and commitment. Therefore, organizations can enhance the context of talent retention and organizational development by adopting suitable talent management practices with the microlearning strategies. In addition, in the study by (Kushwaha et al.,

2022), growth needs and job satisfaction were found to mediate talent sustainability, which implies that consideration should also be given to the levels of satisfaction and motivation of talents. With regard to talent management, job design, and work-life balance, organizations can create an environment that would enhance talent retention and commitment.

Concisely, microlearning in talent management processes means that the employees get more learning opportunities, they get the necessary training and development, they are happier at work, and therefore, they will not easily leave the organization. From the microlearning and talent management practices, organizations can build a culture that recognizes talents, and retain them in the organization in order to achieve its long-term objectives.

### **Microlearning and Organization Development**

Organizations should have proper retention and development of talent: talent management is critical. Microlearning, which is still an emerging concept in the learning field, has slowly begun to be recognized as a way of enhancing employees' competencies and enhancing engagement. Therefore, the outline of the opportunities and threats of microlearning in talent retention will help organizations to develop their strategies in talent management.

Microlearning that is the process of delivering learning in small information fragments has been proven useful in improving on knowledge retention and hence the improvement on learning efficiency (Choudhary & Pandita, 2023). Thus, converting content into microlearning materials, students can revisit critical concepts, which can make a difference in how long the skills are retained (Caroline et al., 2023). Besides, the flexibility of digital microlearning in fulfilling educational needs has been acknowledged and may improve the students' ability to retain what they have learned as opposed to the traditional learning methods (Richardson et al., 2023b). Therefore, the ability of microlearning to accommodate different forms of learning and meet specific needs could be useful in talent retention.

Nevertheless, there are certain issues that are also related to microlearning as a means of improving talent retention. Possible drawbacks could be, the teachers might not be comfortable with this approach, there is a possibility of unequal access to technology and there are concerns over privacy among others (De Gagne et al., 2019). There are some particular problems that condition the effective microlearning implementation, for example, the content relevance, engagement level of learners, and the microlearning integration with other training courses. In addition, some more factors that may threaten talent retention including career progression, employee well-being, competition, and globalisation may affect the efficiency of talent management strategies (Mohamad Mazlan & Jambulingam, 2023). To address the talent retention issues, it is advisable to look at organizational culture, communication, strategy, remuneration, benefits, flexible working hours, and chances for increasing employee skills and knowledge as suggested by Nguyen(2020).

Therefore, although microlearning has the advantages of enhancing knowledge retention and learners' satisfaction, it has certain limitations including the technology gap and the relevance of content. In this way, organizations need to address the presented challenges

and use the advantages of microlearning for the effective talent retention through microlearning.

### **Conclusion**

Microlearning has been defined as a new approach to learning that has gained a lot of attention in different educational and corporate training settings. In this paper, the strategies of microlearning and talent retention were researched in detail with the use of literature. From the literature review, it is evident that some of the main features of microlearning are: the learning content is broken down into small parts, there are many ways of learner's interaction with the content, and learning is not bound to a fixed schedule. These features make it easy for microlearning to effectively build on the learners' knowledge and skills hence contributing to talent retention and organizational growth.

This research's main contribution is the elaboration of the microlearning implementation strategies and their mechanisms influencing talent retention. In this paper, we analyzed the given topic from the theoretical and practical angles and explained how the microlearning platforms and content can be improved in order to increase the learners' engagement and productivity. Therefore, we also suggested that microlearning could be embedded in current talent management systems to enhance organizations' talent retention plans. The findings of this study are important in the development of new and improved paradigms of corporate education and training in the contemporary society.

However, there are certain issues related to the adoption of microlearning: the benefits, which include higher knowledge retention rates and learners' satisfaction, are rather apparent. These are inequities in the tools of technology, challenges concerning content management and update, and differences in the level of receptiveness on the part of the educators. To overcome these limitations, more study and work should be done in the context of microlearning to guarantee that it can help the process of talent management and organizational development.

Future research directions can expand in several areas: Firstly, to expand the implementation of microlearning regarding other forms of learning in order to deliver more holistic and efficient learning experiences. Secondly, further exploration on the practical impacts of microlearning in different industries and cultures and on the strategies to manage the microlearning content and platform features. Finally, the consideration of the microlearning effects on the employees' innovation capacity as well as the organizational competitiveness to enhance the sustainability of the strategic objectives of the business.

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