

Rapid Learning Institute Uncovers Surprising Reason Training Pros Want Bite-Size Learning

Written by Australian Business

(PRLEAP.COM) February 17, 2014 - A new survey conducted by the [Rapid Learning Institute](#) (RLI) found that short-form learning is a priority for nearly nine out of ten learning professionals. "That's a little higher than we expected," said CEO Steve Meyer, author of the survey. "The real surprise, however, was the reason they want shorter training events."

"Our assumption was that today's busy, short-attention-span workforce was behind the demand for short-form learning, but only 25% cited this as their primary concern," Meyer continued. "We also hypothesized that the growth of mobile learning was driving this trend. Surprisingly, only 12% gave this as the reason. The big takeaway for us is that 63% said their desire for bite-size learning stems from the belief that it will help get managers more involved in training and coaching."

Managers play a critical role in any successful training program, so it's no shock to see learning professionals concerned about their participation. The question, then, is why so many see short-form learning as the solution to low manager involvement.

After reviewing the results, Meyer offered his thoughts on the RLI blog. "Before [managers] can teach something, they have to learn it... they have to take a deep dive in the material themselves and prepare a training session. Managers who are extremely busy – that is, all of them – will be more likely to take that deep dive into a rapid learning vehicle."

The survey, conducted electronically earlier this month, received responses from over 230 learning professionals across the country. The complete results of the survey can be found on the RLI website at: <http://rapidlearninginstitute.com/training-insights/survey-surprising-reason-training-pros-want-bite-size-learning>

About Rapid Learning Institute

Rapid Learning Institute (RLI) provides online training and talent development tools for businesses, government agencies, nonprofits and educational institutions in the areas of sales, human resources, management, leadership and safety. RLI's approach is founded on three core principles: 1) [Rapid Learning](#) . Workplace training should be delivered in short bursts – just five to 10 minutes at a time. Today's multi-tasking workforce has neither the time nor the attention span for traditional lengthy training formats. 2) Single Concept Learning. People learn best when training is focused on a discrete, narrowly defined concept where learning goals are

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clearly defined. When training is delivered in small packets, the brain can easily absorb, remember and apply what it learns. 3) Research-Based Learning. Training is most powerful when it's grounded in verifiable research. When learners see training as credible, they're more likely to translate the learning into on-the-job behavior. RLI's signature five to 10 minute modules, called Quick Takes, incorporate these three ideas into unique training programs that get results.

Based in Greater Philadelphia, RLI is an operating division of Business 21 Publishing.