



Why NanoLearning?

Making Learning More
Convenient and Effective

White Paper



■ What is NanoLearning?

NanoLearning videos offer several benefits. They can make complex or abstract concepts more tangible, enhancing comprehension and retention. They can also be easily updated or modified ensuring the content remains relevant and up to date.

These short videos help reduce cognitive overload, making learning more manageable and less intimidating. Finally, using this approach can lead to higher engagement rates, better knowledge retention, and ultimately, a more skilled and confident workforce.



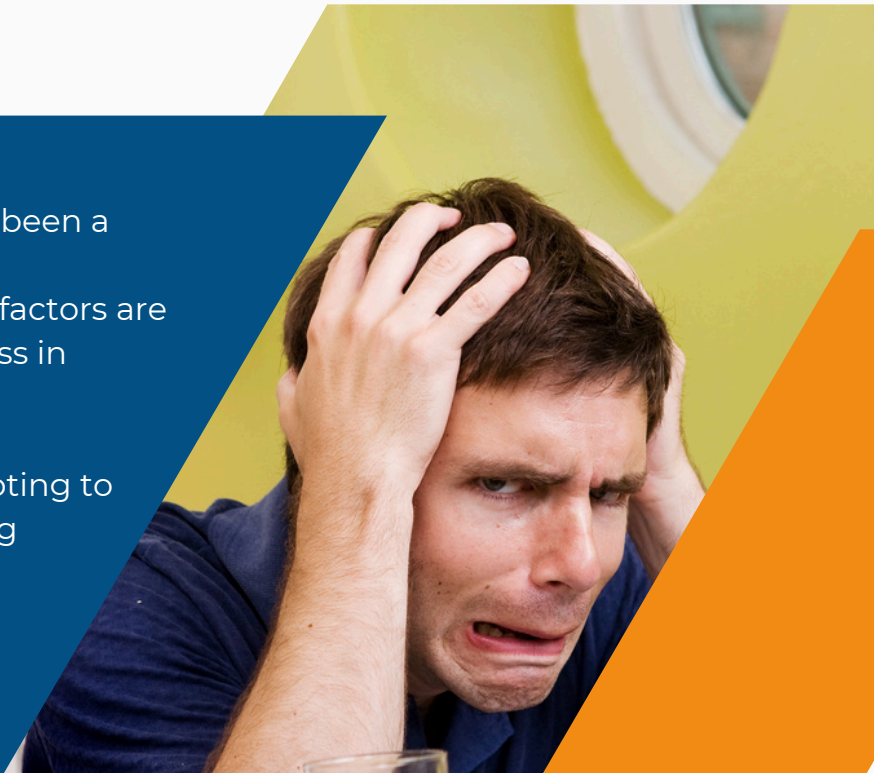
■ Our Approach to NanoLearning

- Short 45-second to 3-minute videos
- Engaging & entertaining production value
- YouTube Shorts/TikTok/Instagram-style
- True “Mobile-first” design
- Portrait framed
- Open or closed-captioned
- CC English, Spanish, French
- Many starring best-selling authors or subject matter experts

■ The Problem

Learning Management Systems (LMS) have been a cornerstone of organizational training and development for decades. However, several factors are contributing to their diminished effectiveness in meeting the current needs of organizations.

These factors include the challenges of adapting to shorter learner attention spans, the declining usage of traditional off-the-shelf content, and the systems' failure to easily integrate learning into the flow of work.



■ NanoLearning Benefits

01

More Convenient Delivery Options

02

More Engaging Content

03

Delivered in the Flow of Work

01

More Convenient Delivery

The surprising truth is that most LMS platforms and large content libraries are not designed to be truly “mobile-first” and require a traditional desktop or laptop computer for the best experience. If you have to turn your smartphone horizontally or “pinch to zoom in,” it’s not “mobile-first.” The new generation of workers are now expecting a more modern and convenient way to learn.



Mobile is Global

- **81.6% of Americans** own a smartphone (270 Million)
- **86% of the world** population uses smartphones (7.4 Billion)
- **72.6% of smartphone users will ONLY** access the internet via smartphones (estimated in 2025)

Mobile @ Work

- **87% of businesses** expect employees to use personal devices for work
- **75% of American employees** use smartphones for daily work activities
- **30% of employees** already utilize smartphones for e-learning and training purposes (Fastest growing trend.)

80%
of deskless
workers want
shorter
training



More Engaging Content

The rise in popularity of short video content platforms like YouTube Shorts, TikTok, and Instagram Reels can be attributed to several key factors that align well with modern learning styles. This NanoLearning approach fits well into busy schedules, allowing learning to happen in short bursts that are easier to fit into the workday.



Short Videos are Effective

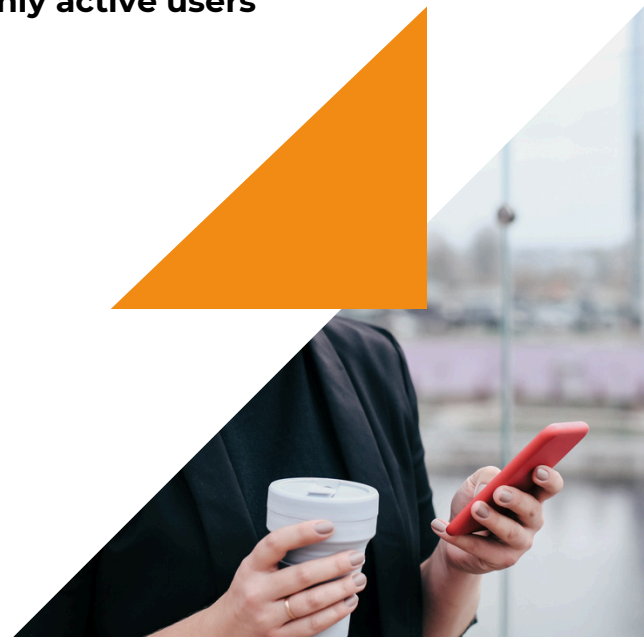
- Bite-sized content is easier to absorb
- Short videos are more engaging and memorable
- Content can be targeted to specific needs and skills
- Ideal for just-in-time performance support
- Creating or updating new video content can be much more cost-effective

Short Video Platforms are Popular

- *YouTube Shorts* has **1.5 billion viewers** globally per month
- *TikTok* has **150 million monthly active users** in the U.S.
- *Instagram Reels* has **2.35 billion monthly active users**

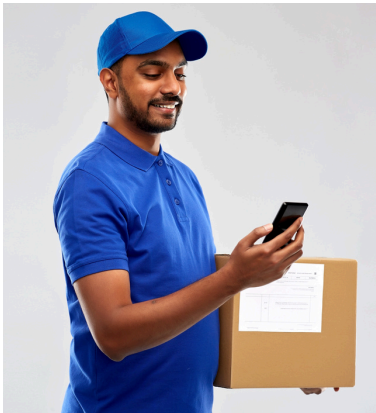


Decreases
course
completion
times by 45%



In the Flow of Work

Josh Bersin coined the term “in the flow of work,” but most LMS platforms operate as standalone systems, requiring learners to step away from their work routine to engage in training. This separation creates a barrier to learning, making it less likely for employees to apply what they have learned directly. NanoLearning allows you to integrate learning into the flow of work, where learning opportunities are seamlessly integrated into work platforms and processes, allowing for more immediate application and reinforcement of skills.



Benefits

- A more engaged learning experience
- Increased efficiency and productivity
- Supports a continuous learning culture
- A more cost-effective method of training

Integrations

- Slack
- MS Teams
- Google Chat
- Email & SMS
- Most LMS Platforms



**Improves
productivity
by 43%**



Top 10 Uses for NanoLearning

NanoLearning can be used in a variety of ways. It can stand alone or be implemented in conjunction with more traditional types of microlearning or full-length courses. Below are the Top 10 most common applications for NanoLearning.



Onboarding



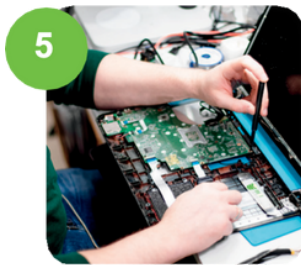
Reinforcement



NextGen Learners



Performance Support



Skill Upgrades



Pre-Work Assignments



Deskless Workers



Customer Education



Rapid Change



EMT/Safety

NanoLearning Topics

Most Major Subjects, Skills, & Producers

- Leadership
- Virtual & Hybrid Teams
- Communication Skills
- Safety & Health
- HR Compliance
- Diversity & Inclusion
- Customer Relations
- Harassment Prevention
- Technology Tips
- Cybersecurity
- MS Teams
- Business Skills
- Workplace Violence Prevention
- And More



Over 1,000+ videos

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Library in the Market

www.Propositions.com

**Lead with
Hospitality**

Emily's Story





EZPZTrain



- Secure SMS Platform
- Robust Admin Features
- OTS Mobile Content Included
- AI-Driven Search
- Subjects & Skills
- In the Flow of Work
- Host Your Own Content
- Testing & Surveys
- Deskless-Worker Solution



Top Tools to Create Nano Content

1. **EZPZ Videos** (OTS NanoLearning Demos) <https://vimeo.com/showcase/ezpz>
2. **VN** (Free Video Editing Software and Phone App) <https://www.vlognow.me>
3. **Synthesia** (AI Avatar Generator) <https://www.synthesia.io>
4. **HeyGen.ai** (AI Avatar/Photar Generator) <https://heygen.ai>
5. **Canva** (Photos, Videos, Graphic Design Templates) <https://www.canva.com>
6. **Envato Elements** (Photos, Videos, Music, Effects) <https://elements.envato.com>
7. **Grammarly** (Script Editor and Plagiarism Checker) <https://www.grammarly.com>
8. **PICRYL** (Largest Library of Images in Public Domain) <https://picryl.com>
9. **ChatGPT 4.0** (Idea, Outline, & Script Generator) <https://openai.com/index/chatgpt/>
10. **Music Generator Reviews** (AI Music Generators)
<https://medium.com/@artturi-jalli/ai-music-generators-98575bec0e4c>



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Let's Talk About Your Needs



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877-244-8848

info@propositions.com

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