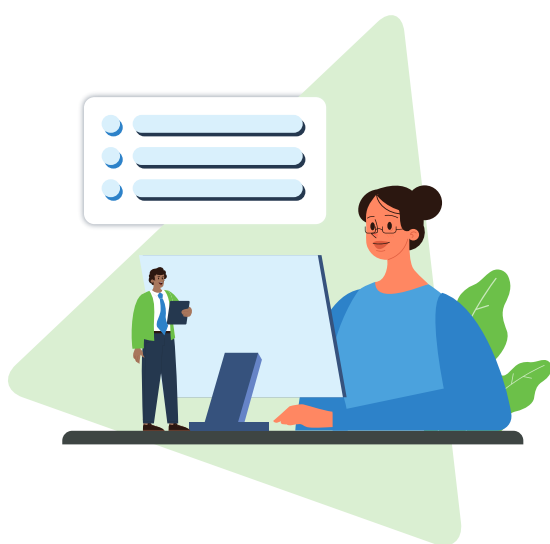


# The Qstream Workbook for Creating Effective Microlearning Content



## 9 Steps to Creating Content That Will Move Your Learners Forward

Qstream has helped thousands of customers successfully deploy microlearning challenges, and we can do the same for you. This brief workbook is a combination of information and exercises based on our scientifically proven methodology. In nine simple steps, it will guide you to writing your first set of Qstream questions and feeling confident to create effective content moving forward.

Let's get started!

### 1

#### STEP 1

### Link Your Content to Broader Organizational or Departmental Goals

#### Examples of organizational goals are:

- Increase revenue
- Improve compliance and reduce fines and penalties
- Successfully release a new product into the market

**What are your organization's strategic goals for this year?** Take a minute and write three organizational goals your training should help achieve this year.



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 2 STEP 2 Identify 3-4 Key Topic Areas for Learning

Key topic areas are what your learners need to know to achieve the business goals you've identified.

To jumpstart your thinking, here are four examples of common key topics:

1. Sales processes and tools
2. Selling skills
3. Core messaging/competitive positioning
4. Product knowledge

When you're ready, list the topic areas you think are most important to your organizational goals this year:



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## 3 STEP 3 Craft the Key 3-4 Take-home Messages for Each Topic Area

These are the critical pieces of information, as statements, that people need to understand and apply in their day-to-day jobs to achieve business goals in each topic area.

Questions to ask for effective take-home messages:

- Is each one clearly identifiable and relevant to the topic area?
- Is each one a statement that can be turned into questions and explanations for a Qstream program?
- Does each one tie back to the importance of feedback in the learning process?

**Getting from bad to good:** Here is a before-and-after example of a take-home message that was improved based on the three points at left. The topic area is "Improved Selling Skills."



*"How can we reduce drop-off closer to the end of the sales cycle?"*



*"Using custom demos; being transparent about pricing, features, and functionality; and clearly conveying the benefits of our product will differentiate us from the competition and reduce drop-off at the end of the sales cycle."*

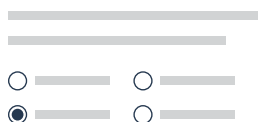


## 4

STEP 4

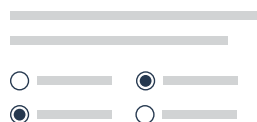
## Consider All 4 Types of Microlearning Questions

A mix of question types creates more effective learning while helping you achieve different types of learning outcomes.



**Multiple-choice questions with one correct answer**

Assess knowledge or recall; practice the best response to a situation



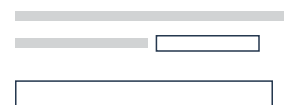
**Multiple-choice questions with more than one correct answer**

Require extra thought and are more challenging for participants to answer correctly



**True or false questions**

Challenge participants to decide if a statement is accurate or factual



**Fill-in-the-blank questions**

Encourage participants to apply the knowledge they've acquired

## 5

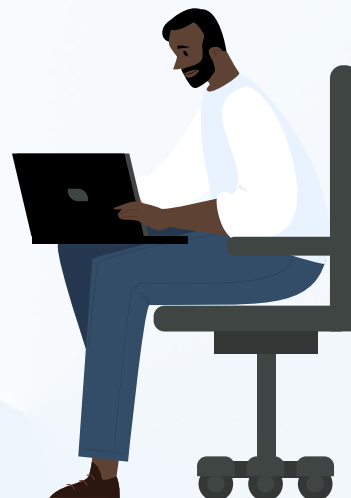
STEP 5

## Deliver and Reinforce Information With Knowledge-based Questions

Knowledge-based questions are relatively straightforward and generally used to assess general knowledge and recall. **Here are five tips for writing them:**



1. Avoid redundant text.
2. Avoid using lists and lengthy answer choices.
3. Avoid using "none of the above" or "all of the above" in answer choices.
4. Always give thought to your answer choices, avoiding distractors or words that give away the answer.
5. Avoid double negatives.



## 6

## STEP 6

## Improve Critical Thinking Skills and Change Behavior With Scenario-based Questions

Scenario-based questions require participants to think through complex problems or situations they encounter regularly on the job. **Here are the top three tips for writing effective scenario-based questions:**

1. **Challenge your participants and help them to recall** the information when they'll really need it.
2. Make your questions **complex, realistic, and believable**. Ask yourself and any relevant subject matter experts probing questions (follow the 5Ws: Who, What, Where, When, and Why) about the topic area and its key take-home messages.
3. **Focus on the behavior you're trying to change**, the problems that might arise in each situation (especially that they face in their everyday work), and the critical thinking skills you want participants to have and start applying.



### You don't always need to start writing microlearning questions from scratch.

Use this guide to convert your existing LMS courses, PowerPoint presentations, and other curricula into microlearning questions, answers, and explanations.

Keep in mind that Qstream questions should always be focused on the most critical knowledge you want your participants to understand, retain, and apply in their work.

## 7

## STEP 7

## Expand Knowledge With Learning-focused Explanations

An effective explanation is where the learning happens and where you set the stage for providing the critical element of immediate, corrective feedback and reinforcement after each question.

1. Be **concise and unambiguous**.
2. Explain both the **correct and incorrect answer choices**.
3. **Clear up any confusion** in the mind of the learner.
4. **Be relatively short — one to two paragraphs**; longer explanations lose engagement and risk confusing the learner.
5. **Include the take-home message, made immediately clear**.
6. **Apply precision learning** — focused versus generalized learning; don't overload participants with information.
7. **Contain some form of media**, to add the variety element of learning and help reinforce the message and commit it to long-term memory.
8. **Continue the learning journey** by linking to other external reference materials within the explanation to provide further support and reinforcement (e.g., a podcast or an article).

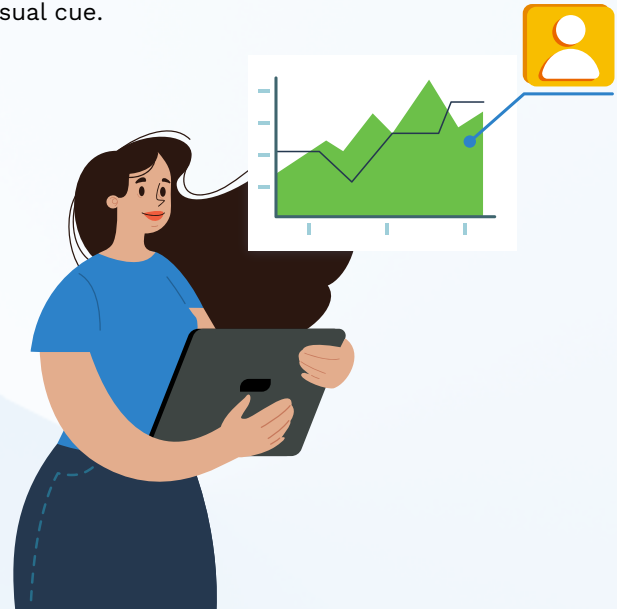
## 8

## STEP 8

## Incorporate Media and Imagery

Media will not only make your content look better, but learners are far more likely to remember information if it's associated with a visual cue.

1. Use something memorable and even humorous, even for serious subjects. A bit of humor goes a long way to helping people remember it.
2. Apply the “association aspect.” Choose images that are associated with the content.
3. Keep images very simple.
4. Keep videos short, no more than 90 seconds.

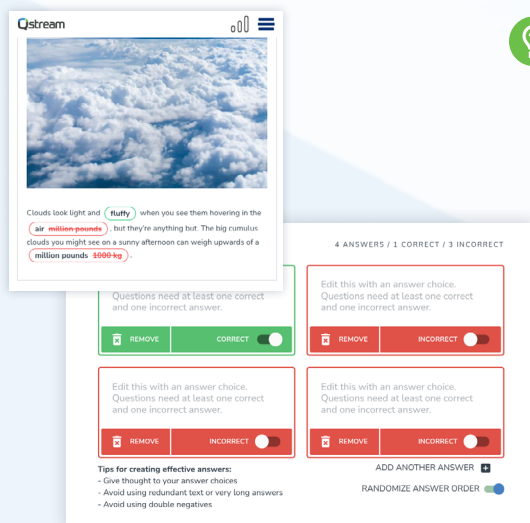


## 9

## STEP 9

## Take Advantage Of Qstream's Content Authoring Tools to Create Questions Faster and More Easily

Qstream offers one central place to create, manage, and adjust your microlearning content.



**Step 1:** Add topic tags to help generate data about what learners know and don't know.

**Step 2:** Include an image within the question stem for an engaging experience: a photo, chart, video, infographic, or other “rich media.”

**Step 3:** Insert correct answer choices.

**Step 4:** Add plausible distractors.

**Step 5:** Create rich explanations.

**Step 6:** Embed multimedia and hyperlinks in the explanation.

**Step 7:** Proofread for grammar mistakes.

## TYING IT ALL TOGETHER

## A Template for a Scenario-based Question

On the next page is a blank template to give you a starting point so you can start building your first set of Qstream questions.



## THE TOPIC AREA

**Prospecting for Consumer Customers**



## THE KEY TAKE-AWAY MESSAGE

**Outbound calling is all about preparation and strategy**



## THE DESIRED BEHAVIOR CHANGE

**Use outbound calls to build relationships and discover what prospects most need.**



## THE QUESTION

You're planning an outbound sales campaign to increase the number of mortgage loans the bank will close this quarter. Your data analyst has identified 45 potential clients who meet the ideal candidate criteria:

*Individuals or families (renters or homeowners) whose household net worth is over \$500K and whose current residence is 1,200 sq. ft. or less*

Which of the following would you do to prioritize the list from your data analyst and plan your outbound call strategy?



## ANSWER CHOICES

- A.** Pick up the phone and just start at the top of the list.
- B.** Review your current bank customers to see if any of the prospects have a current banking relationship.
- C.** Look on LinkedIn and Facebook to see if you have any current connections among the prospects and learn about them.
- D.** Contact a local realtor to determine if there are any properties for sale in your areas for which these people would qualify.



## CORRECT ANSWERS

B and C



## EXPLANATION

**Outbound calling is all about preparation and strategy.** Before you pick up the phone you want to learn as much as you can about the person on the other end of the line. That way, you have something to connect to and relate to about that person. You can quickly build a rapport and relate to their current situation.

By determining if they have any relationship with the bank, you can learn about their spending habits, their risk tolerance, and perhaps their credit score. You can use social media to learn more about their lives and what could make them more likely to listen to you when you call.

In either situation, approach outbound calls intending to build solid relationships and learn about what would be the most valuable for them.



THE TOPIC AREA



THE KEY TAKE-AWAY  
MESSAGE



THE DESIRED BEHAVIOR  
CHANGE



THE QUESTION



ANSWER CHOICES



CORRECT ANSWERS



EXPLANATION

## Ready to Go? We're Here to Help!

This workbook provides the best practices to help you start writing your nine to 12 Qstream questions. Once you've written all your questions, use your client services consultant as a resource to get a complete review and helpful feedback from our experts. From there, you're ready to deploy your next Qstream.

Of course, if after writing your Qstream content you still need help, take advantage of our [instructional design services](#) (we write the content for you!).

