



MobieTrain

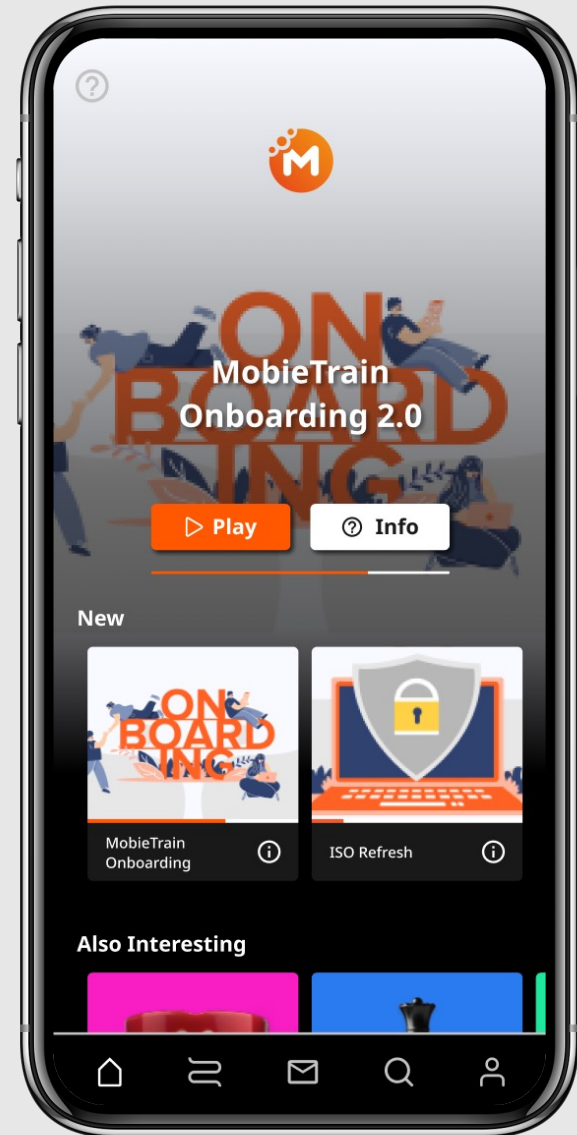
Change Behaviour. Boost Performance.

A glimpse into the mind of a **Content Writer**

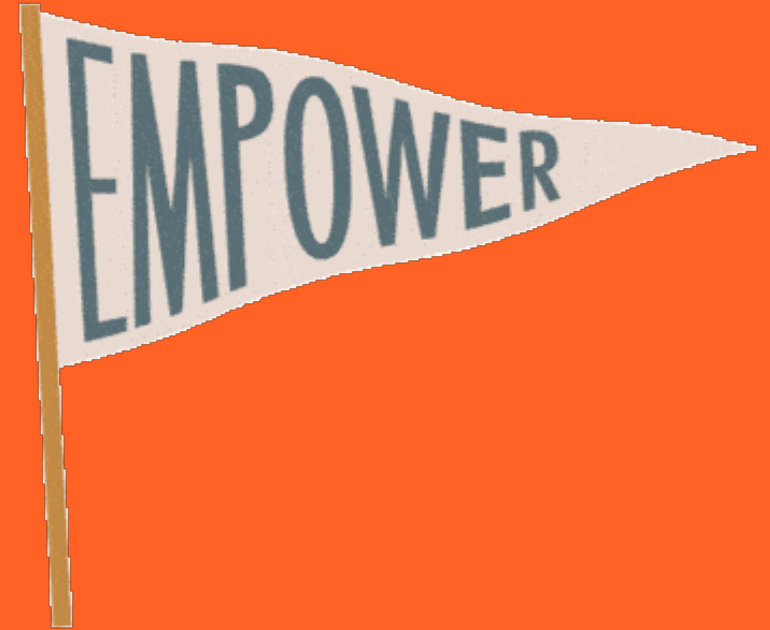


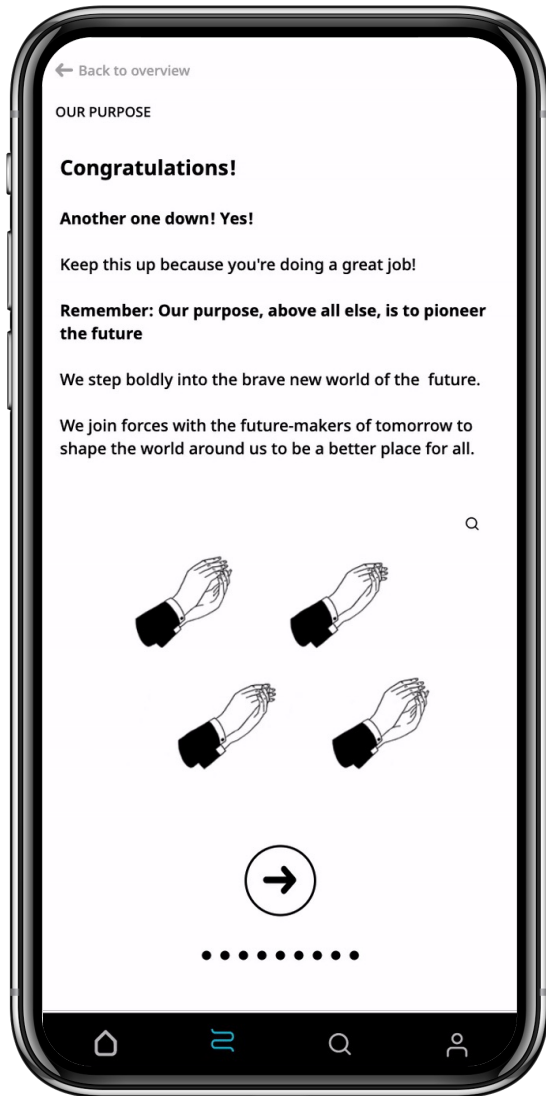
Agenda

- Empowering & Microlearning
- The basics of Microlearning
- The importance of Structure
- Intro's & Outro's
- Question Formats
- Final words



Empowering through microlearning





Microlearning empowers

How? With engaging, concise, and rememberable trainings that bring you:

- Need-to-knows (not nice-to-knows)
- Knowledge retention tests
- Summaries
- Repetition
- Fun visuals



What can we do to enjoy our mornings more?

Multiple answers possible:

Do something nice (like have a warm shower)

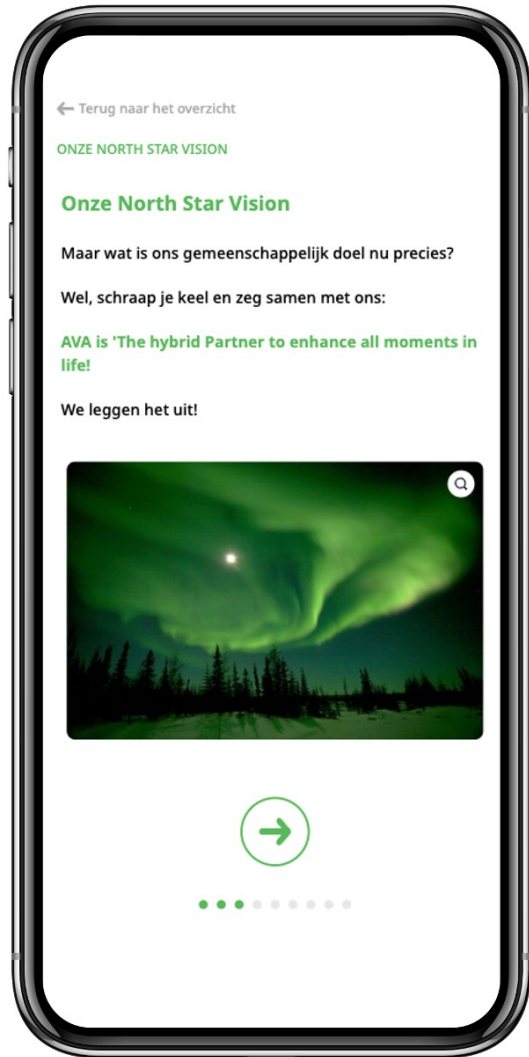
Listen/read some positive content

Wake up a bit earlier

Drink water and have breakfast

Open the blinds





Let's dig in!

What are Microlearning trainings like?

Visually

Attractive

Engaging

Beautiful

Use of white space

Textually

Easy to read

Short sentences

Active voice

Informal style

Why?

You're more likely to remember content that is *linguistically simple* and *visually attractive!*

HOW OUR BRAIN WORKS

Be more like that mountain!

It's completely normal to feel a bit overwhelmed every now and then. We're only human.

But not to worry! We're about to give you the best tips & tricks in the book to help you deal with those feelings.

Let's see if you can be more like that mountain: **still and grounded through the changes of weather, time, and seasons, accepting change, not resisting it.**

So let's not waste any more time, it's time to unveil our secrets!



15:51
◀ WhatsApp



THE ROUTINE

1. Consider rising earlier

We hate to say this, really, but it might be a good idea to wake up earlier.

Rising **just 1 hour** earlier can cut a person's risk of depression by 23% because it allows us to create the space for activities that makes us happy.

Try rising early 1-2 days per week for starters and use this time for something **you like doing**.





15:51
◀ WhatsApp

THE ROUTINE

2. Let there be light!

Remember melatonin? Direct sunlight 'turns off' the production of this sleep hormone, making you feel **more awake**.

Try to open your blinds or look out the window around **20-30 mins after waking up**. This will help you fall asleep faster in the evening, too!





15:51
◀ WhatsApp

THE ROUTINE

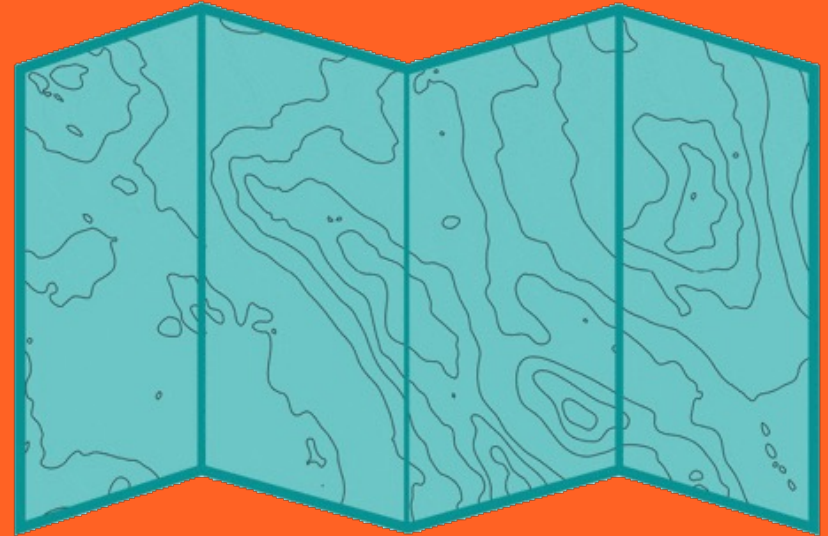
3. Choose your content wisely

Did you know that 80% of adults reach for their phones within 15 minutes of waking up?

But consuming negative content, like the news or work emails, can easily spike **stress hormones** and trigger anxieties.



**Structure
is key**



Structure is key

Creating simple, readable slides requires a strong overall structure

Roadmap

Subject	What is the priority subject?	
Content	Structure the content by answering sub-questions	<i>Who? What? When? Where? ...</i>
Steps	Use the sub-questions to identify your topics	Max. 10
Questions	Create questions based on the content	2 tot 5
Write	Now, the real writing starts!	Vary
Titles & subtitles		
Intro's & outro's		

SKILLFLIX INFORMATION

1. Title of Track

My Morning Routine

2. Estimated Time of Completion (mins)

20

3. Track Description

Did you have a good morning today? Let's talk about the small changes that can make your mornings more enjoyable.

4. Learning Goals

1. Learn about key habits that are proven to make mornings feel better.
2. Understand how your body clock works and how to plan your day according to your chronotype.

Structure

The Night Before

- Talk about sleep hygiene
- Turn off lights and devices
- Focus on relaxation
- Create the right space

Source:
www.SleepClinic.com

Owls & Birds

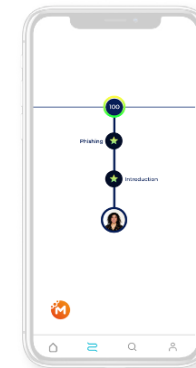
- What are chronotypes?
- What are night owls and early birds like?
- Tips & tricks for them

Source:
www.scienceandbirds.ed

The Routine

- Rise earlier
- Open the blinds, look outside, make your bed: start off productive!
- Drink water and eat breakfast
- Choose positive content
- Stay away from your phone!

Source:
www.morningroutine.com



Intro's

- **What makes the user WANT to read?**
- **A relatable scenario**
- **A problem that can be solved**
- **A question**

Examples:

EMERGENCY NUMBER 112

Picture this...

You're on a thrilling European adventure, exploring vibrant cities, trying new cuisines and making unforgettable memories.

Suddenly, emergency strikes! Do you know the local emergency numbers for the country you're in?

Don't panic, we've got you covered! **112** is the only **emergency number** you need to remember.

But do you know **how to use it**? We'll walk you through everything you need to know about calling **112** in Europe!

Let's go!



Examples:

YOUR PNL/USING VPNs

Welcome!

Today, we're taking you on a journey through the world of **Wi-Fi security**.

Do you have a little, paranoid voice in your head saying the government can see your online purchases? Track your phone? Well, it's not them, but hackers might!

Let's learn how to keep ourselves protected, starting... now!



Outro's

- **How can we help users remember?**
- **A friendly summary**
- **Encouragement**
- **Introducing the next topic**

Examples:

TYPES OF DATA

Congrats!

Another one bites the dust! Now you know the types of data you'll find in your company.

Remember that...

- **Classified data** can only be accessed by a small group of authorised employees: we really need to keep this one safe!
- **Internal data** can be shared with MobieTrain members but not with external people.
- **Public data** can be shared with people outside the company with unrestricted access!

Now, let's explore **how to handle** each type of data!



**Time for
questions!**



Format

 Text

 Video

 Swipe

 Multiple Choice

 Multiple Answer

 Multiple Answer Swipe


 Multiple Image Choice

 Multiple Image Answer

 Multiple Choice Drag and Drop

 Yes / No

 Ranking

 True Fact

 Hotspot Image

New!



Questions

What are some good examples?

- Use concrete examples**
- Be clear and concise**
- Vary question formats**

RISK PRODUCTS (1)

Fresh eggs

Fresh eggs can contain the pathogenic bacteria **Salmonella and Campylobacter**.

Only use fresh eggs for:

- Fried eggs
- Soft-boiled eggs
- Products heated to 75°C and above



RISK PRODUCTS (1)

Pasteurised eggs

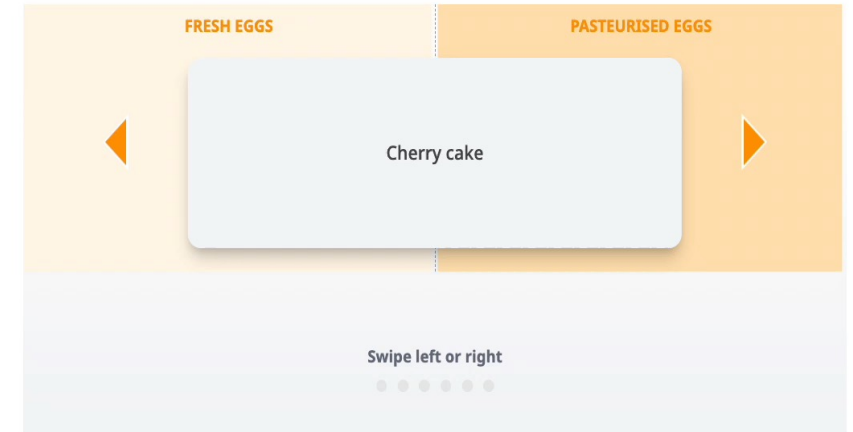
What if you want to make chocolate mousse? That dessert is full of eggs!

In that case, it's best to use pasteurised eggs! These eggs were **heated** to a certain temperature to kill most of the bacteria.



RISK PRODUCTS (1)

In which dishes can you use fresh eggs?



The HotSpot question

You can use it to...

- **Test location**
- **Test features & benefits**
- **Test visual information**

LM 1

When we do creative tasks, like writing or listening to music, which side of our brain lights up?



MILK-BASED COFFEE STYLES

Which one is Latte Macchiato?



Which layer of the shoe has our proprietary PWR technology?



TIME TO BLOW OFF STEAM

Let's travel to...

Where is the party at?



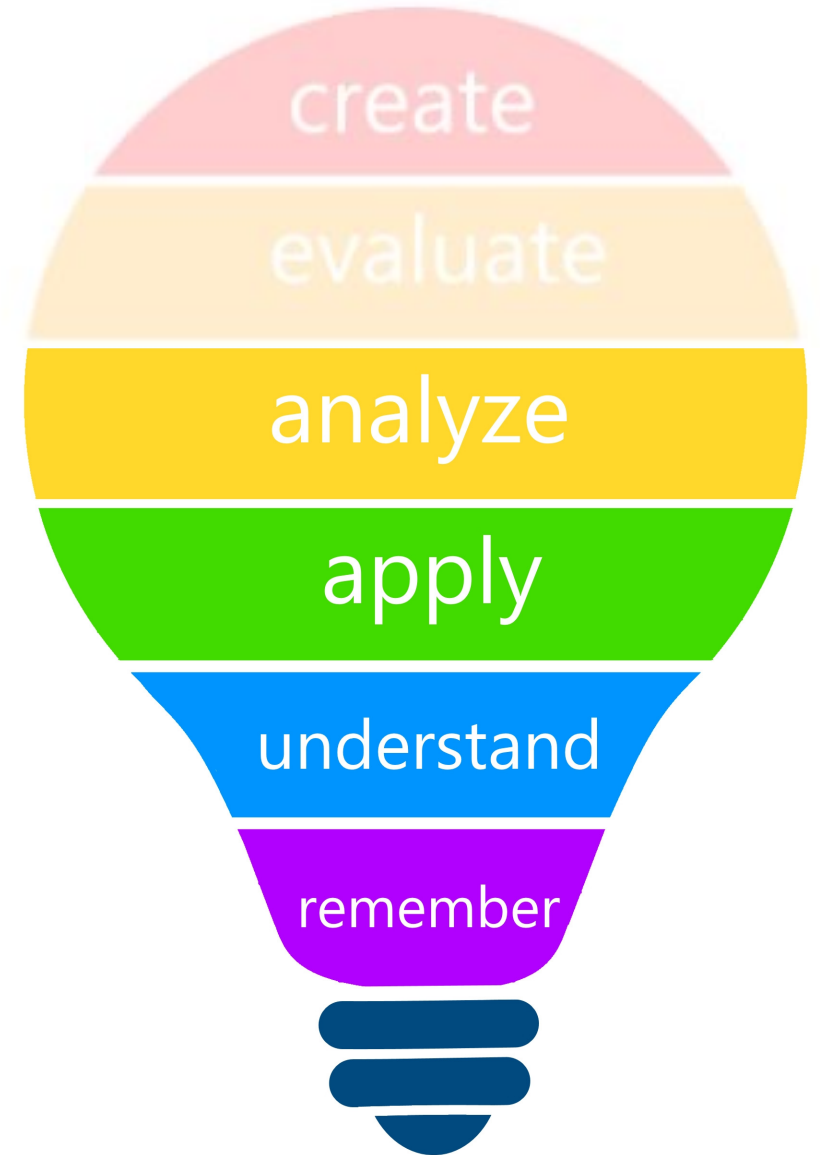
THE ZAHBA

Where on the shoe can you point out the reference to space?



Not just questions!

My experience as a teacher



CLEAR COMMUNICATION



Apply

How do you initiate a conversation about food allergies with your guests?

Multiple answers possible:

Is there anything you're allergic to or prefer to avoid?

You have such a thin figure! I bet you are allergic to gluten!

If you have any dietary restrictions, we are happy to accommodate you.

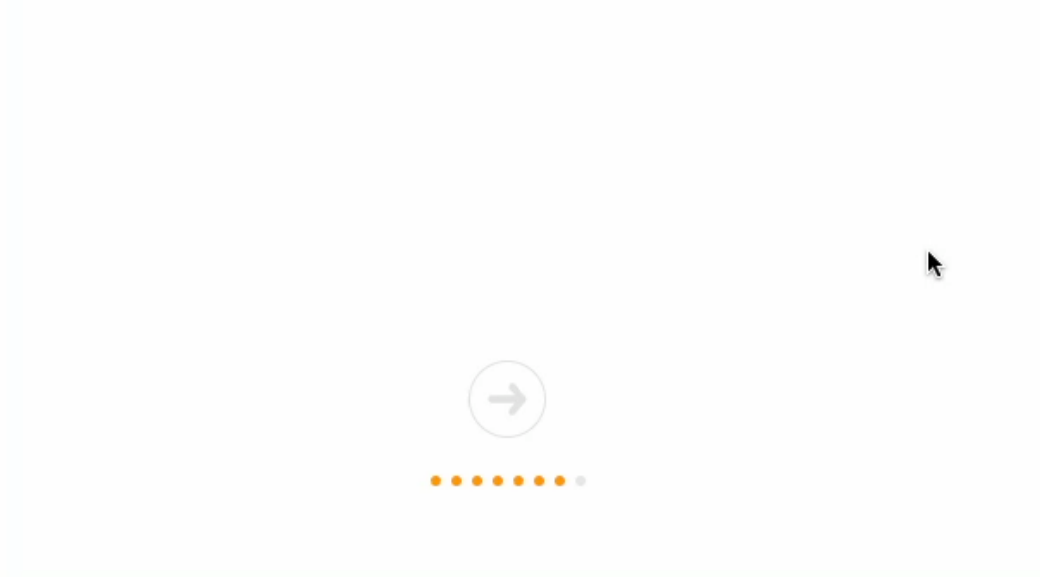
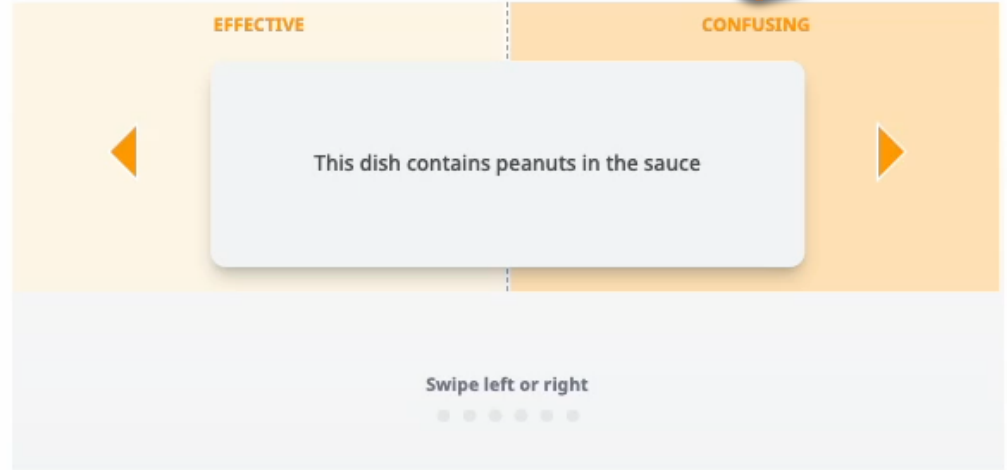
Do any of you have a food allergy we should be aware of?



CLEAR COMMUNICATION

It's crucial to communicate effectively about allergens and not to confuse your guests. What is the most effective way to communicate that?

Apply



Understand



Your feelings can affect how you digest your food but your gut, or what you eat, doesn't really affect your mood

WHICH ONE IS TRUE?

Your brain and gut work together and your mood depends not only on how you're feeling but on what you eat



Apply



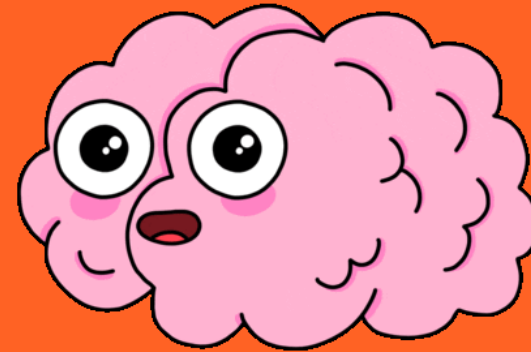
You notice that your neighbour's house is on fire! You quickly dial 112.

Then what information do you give?

- You explain that your neighbour's house is on fire and smoke is coming out of the windows.
- You explain that you don't know if anyone is inside, but you haven't seen anyone come out of the house.
- The city, street and house number of the location of the fire
- You wait patiently until the operator confirms they have all the information they need and says you can hang up.



Together, we can
create **a culture** of
learning.



**Thank you for
joining us!**



MobieTrain
Change Behaviour. Boost Performance.