We're moving from a culture of deep attention to hyper attention

### ATTENTION SPANS ARE SHRINKING

- 2-3 SECONDS
- 20 SECONDS
- 15 HOURS
- 11 MIN.
- 19 MIN.

### TECHNOLOGY IS ADVANCING

As a result of rapidly changing technology, a digital shift has emerged — a shift occurring the last 15 years.

- OVER 1.3 TRILLION DOLLARS
- ABOUNDS IN LOW PRODUCTIVITY

### TRAINING CAN'T KEEP UP

This technological change has also led to a skills half-life of 2-3 years. Because training hasn’t kept pace, workers are falling further and further behind.

- 30 HOURS
- 15:00
- 80%
- 80%
- 30%
- 2000

### Therefore, traditional training doesn't work

- 80% of workers say they get less than
- FROM $160 BILLION ANNUALLY
- 50% of workers say they fail to successfully apply what they learn
- 51% of respondents
- Cost-effective, flexible, learner-driven
- Costly, structured, trainer-driven
- Shareable
- Single-use
-Reusable,
- 84%
- 90%
- 90%
- 15%

### Microlearning beats traditional training in a variety of ways

**Traditional Training**

- How is it working for you?
- Paper-based, PDF, HTML
- Long slides, lectures
- Segments = 60-90 minutes
- Delivery: Self-paced, on own time

**Microlearning**

- Cost-effective, flexible, learner-driven
- Grovo teaches Internet and modern professional skills with 60-second videos.
- All content is same priority
- Microlearning can cut development time by 60-70%.
- 15:00
- 84%
- 90%
- 90%
- 15%

**REFERENCES**

- www.Grovo.com

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Grovo teaches Internet and modern professional skills with 60-second videos. The videos follow Grovo’s proprietary microlearning methodology, and are delivered in a beautiful and effective training platform. With more than 4,500 video lessons, Grovo makes it easy for people and organizations to learn critical skills needed to succeed in today’s always-connected world.

To learn more visit:

www.Grovo.com