



M-LEARNING

THE MOBILE LEARNING AND MICRO LEARNING.

Livre blanc - January 2025

There is an 80% drop in attention after 10 minutes of a PowerPoint presentation!

This figure, which comes from a study on Blended-Learning, shows the need to train more effectively and differently in companies.

It is essential that the learner is an actor in his training.
Pedagogical innovation is therefore necessary.

There are many ways of learning and improving skills (e-learning modules, Serious Games, face-to-face training, etc.).

The best way to anchor knowledge
is to be able to replay experiences several times.
This will avoid the decline in memory retention over time.



The forgetting curve proves that without repetition, learners will retain only 3% of the information they have learned, in the 5 days following the training.

Let's take the example of a Customer Advisor, who needs to learn how to personalise his welcome. Will he be able to put into practice with his customers the knowledge acquired with a traditional training course?

Céres Developing People offers you an experiential learning tool. An immersive training simulator, which will allow your learners to live a powerful and engaging training experience, close to the reality of their professional life.

We design training courses consisting of short modules, in microlearning that can be downloaded to smartphones.



THE 4 PILLARS OF LEARNING

1. Attention: use a fun, intuitive and immersive tool to avoid dispersion and facilitate learning. **2. Active engagement:** learners will be motivated if they enjoy the activity and do not feel constrained. **3. Feedback:** Immediate feedback on a mistake is necessary for effective corrective action. A mistake is not synonymous with failure. On the contrary, it allows the acquired notions to evolve and be printed. **4. Consolidation:** Promote the automation of knowledge through repetition and training. The information processed passes from a conscious to an unconscious state.

It is essential to regularly revisit the skills you have learned. Our brain needs 3 passes over a piece of information to memorise it, and 21 days to integrate a new habit.

This is an important phase of repetition and consolidation of knowledge.

↳ Micro-mobile learning is a form of learning that has become attractive because of its ease of access.

It provides follow-up, monitoring of knowledge, and the possibility of self-evaluation.

It is a fun and educational way to learn at your own pace and anywhere.

↳ Digital learning includes all digital training tools.

↳ It allows learners to reach their learning objectives more quickly and more fluidly than traditional training.

↳ It is the best way to facilitate learning.



**It can be
very
helpful**

In addition to face-to-face training

As an alternative to face-to-face training

As a support during face-to-face training

**Digital learning will bring a
real dynamism to learning
which is due to its
participative logic.**





The smartphone

Mobile learning accompanies learners in their training.

↳ The ability to easily deliver knowledge anywhere and anytime.

↳ Being able to learn on the move thanks to micro-mobile learning,
M-Learning,
offering very short and fun training modules,
with replayable experiences that encourage the anchoring of knowledge
knowledge over the long term.

Learners stay motivated
because they learn while having fun and without constraints.





M-LEARNING SHORT TRAINING METHOD

**for accessible and effective
professional training that
promotes the development
of learners' skills.**

~~ATAWADAC~~: anytime, ~~any-where, any device,~~ ~~any content~~

- Anytime
- Any-where
- Any-device
- Any-content



Train when you want, where you want, how you want

- ↳ Short modules: 1 to 5 minutes
 - ↳ Accessible at any time
 - ↳ Fast
 - ↳ A learning path with distinct concepts
 - ↳ The learner is in control of his or her training
 - ↳ A short format that allows the learner to adapt according to their needs.
- ↳ M-learning involves the learner. The experience is memorable, positive, spontaneous and free of constraints.

**Training must be short and accessible at all times,
with a single educational objective per module.**





LEARNING AND GAMIFICATION.

A playful approach that energises each learner.

Quizzes, mini-games, etc., a game-based approach that will captivate the learner.

A gamification aspect that makes learners more responsible, as they are the sole masters of their training and progress.

M-learning has a very strong social aspect.

It is a very good way of strengthening group cohesion, while remaining focused on learning.





M-LEARNING IN COMPANIES



M-Learning

- Possibility of training many learners in a very short space of time.
- The fun aspect of M-learning makes it easier to memorise the knowledge acquired.
- M-learning can offer fun, immersive and interactive digital onboarding programmes, making it easier to anchor acquired knowledge in the memory.
- M-learning facilitates collaborative learning.

M-Learning is perfect for teams in the field, whether in retail, hotels, restaurants, beauty salons, limousine drivers etc...

These are professions that require impeccable interpersonal and communication skills on a daily basis. Always on the move, M-learning is the ideal solution for training.

Our learning and gamification tool adapts to the learners and their way of working.

R|S



Client advisors need constant training

- ↳ New collections
- ↳ Reminders on the fundamentals of selling
- ↳ New procedures

Time saving

↳ Possibility of on-the-job training using short modules.



Mobile learning

⇒ As Customer Advisors are always on the move, they already use their smartphones which have become an indispensable tool.

To be able to train anytime and anywhere

- ↳ Micro Learning is 75% more effective.
- ↳ The learner is in control of his or her training.



Better acquisition and memorization of knowledge

- ↳ Gamified modules in a short format.
- ↳ Training that is always accessible with replayable immersive modules that facilitate knowledge retention.



Training a large number of learners at the same time

↳ All learners will have instant access to the same training.

Facilitating the integration of new employees

⇒ We offer an indispensable tool for training new employees, with an onboarding programme consisting of very short gamified modules, designed by experts in digital education.

⇒ We create M-learning training courses that are modular and adaptable to the pace of each learner.

The benefits are a significant saving of time on training, but above all an increase in the skills of your employees.



M-learning is for all generations





CÉRES offers immersive gamified modules with fun content, which allow for self-evaluation and positive feedback on progress.





Why mobile learning?

Generation Y

↳ Mobile learning is the perfect training mode for Generation Y born between 1986 and 1995. It will represent 75% of the working population in 2025.

↳ A hyper-connected generation, it consults its smartphone on average more than 200 times a day. It is a generation that needs autonomy and wants to learn

"Whenever, wherever, whatever I want. Whenever, wherever, whatever I want. ATAWADAC (any time, anywhere, any device, any content)".



**The solution to interest them:
offer fun, immersive and
interactive content.**



M-Learning is perfectly suited to millennials, born between 1980 and 2000.

The Yers or generation Y, grew up with digital technology. It is a generation that is always on the move and needs autonomy.

Having grown up in a zapping culture, it is essential to keep them captivated.

M-Learning is the ideal tool to retain and motivate millennials, as it responds to their way of working and their expectations.



Generation Z or zapping generation

↳ A generation born after 2000. Even more connected than millennials, they are very demanding and particularly informed, curious and clear-headed.

↳ They are very versatile, and will cause change if they do not feel fulfilled. They don't care much about what others think of them.



**Mobile is a must
for generation Z who live at 100 km/hour.**

They are very involved in their network and think collectively.

They are very sensitive to self-learning
and are always on the lookout for know-how,
finding solutions and information.

This is a generation that is always looking to learn





Why is M-Learning effective?

The content is short, fun, immersive and effective.
They focus on essential information.

The microlearning format lasts between
30 seconds to 5 minutes.

The experiences are immersive.

M-Learning offers personalised learning.

M-Learning is perfect for all generations.





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DEVELOPING PEOPLE

**Contact us
for any question!**

contact@ceres-paris.fr

13, rue du Colisée 75008 Paris

+33 (0) 6 20 73 40 76

ceres-paris.fr