BIG THINK +

What types of content are on Big Think+?

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This article gives an overview of the four main learning formats available on Big Think+ and helps you decide what will best fit your goals and schedule.

Big Think+ offers a range of expert-led content formats to meet different learning needs — from quick insights to structured, skill-building journeys. Whether you're working independently or participating in a team program, you can choose the format that best supports how and when you want to learn.

What types of content will I find?

On Big Think+, you'll find four primary formats:

1. **Video Lessons**: Short, expert-led clips focused on one powerful idea
2. **Expert Classes**: Multi-lesson journeys guided by a single expert
3. **Company Curations**: Leadership development programming from your company
4. **Courses**: In-depth, structured programs with guided practice and reflection

Each format varies in depth, structure, and interactivity. Here's a quick comparison:

Format	What It's Great For	Time Commitment
Video Lesson	Fast insight, previewing a topic	~ 3 – 7 minutes
Expert Class	Learning from one expert's perspective	~ 30 – 60 minutes
Course	Structured, action-based learning over time	~ 5 – 8 hours
Company Curations	Programmatic learning	Varies

How do I know which format to choose?

Ask yourself:

- *Do I just want a quick insight I can apply today?* → Start with a **Video Lesson**
- *Am I interested in one expert's view on a topic or skill?* → Watch an **Expert Class**

- *Am I ready to go deeper and apply what I'm learning?* → Enroll in a **Course**

You don't have to choose just one. Many learners start with a short lesson and move into deeper content from there.

Big Think+ is designed to meet you where you are – whether you're exploring something new or building skills that shape how you lead, collaborate, and grow.