How do I build an effective learning program with Big Think+?

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This article shares guidance on how to structure a learning program using Big Think+ content, combining expert-driven insights with flexible tools to support your learners and your organization's goals.

Big Think+ is built for flexibility—whether you're sharing one video to spark a new way of thinking, or rolling out a three-month program to shift culture at scale. Start with your goals, then use the tools that match your time and learner needs.

Step 1: Clarify your goals

Before choosing content, define what success looks like.

Ask yourself:

- What skills, behaviors, or mindsets do we want to strengthen?
- Who is this program for (senior leaders, managers, or individual contributors)?
- Is this a short-term initiative or part of a longer development track?

Your answers will help shape the right scope and delivery model. For example, “We want to develop a culture of feedback among team managers over the next 90 days.”

Step 2: Choose the right format(s)

Use Big Think+’s four core formats intentionally:

Format	Best For
Video Lessons	Quick learning bursts and campaign nudges
Expert Classes	Individual depth or weekly team discussions
Learning Paths	Thematic capability-building over time
Courses	Structured programs with reflection and action

Step 3: Build your content plan

Your content plan should reflect how much time your learners have and how structured your program needs to be.

- **If time is limited**, start with a ready-made format:

  - Use an **Expert Class** for a single expert's structured perspective.
  - Assign a **Learning Path** for a focused capability (e.g., Feedback, Innovation).
  - Choose a **Course** if you want them to engage in both reflection and action with minimal setup.
- **If you have more time** or want to create a guided journey, build a **curation** that combines multiple formats.
  - Organize content into sections like *Start Here*, *Build Your Skills*, and *Apply It*
  - Use curation titles and descriptions to clarify intent and guide learner navigation

Step 4: Define how learners will engage

Now that your content plan is shaped by time and structure, your engagement plan should meet learners where they are. The more your engagement model mirrors how your team already works, the more likely it is to stick.

Ask yourself:

- What **delivery style** is appropriate for this program? Will learners complete the program independently, in cohorts, or as teams?
  - If time is short, self-directed experiences (like an Expert Class or Learning Path) may be more practical.
  - If you're running a longer program, consider weekly check-ins or shared learning sessions.
- What **pacing** fits your team's schedule?
  - One lesson per week for a month?
  - A short curation to support an offsite or onboarding?
  - A longer course completed over a quarter?
- Where will **social learning** happen?
  - Consider Discussion Guides to lead group discussions about expert classes.
  - Try leveraging Learner Guide questions as informal prompts in Slack threads.

Step 5: Plan how you'll measure success

Your measurement strategy should reflect the scope of your program. You don't need complex tracking for a one-week initiative, but for longer programs, small signals help you improve as you go. **Big Think+ Analytics** offers both high-level usage trends and content-specific insights. Use what's most relevant to your program's size and goal, and start simple:

For shorter or informal programs, look for:

- Curation **follower counts**
- Lesson or Learning Path **completion counts**
- Simple learner feedback (e.g., "What did you apply?")

For longer or multi-phase programs, also consider:

- Course **progress and completion rates**
- Engagement with Course **reflections or missions**
- Informal input from people leaders and participants