

How do I successfully launch a learning program?

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This article shares best practices for launching your Big Think+ learning program so it gets attention, builds momentum, and encourages early participation.

A great launch does more than announce the program. It makes learning feel approachable, relevant, and valuable. Whether you're rolling out a 4-week manager track or kicking off a company-wide campaign, the right launch strategy helps drive engagement from the start.

Step 1: Share the “why”

Start by introducing the purpose of the program clearly. Consider:

- What challenge or opportunity this learning supports
- Why it matters now
- How it connects to broader team or organizational goals

Send a kickoff message from a senior leader or sponsor that reinforces the “why” and models support for learning.

Tip: Include a short Video Lesson link to pique interest.

Step 2: Make the first step easy

Avoid overwhelming learners with too much information up front. Point them to:

- One lesson to watch
- One link to click
- One action to take

You can use a Big Think+ curation to organize learning and start with a clearly labeled section like *Start Here* or *Week 1*.

Step 3: Involve managers and people leaders

Your program will land better if learners hear about it from their direct leaders.

Ask managers to:

- Preview the first lesson

- Host a short kickoff conversation with their team
- Reinforce that learning is part of growth, not “extra”

Step 4: Set expectations and structure

Clarify:

- How long the program runs
- How often learners should engage (e.g., once a week)
- Whether completion is expected, encouraged, or optional
- Where they can find support if they have questions

If you’re running a self-paced program, reinforce that it’s okay to go at their own speed, but encourage a regular rhythm.

Step 5: Reinforce with reminders

Even the best programs need nudges. Plan for 2–3 quick follow-ups in the first few weeks, such as:

- A Slack message highlighting a key quote from a lesson
- A “What did you take away?” question in a team meeting
- A mid-program check-in to celebrate progress
