BIG THINK +

How can I keep my learners engaged over time?

Last Modified on 08/11/2026 11:41 am EDT

This article shares best practices for maintaining momentum in a Big Think+ learning program, so learners start strong, stay active, and grow through repeated use.

A successful launch is only the beginning. Sustained engagement happens when learners see learning as part of how they work, not a separate activity. With the right cadence, visibility, and encouragement, you can keep participation strong across weeks or even quarters. Check out these tips for doing just that.

> 📧⇒ Review suggested email templates you can use to sustain engagement over time!

Tip 1: Keep learning light and consistent

Avoid long silences between touchpoints. A consistent rhythm matters more than quantity.

- Share **1 short lesson** each week
- Curate “weekly picks” with 2–3 resources aligned to current business themes
- Use predictable timing to help learners make space for learning

> 📧⇒ Use our monthly email drip campaign throughout the year to sustain learning!

Tip 2: Reinforce reflection and application

Prompt learners to turn insights into action:

- Use Learner Guides (from **Video Lessons**) or reflections (from **Courses**) to encourage self-assessment.
- Pair lessons with a team question like “What stood out to you?” or “How might we use this in our next meeting?”
- Encourage learners to write down one thing they’ll try, and revisit it a week later.
- Use the AI Practice feature to try the concepts they've learned in simulated conversations using starter prompts like:
  - Feedback style: "After I describe how a recent conversation went, ask me questions that help me notice what I could have done differently."
  - Role-play style: "Play a direct report who has just been handed a new project by me. You're capable but under-informed about scope and timeline, and you're a little anxious about taking it on. I'll practice delegating the task clearly. Push back with

realistic questions if my delegation is vague."
    - Simulation style: "Simulate a negotiation with my boss over a project deadline I believe is unrealistic. You play my boss - be reasonable but under their own pressure from above. Let the conversation evolve realistically over several exchanges instead of resolving in one line."

Tip 3: Connect learning to real moments

The most powerful way to sustain engagement is to link learning to what learners are already doing.

Try embedding Big Think+ content into:

- Onboarding checklists
- Team planning sessions
- Performance conversations
- Leadership offsites
- DEIB, innovation, or feedback campaigns

> 📄=> Have a senior leader share their recommendations and how it connects to what they do day-to-day.

Tip 4: Recognize and celebrate engagement

Even lightweight recognition can boost motivation:

- Highlight active teams or individuals in a Slack or MS Teams thread
- Invite a learner to share what they tried from a lesson
- Ask managers to name what they've applied in 1:1s or team standups

You don't need a leaderboard - just visibility and appreciation.

Tip 5: Use analytics to adjust and support

Check **Big Think+ Analytics** to:

- Spot drop-off points and re-engage with reminders
- Identify top-performing content to re-share
- Find your most active learners, who can be great candidates for peer champions

Bonus: Let us help you with internal marketing

- Reach out to Partner Services to get internal marketing tools like trailers, ad images, BT+ logos, and more!

By layering light structure, reflection, and relevance into your program, you'll turn one-time participation into a learning habit and help your teams apply what they've learned to what matters most.