

How can I keep my learners engaged over time?

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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.

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

- Encouraging check-ins

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

Tip 4: Recognize and celebrate engagement

Even lightweight recognition can boost motivation:

- Highlight active teams or individuals in a Slack 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.
