What is Big Think+ and how does it work?

Last Modified on 10/01/2026 3:16 pm EDT

This article introduces Big Think+, highlighting what makes it unique and how it supports your growth, whether you're learning independently or as part of a team.

Big Think+ is a video-first learning platform designed to help you grow as a leader at every level of your career. You'll get access to top experts, clear tools for action, and bite-sized learning that fits into your day.

What makes Big Think+ different?

Big Think+ is built to deliver impact, not just information.

- **Short, powerful lessons** from the world's biggest thinkers
- **Practical tools** to help you apply what you learn right away
- **Flexible learning experiences** for busy professionals on the go

It's designed for the flow of modern work, whether you have a full hour or just five minutes.

Who will I learn from?

With Big Think+, you'll learn directly from 500+ world-class experts, including:

- Fortune 500 executives
- Ivy League professors
- NYT best-selling authors
- Leading psychologists, strategists, and entrepreneurs

They share what they've lived, not just what they've studied, giving you access to perspectives shaped by real-world leadership, challenge, and innovation.

What kinds of content are available?

Big Think+ offers four core learning formats, each built to serve a different kind of learning need:

Format	Best For
Video Lessons	Microlearning in under 10 minutes

Expert Classes	Deep dives into one expert's thinking
Courses	Structured programs with action-based exercises

Each format is designed with a clear learning objective and helps you go from *insight* to *action*.

What else is included?

Beyond the video content, you'll also find:

- **Reflection tools** to prompt real-world application
- **Missions and discussions** in Courses to connect theory to practice
- **Private notes** and **progress tracking** to support learning at your own pace
- **Watch Later** and **Curation** features to help you stay organized

Big Think+ is designed to unlock leadership potential, one idea, one action, one learner at a time. You don't need hours. You just need a few focused minutes to think bigger and lead better.

Don't have Big Think+?

Learn more about Big Think+ or **Request a Demo**