

How do I plan an engaging Curation?

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This article explains how to plan and organize an effective Curation on Big Think+ so your learners stay focused, curious, and engaged.

When learners are overwhelmed by too many options, your role as a learning manager is to help simplify, not just supply. Curations allow you to guide your audience through a purposeful learning journey – one that's structured, relevant, and motivating.

If you're new to Curations, start with an [overview of the Curations feature](#) to understand the basics of how they work on Big Think+.

What does a well-thought-out Curation do?

- **It sparks interest.** When content is both useful and well-timed, learners are more likely to engage and stay curious.
- **It keeps learning relevant.** Connecting materials to real skills, business priorities, learner roles, and goals helps people see the value in what they're learning.
- **It includes multiple perspectives.** Thoughtful curation brings in varying ways of considering or enacting the same big ideas, which helps learners grow in new ways.

How can I do it well?

1. **Start with a clear goal.** Determine *who your audience is*, and what you want them to *learn* or be able to *do*.
2. **Select content with intent.** *Review potential content*, considering the *tone, theme, and style* as well as the *performance gap* it fills and the total *length*.
3. **Build a logical flow.** *Organize* the content so each piece builds on the last.
4. **Add ways to reflect.** *Include short questions or activities* that help people *think and apply* what they've learned.
5. **Keep improving.** *Review feedback* and *update* your content regularly.

A well-planned Curation creates a better learning experience and better results. Plan it well and you'll be able to shift mindsets, spark action, and build skills that stick.
