How can I scale Big Think+ content to my deskless & hourly leaders?

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This article provides practical advice on how you can enable your deskless frontline leaders, team leads, and aspiring managers who don't have company-issued devices to access and apply Big Think+ leadership content through smart distribution, context-driven design, and workplace integration.

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Step 1: Know Your Learners' Realities

Why: Leadership potential exists everywhere, but many deskless workers lack access to the leadership development others take for granted.

How:

- Identify which high-potential hourly workers and team leads have an appetite for growth.
- Determine when and where they have a few minutes to learn. Before shifts start? Downtime before deliveries?
- Check their tech access: Can they use personal phones? Is there a shared device, tablet or kiosk that can be used?

Designate "Learning Breaks" or "Power Hours" or consider monthly/quarterly half-days that are dedicated to learning for entire teams. Finding times that are convenient for them will make engagement more likely. Be sure they still have adequate time to eat, socialize, and take bio breaks.

Step 2: Curate Relevant Big Think+ Lessons

Why: Leadership development for hourly workers must feel relevant and empowering.

How:

- Choose Lessons on practical, transferable skills: managing conflict, feedback, managing change, resilience, communication, team building and trust.
- Build short Curations (5–10 minutes total) for specific roles (e.g., new shift supervisors,

peer-to-leader transitions).

- Add reflection prompts or group discussion guides from Big Think+ for post-viewing conversation in the communication.

Select Big Think+ content that speaks to challenges they regularly encounter. Topics that solve problems for them will make the content more engaging and valuable to them.

Step 3: Design for Access Anywhere

Why: Not all frontline leaders have corporate devices or emails.

How:

- Use QR codes on posters, breakroom flyers, or task boards to link to Big Think+ content.
- Share SMS-friendly links for voluntary access on personal phones.
- Install shared tablets in break areas or manager stations with easy access to Big Think+ and your other learning resources.

In the event that your employees don't have corporate email addresses, you can work with your account manager to configure Big Think+ to accept employee IDs. This way, deskless workers accessing via their phone can enter their employee ID and create a password.

Step 4: Partner with Frontline Managers

Why: Local leaders shape the learning culture and can unlock time and space.

How:

- Brief managers on how Big Think+ content supports leadership at every level.
- Provide them with simple facilitation guides like how to lead group discussions.
- Encourage them to set "learning moments" during huddles or weekly meetings.

Share your own experiences with Big Think+ content to showcase the value.

Step 5: Frame the Learning as Empowerment

Why: Hourly and deskless workers engage when learning helps them grow, not just comply.

How:

- Communicate: *"This content is for your growth as a leader. It's not required, it's for those who want to step up."*
- Highlight real-world application: how learning can make their jobs smoother, their teams stronger, and their path to promotion clearer.
- Let peers who've completed Lessons share their takeaways.

Use learner feedback to create "Favorites" or "Most Popular" curations.

Step 6: Track, Celebrate, and Iterate

Why: Ongoing engagement depends on feedback, visibility, and small wins.

How:

- Track usage through the Big Think+ dashboard (completion rates, repeat views).
- Recognize learners in team meetings, on leaderboards, or through "Emerging Leader" shoutouts.
- Collect feedback on how the content is used and where learners want to go next.

Encourage and reward participation through development badges, certificates, or team-based challenges.