BIG THINK +

How can I embed Big Think+ content into my leadership development programs?

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This article shares best practices for embedding Big Think+ content into a Leadership Development Program to make it impactful, relevant, and easy to adopt.

Embedding Big Think+ content into your existing leadership development programs works best when it's integrated with intention and planning.

Best Practices to Embed Big Think+ Content into your Leadership Development Programs

1. Align Content to Leadership Competencies

- Map Big Think+ Lessons, Expert Classes, and Courses to your leadership capability framework (e.g., Makes Sounds Business Decisions, Develops Others, Acts With Integrity).
- Use the Browse tab in the Big Think+ platform to easily find and match up content that links with specific leadership competencies.

  > **Example:** Pair *Adam Grant's "Give Effective Feedback"* with a feedback module in a "Leading Others" program.

2. Use Big Think+ Lessons as Prework or Reflection

- Assign 1-2 Big Think+ videos before workshops, coaching sessions, or cohort meetups.
- Include discussion questions from Big Think+ Discussion Guides for reflection.

  > **Why it works:** Saves in-session time, deepens in-person engagement, and creates connections to personal experiences.

- NEW! See some sample discussion decks you can use for inspiration!

3. Create Facilitated Group Touchpoints

- Use Big Think+ Discussion Guides in small group cohorts, leadership circles, or team-based learning pods.
- Rotate facilitation among peers to encourage ownership.

> **Tip:** Try launching a 30-minute “Lunch & Learn” once a month based on Big Think+ Lessons.

4. Blend Into Manager Toolkits and 1:1s

- Embed short videos in existing manager development toolkits or playbooks.
- Recommend specific videos to spark meaningful 1:1 conversations between managers and their teams.

> **Example:** After performance reviews, have managers share *Amy Cuddy’s “Self-Nudging for Progress”* with their teams to support feedback follow-through.

5. Layer Into Milestone Programs

- Integrate into new manager onboarding, high-potential programs, or executive development experiences.
- Assign curated playlists tailored to each transition point.

> **Sample Pathway** for a New Manager Program covering leadership mindsets:
>
> - Week 1: *Simon Sinek - "Become Responsible for the People Who Are Responsible for the Results"*
> - Week 2: *Ryan Holiday - "Open Yourself Up to Learning"*
> - Week 3: *Alisa Cohn - "Leadership Starts with You"*
> - Week 4: *Linda Hill - "Manage Yourself"*

6. Promote Social and Peer Learning

- Encourage leaders to share their takeaways in team meetings, Slack channels, or internal blogs.
- Highlight leader spotlights or “Big Think+ Moments” in newsletters.

> **Why it works:** Normalizes continuous learning in your culture.

7. Incorporate Into Learning Tech

- Embed Big Think+ into your LMS or LXP with clear learning journeys.

- Use any nudge or notification tools offered in your platforms to remind learners about new content or program offerings.
- Use single sign-on and auto-enroll to lower friction.

> **Tip:** Tag content by skill, not just by speaker, to make searching easier. Ask your Account Manager for a listing of all Big Think+ content tags!

8. Use for Just-in-Time Development

- Recommend and share specific Lessons or Expert Classes in response to real-time team challenges.
- Managers or HRBPs can “prescribe” relevant Lessons to support individual coaching moments.

> **Example:** Share *Cassandra Worthy's "A Leader's Guide to Strengthening Your Organization's Emotional Immune System"* when organizational changes are upcoming.