

What are Staff Picks emails?

Last Modified on 10/21/2026 1:17 pm EDT

This article explains Staff Picks, a personal email recommendation from the Big Think+ team that points learners to a standout Expert Class they may have missed.

What is a Staff Picks email?

Big Think+ has a deep library of Expert Classes, and not every great one gets the spotlight it deserves. Staff Picks fix that. Every two weeks, someone on our team picks one class they love and writes your learners a short, personal note about why it's worth their time.

The people who pick these classes are the people who make them: our producers and instructional designers. Each note explains why the class matters, what learners will get out of it, and often one idea they can put to work right away.

What's in the email?

- A personal note from the team member who picked the class
- The Expert Class title, with the expert's name and credentials
- A **Watch the first lesson** button

Every link in a Staff Picks email opens the **first lesson** of the class, not a landing page, so learners can start watching in one click.

Here's our first Staff Pick, from Nick, Executive Producer at Big Think+:

From: Nick, Executive Producer at Big Think+ <hello@app.bigthink.com>

Subject: From our favorites: Building Your Antifragile Systems (The SPIRE Model) with Tal Ben-Shahar



These are the big ideas we keep coming back to.

**B I +**

Building Your Antifragile Systems (The SPIRE Model)
Tal Ben-Shahar
Positive Psychologist, and Author,
Happier, No Matter What

Hello!

I've worked at Big Think+ for 5 years. But this is probably the most excited I've been for a new feature: Staff Picks. Every week or so, we're going to recommend a beloved expert class.

For me, the choice was obvious. I reference Tal Ben-Shahar's teachings so much that a colleague says I should get a "TBS Is the Best" T-shirt. But my appreciation is genuine. His class changed my life in small yet meaningful ways. An example: Based on TBS's suggestion to implement gratitude rituals, my team closes meetings by sharing something we're grateful for. The answers often range beyond work. It's been a fun way to learn about each other and what we value.

The class only takes a half hour to watch. I hope you find it as impactful as I did.

— Nick

[Watch the first lesson](#)

How often will learners get one?

Every two weeks, on the weeks between Expert Class releases. With both turned on, learners hear from us about once a week, alternating between a brand-new class and a proven favorite.

Who receives it?

Staff Picks go to learners at organizations that have them turned on. To keep emails relevant, we:

- Send at most one Staff Pick to a learner every two weeks
- Skip learners who already received the release email for that same class
- Only recommend content your organization has access to
- Skip email addresses that have bounced or can't receive mail

Who sends it?

Staff Picks come from **hello@app.bigthink.com**, with the name of the team member who wrote the note (for example, "Nick, Executive Producer at Big Think+"). Every email includes a Help Center link and an unsubscribe link in the footer.

Do links work with our single sign-on?

Yes. Links are built for each learner, so learners at organizations using SSO are routed through your sign-on and straight into the first lesson.

How do I turn it on?

Contact your Partner Success manager or email partnerservices@bigthink.com. See [How do I turn on Big Think+ emails for my learners?](#) for the full checklist.

Related articles

- [What emails does Big Think+ send to learners?](#)
 - [What are Expert Class release emails?](#)
 - [What are the Big Think+ onboarding emails?](#)
 - [Big Think+ learner emails: frequently asked questions](#)
-