



# How to run an email drip campaign

Each month has 3 suggested video Lessons and reflection activities. Choose a day of the week that you can be consistent with over time.

Each week, send one video Lesson over email, post on a discussion board, or send from your LMS/LXP.

→ Note: Be sure to replace the provided video Lesson links with deep links from your own BT+ to ease learner access.

Here is a simple template to copy and paste each week's video and activities into:

This month we're focusing on <insert theme>. Your video for the week:

<Insert content title + deep link>

After you watch the video:

<Insert the activity and reflection question>

Until next week, <Insert your name>

Then:

- Find your active users via [User Management](#) to boost your engagement.
- Monitor usage over time to see which themes are popular with your learners.

# LEARN FROM THE WORLD'S BIGGEST THINKERS.



## Achieving Remarkable Things with John Amaechi *3-week Learning Sprint*



Need to scale learning  
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Each week, send one  
video Lesson over email  
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We've included some  
suggestions for  
thought-provoking  
questions and activities  
for everyone to try after  
watching the Lesson!

### Creating a Compelling Vision

Picture a future goal that is both exciting and slightly frightening.

- Ask yourself: Why is it meaningful to pursue?  
What's one small step I could take right now to move toward the future I envision?

### Understanding Yourself at a Granular Level

Try Amaechi's "Soul in the Dark" exercise. Imagine yourself in total darkness, setting aside your appearance, relationships, qualifications, and job.

- Ask yourself: What is distinct about me? Who am I truly? What are my desires? My internal characteristics and narratives?

### Three Barriers to Success (and How to Deal With Them)

Think about the goal you identified, then consider whether aspects of yourself might be hindering or helping your efforts.

- Ask yourself: What elements of myself might be hijacking my experience? What might motivate me?

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**BIG** THINK +

## Productivity for Mortals with Oliver Burkeman *3-week Learning Sprint*



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### Let Go of Perfectionism

Consider how perfectionism shows up in your daily routine, if at all.

- Ask yourself: What are some steps I might take to create an approach to life that encourages embracing imperfectionism?

### Push Through Awkwardness to Achieve Growth

Make a list of areas or skills where you'd like to grow. Consider ones that have made you feel awkward in the past.

- Ask yourself: What version of this am I willing to do? Could I do my first tiny increment right now?

### Make Concrete Progress on a Handful of Things

Reflect on your goals for the next month.

- Ask yourself: Which of my goals would most benefit from more focused time to complete? What might I need to de-prioritize to make time to complete that goals?

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## Making an Impact at Work with Liz Wiseman *3-week Learning Sprint*



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### What it Means to be an Impact Player

Suppose you're feeling any burnout at work.

- Ask yourself: What practices might help me tap into a more fulfilling impact-player mindset as an antidote to burnout?

### Ask and Adjust

Consider what Liz describes as learning behaviors - like asking for feedback, admitting mistakes, fixing problems fast, and letting go of old issues.

- Ask yourself: What support or shifts in mindset might help me engage in these behaviors more regularly?

### Make Work Light

Think about what it might look like for you and your team to be low maintenance and create a frictionless environment.

- Ask yourself: How might I reduce friction or lighten the load for others without taking on others' work?



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## Unlock the Magic of Language to Increase Your Impact with Jonah Berger *3-week Learning Sprint*



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### Posing Questions

Consider the times you use persuasion in the workplace to convince someone to try or consider something new.

- Ask yourself: How might I deactivate their anti-persuasion radar with questions? What questions might I draft to ask?

### Handling Unfair Questions

Think back to a time when someone asked you an unfair question that you were uncomfortable answering.

- Ask yourself: What might have been a good deflection question I could have responded with to reshape the conversation?

### The Big Effects of Tiny Words

Consider an idea you'd like to increase engagement around for a specific colleague or customer.

- Ask yourself: When would it be most appropriate or powerful for me to use "I" or "we" instead of "you"?

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## Elevating Your Career with Adam Bryant *3-week Learning Sprint*



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### How to Make Yourself More Valuable

Brainstorm 3–4 ideas you're interested in exploring as areas of secondary expertise.

- Ask yourself: What career opportunities could developing these skill sets create? How might I get started learning about what it takes to develop them?

### Make the Most of the Career Path You're On (Right Now)

Adam shares the importance of knowing what you want and wanting what you have.

- Ask yourself: How might I apply the formula: Happiness = Reality – Expectations?

### How to Get a Promotion (Without Asking for One)

Adam notes a powerful way to set yourself apart at work is to always do what you say you're going to do.

- Ask yourself: How can I hold myself accountable for following through on agreed-upon tasks? What tools might help me do so?

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## Facing Change with Enthusiasm with Cassandra Worthy *3-week Learning Sprint*



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### How to Harness the Power of Negative Emotions

Consider a time when you went through a change at work and how you felt about it.

- Ask yourself: How can I make a conscious effort to transform negative emotions into empowerment moving forward?

### Let Change Fuel You

Cassandra identifies anxiety as the most common signal emotion experienced during times of change, but she says you shouldn't push negative emotions aside.

- Ask yourself: How might a tough signal emotion, like anxiety, add richness to a change experience? What might it productively contribute?

### Journal Your Way to Emotional Intelligence

Write about a difficult time you've experienced, how you coped with your emotions at the time, and how they may have manifested in other areas of your life.

- Ask yourself: What does this tell me about the way I move through life? How can I grow from this understanding?



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## Leading through Anxiety with Jesse Eisenberg *3-week Learning Sprint*



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### Navigate Your Fears at Work

Think about a time you felt panic about an aspect of your work.

- Ask yourself: How might I try to channel such feelings toward a healthy outcome? What tools can I use to reframe and redirect tough feelings in the future?

### React with Purpose to Move Collaborations Forward

Think of a project you work on with a varied team of colleagues.

- Ask yourself: When I work with others, how might I model openness to changing course as needed?

### How to Manage Self-Doubt

Think of an upcoming professional task you have some self-doubt about.

- Ask yourself: How might I begin to create my own bubble that allows me to accept discomfort and work at my best?



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## The Unspoken Rules to Starting your Career Off Right with Gorick Ng *3-week Learning Sprint*



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### Prioritize Your Core Responsibilities

Think about a typical day at work and consider any upcoming special projects or events that you are involved in, then think about how you usually decide what to do next at work.

- Ask yourself: What shifts, if any, should I make in how I handle urgent and important tasks?

### Take Ownership of Your Role

Take a moment to consider your team's overarching needs and goals.

- Ask yourself: What is one area where I could be proactive and step up by offering to help a colleague or finding a way to alleviate a team stress point?

### Avoid Micromanagement and Create a Better Relationship with Your Manager

Think about an upcoming project that you've recently been assigned.

- Ask yourself: How clear do I feel about the project's why, what, how, and when? How might I further clarify expectations with my manager to put them at ease?

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## Getting Along at Work with Amy Gallo *3-week Learning Sprint*



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### Nine Principles for Success (Principles 1-3)

Consider an upcoming interaction you have to have with a difficult colleague or one that happens regularly but doesn't always go well.

- Ask yourself: What would success look like in this interaction?

### Nine Principles for Success (Principles 4-6)

Bring to mind a colleague you have frequent conflict with or feel a "me against you" relationship.

- Ask yourself: In what ways can I see myself and this person as teammates? What shared problem are we facing?

### Nine Principles for Success (Principles 7-9)

Think about an upcoming project that you've recently been assigned.

- Ask yourself: What assumptions have I made about my colleague? What if my interpretation is wrong? What's another explanation? If I were new to the situation, how would I see it?

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## How to Argue Less and Talk More with Jefferson Fisher *3-week Learning Sprint*



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### Three Rules to Better Communication

Think about a difficult conversation you need to have in the near future and the reactions you might expect from the other person.

- Ask yourself: What might happen differently if I apply the 3 rules: Say it with control; Say it with confidence; and Say it to connect?

### Learn to Say "No"

Consider Jefferson's suggestion that "No" can be a complete sentence.

- Ask yourself: How can I say "No" briefly in a way that feels natural and kind to me?

### Apply the "Is It Worth It?" Filter

Bring to mind a time where the "is it worth it" filter could have been helpful.

- Ask yourself: What could I do that could help me pause before speaking or replying?

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## Slow Productivity with Cal Newport *3-week Learning Sprint*



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### Do Fewer Things (Principle 1)

Consider your current workload and where you find yourself juggling multiple tasks.

- Ask yourself: What tools could I use to make my workload more transparent? What are the best strategies for communicating with my manager and colleagues about these new work routines?

### Work at a Natural Pace (Principle 2)

Think about your current work patterns and consider the idea of not always working at full intensity.

- Ask yourself: How does this perspective feel and how might I square this idea with my current work responsibilities?

### Obsess Over Quality (Principle 3)

Think about an upcoming project or daily work task to which you are assigned.

- Ask yourself: How can I balance giving myself enough time to take pride in my work without getting hung up on perfectionism?



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## How to Fail Intelligently with Amy Edmondson *3-week Learning Sprint*



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### Reframe Your Approach to Failure

Consider a recent time when you experienced a failure at work.

- Ask yourself: How might I establish a habit of choosing learning when I make a mistake? How might focusing on capturing new knowledge help me learn to tolerate failure better?

### Pursue Intelligent Failures

Bring to mind a work-related experiment you could conduct in pursuit of intelligent failure.

- Ask yourself: In what ways could I think like a scientist by asking questions like "What am I hoping to do?" or "What might I try next?"

### Interrupt Complex Failures

Think about a complex failure you've witnessed (or been a part of) in your career?

- Ask yourself: How might one or more of those factors have been addressed or prevented early on? How can I be on the hunt to catch and correct errors that could cause a complex failure?