



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.

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BIGGEST THINKERS.



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



Need to scale learning over time?

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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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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?