



Adam Grant

Organizational psychologist at Wharton, #1 NYT bestselling author of THINK AGAIN, host of the TED podcast Re:Thinking

5.6M followers • [View Profile](#)

2

POSTS / WEEK

4 PM, UTC

MAIN POSTING TIME

14840

AVG REACTIONS
485 comments

14%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He turns research-backed ideas about how people behave at work and in life into simple, one-glance “rules” that feel like they apply to everyone. Those rules are easy to repost as identity statements, which drives massive reach—then he sells lightly and infrequently, relying on profile proof (books, talks, podcasts) to convert the attention without hard pitches.

FORMAT BREAKDOWN

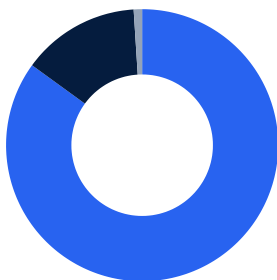


Image	85%	16070 avg reactions
Video	14%	7810 avg reactions
Text Only	1%	1100 avg reactions

7 Tactics You Can Steal

01 [Use images far more than videos if you want big reach](#)

02 [Make the image so clear people don't need the caption](#)

03 Redefine a big word with a simple "this, not that" line

04 Call out a common work line, then give a better line to say

05 Use one strong number to make your point feel real

06 When talking about AI, make it about craft and values

07 Promote rarely, and make it feel like "more help," not selling

7 Tactics You Can Steal

1 Use images far more than videos if you want big reach

Most of his posts are images, and the numbers show why: image posts (85 out of 100) average 1.06x relative engagement, while videos (14 out of 100) average 0.64x. Median likes are also much higher on images (16,070) than videos (7,808.5). If you want more reach, start by turning your best idea into one strong image with big, easy-to-read text, and only use video when it truly adds something.

[Example 1 →](#)[Example 2 →](#)

2 Make the image so clear people don't need the caption

Nearly half the posts in this sample have missing/undefined caption text (47 out of 100) and they still average 1.24x relative engagement. The stronger half of those "caption-not-required" posts (37) averages 1.37x, which shows the real driver is how clear and shareable the visual is. To copy it: write your main point as one short, complete sentence on the image, then keep the caption empty or to one line.

[Example 1 →](#)[Example 2 →](#)

3 Redefine a big word with a simple "this, not that" line

His best values posts don't sound like advice—they sound like a clean definition people can adopt. In this dataset, sharp, universal values/mindset posts (6 at/above median) average 1.47x relative engagement, while softer/narrower versions (9 below median) average 0.67x. To do it yourself: pick a word everyone uses (success, trust, wisdom), then write one contrast sentence that changes the measuring stick.

[Example 1 →](#)[Example 2 →](#)

4 Call out a common work line, then give a better line to say

A lot of leadership posts fail because they only complain; his stronger ones replace a bad script with a usable one. Workplace culture/leadership frameworks are the strongest here (3 posts at/above median average 1.11x), while straightforward critique tends to lag (11 below median average 0.71x). To copy it: quote the common phrase, explain in one sentence how it backfires, and end with a replacement sentence people can copy and use.

[Example 1 →](#)[Example 2 →](#)

5

Use one strong number to make your point feel real

When he includes a specific number from research or surveys, the post feels grounded and worth sharing, not just opinion. This works because readers can repeat the takeaway and the number together, which makes it sound trustworthy. To do it: pull one clean stat (study count, experiment count, or survey result), state the takeaway in plain words, and finish with a short punchline that's easy to remember.

[Example 1 →](#)[Example 2 →](#)**6**

When talking about AI, make it about craft and values

AI content underperforms his normal baseline in this dataset (5 AI posts average 0.63x relative engagement). The one that beats median (1.12x) isn't about AI news—it's about protecting the quality of thinking and writing. To copy this: don't lead with tools or trends; lead with what humans should still do well (think clearly, write well, learn deeply), then use AI only as the example.

[Example 1 →](#)[Example 2 →](#)**7**

Promote rarely, and make it feel like "more help," not selling

He uses CTAs in only about 14% of posts, and they underperform in-feed: CTA posts average ~0.67 relative engagement vs ~1.04 without CTAs. Promotional posts are also typically below baseline (10 posts average 0.65x), so he mainly leads with standalone insights and only occasionally points people elsewhere. To copy it: keep a strong value post as the main dish, then add one short final line for people who want more (episode, chapter, full list)—no pressure, no hype.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

Profile Breakdown

HEADLINE FORMULA

Organizational psychologist at Wharton, #1 NYT bestselling author of THINK AGAIN, host of the TED podcast Re:Thinking

[Credible role + elite place] + [top-tier proof] + [one named flagship book/IP] + [one named platform you run]. This works because it stacks rigor (institution), market validation (bestseller), and modern reach (podcast host) in one skimmable line, so new visitors trust the ideas before reading a single post.

BANNER STRATEGY



Clean “storefront” banner: show recognizable assets (multiple book covers + podcast logos) on a simple background, with one clear destination URL. This works because it turns credibility into visual proof at a glance and gives a low-friction next step (visit the site) without needing a hard CTA in the About section.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
<p>One-glance principles about character, values, and integrity</p>	55%	<p>The biggest reach comes from short, universal principles that don't need extra context. In this dataset, posts where the caption text is missing/undefined are 47 out of 100 and still average 1.24x relative engagement; the above-median subset (37 posts) averages 1.37x, showing that when the visual idea is strong, a long caption isn't required. Values/mindset posts also do best when the takeaway is crisp and universal: 6 posts at/above median average 1.47x, while softer or narrower versions fall below median (9 posts average 0.67x).</p>	<p>Post 1 Post 2</p>
<p>Workplace culture and leadership communication people can use immediately</p>	20%	<p>This pillar wins when it gives people a memorable framework or a concrete behavior swap—not just criticism. In workplace culture/leadership posts, the structured, framework-style posts are the strongest performers (3 posts at/above median average 1.11x), while more direct advice/critique tends to lag the baseline (11 posts below median average 0.71x).</p>	<p>Post 1 Post 2</p>
<p>Research-backed learning, productivity, and "future of work" takes</p>	10%	<p>These posts perform best when they anchor on a timeless human behavior (how we learn, think, write, or make decisions) instead of chasing news. AI posts underperform his baseline on average (5 posts average 0.63x), but the exception is when AI is tied to craft/values like writing and thinking (the only above-median AI post is 1.12x).</p>	<p>Post 1 Post 2</p>
<p>Promotion, community questions, and personal notes (used sparingly)</p>	15%	<p>This bucket is useful for relationship and downstream actions, but it typically trades off reach. Promotional/link-out posts are usually below baseline (10 posts average 0.65x), and prompt-first community questions perform poorly when they're the whole post (4 posts average 0.31x; link/no-visual prompts average 0.14x). When these posts work better, they're</p>	<p>Post 1 Post 2</p>

PILLAR

%

WHAT CRUSHES

EXAMPLES

paired with a strong topic, a recognizable collaborator, or a simple image so they still feel like content—not an ask.

Conversion Strategy

Their Offer(s)

Books (including Hidden Potential; profile also highlights THINK AGAIN and other titles)

Re:Thinking / WorkLife podcast episodes

Long-form articles/analysis links

Talks/interviews (Featured content)

Occasional audience participation on partner platforms (e.g., Glassdoor Q&A)

How They Promote in Posts

CTAs show up in about 14% of posts and are usually placed at the end, after the main idea. They're typically soft "continue the learning" asks (read the full analysis, listen to the episode, ask a question), not hard sales language. In this dataset, CTA posts average ~9,770 likes / 562 comments / 538 reposts with mean relative_engagement ~0.67, versus ~15,327 likes / 528 comments / 922 reposts and mean relative_engagement ~1.04 for posts without observed CTAs—so the CTAs likely optimize for clicks/listens/participation more than in-feed reach.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile does most of the "selling" up front: the headline stacks authority + social proof + named flagship IP, the About section is a numbers-heavy proof stack, and the banner acts like a storefront (book covers + podcast brands) with a simple destination URL (adamgrant.net). The Featured section spotlights a broadly relevant, high-status talk to deepen trust, so post-level CTAs can stay light.

[View Profile →](#)

Top 10 Posts

1



(Image quote) Being defensive about feedback means you miss learning opportunities—and discourage people from giving feedback in the future.

An image-based principle about feedback: defensiveness has two costs—lost learning and fewer people willing to give you feedback later. It frames coachability as the behavior that keeps growth and trust going over time.

♡ 30386 💬 750 ↻ 2556

2



(Image quote) If you reach a goal but compromise your values, it's not success.

A values-first definition of success that rejects outcome-only thinking. It contrasts winning while breaking your principles with losing while keeping integrity, and treats the latter as the higher standard.

♡ 28837 💬 547 ↻ 2258

3



(Image quote) Personality is how you respond on a typical day. Character is how you respond on a difficult day.

A simple contrast between personality and character, tied to how people act when life is hard. It anchors the idea with a short list of virtues that matter most under pressure.

♡ 27998 💬 522 ↻ 2050

4



(Image quote) Loyalty to principles matters more than loyalty to people or parties.

A short statement arguing that integrity means sticking to values over group loyalty. It pushes consistency: your standards should apply even when your own side is at fault.

♡ 27685 💬 606 ↻ 1853

5



We shouldn't ask kids what they want to be when they grow up.

A contrarian take on a common question that can push kids to define themselves by their job. It reframes the goal as building character and virtues instead of picking a title.

♡ 26874 💬 1430 ↻ 1776

6



(Image quote) "Don't bring me problems, bring me solutions" discourages people from raising difficult issues.

A critique of a popular manager cliché that can shut down people from surfacing real problems. It offers a replacement line that keeps accountability while making it safer to speak up.

♡ 23923 💬 675 ↻ 1577

7



A sign of wisdom is choosing not to believe everything you think.

A calming reframe about thoughts and emotions: you don't have to treat every thought as true or every feeling as a fact. It ends with a reminder that you have control over what you let stay in your mind.

♡ 23382 💬 895 ↻ 1619

8



(Image quote) Remove laptops from classrooms: across 24 experiments, students learn more and get better grades taking notes by hand.

A research-backed recommendation against laptop note-taking in classrooms. It cites a specific body of evidence and explains why handwriting can improve learning and grades.

♡ 23144 💬 931 ↻ 1215

9



(Image quote) Getting knowledge is easy. Handling constructive criticism is hard.

A tough-love idea about growth: information is everywhere, but the hard part is taking feedback well. It argues that people who grow fastest are the ones who can handle criticism.

♡ 22695 💬 769 ↻ 1543

10



(Image quote) When following a leader, prioritize integrity, principles, and character over loyalty.

A simple rule for choosing who to follow: look for integrity, principles, and character, not blind loyalty. It frames followership as a values-based choice, not a personality-based one.

♡ 22952 💬 486 ↻ 1289