



# The Power of the Podcast

How Consultants and Other Experts can Reach a Wider Audience

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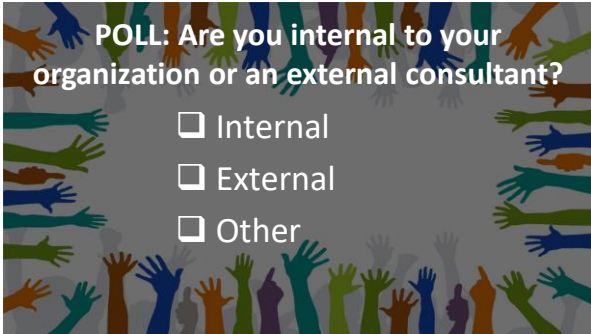
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**POLL: Are you internal to your organization or an external consultant?**

- Internal
- External
- Other



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**POLL: When you think of “podcasts”, what comes to mind?**

- Something to entertain me
- Something to educate me
- Something to inform me
- A way to build my skills
- Other



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Integrating existing podcasts into your learning programs



Recording and distributing your own podcasts

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Where can I find topical podcasts?



How do I support "learning by podcast" (so that people aren't simply listening to be informed)?

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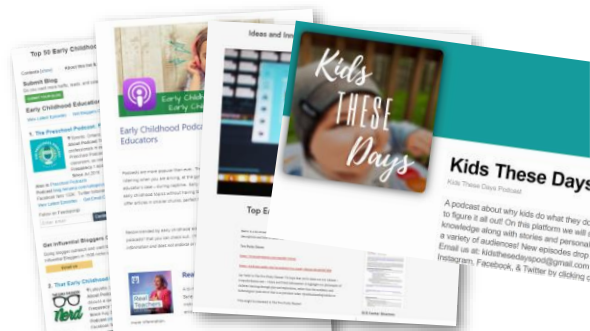
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### Chat Question

What are some things you could do to make sure people aren't just listening for entertainment, and that they **actually do something** with what they heard?

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Should you launch your own podcast?

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### Why you should **not** start a podcast



#2 Because your boss says that after starting the weekly newsletter and ramping up on TikTok, the podcast should be next on your to-do list.

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### Why you should **not** start a podcast



#7 Because you are looking for new ways to make "content" that expands your "personal brand".

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### Why you **should** start a podcast



- Niche topic
- You can commit
- You made an episode and it's worth a second episode
- You love troubleshooting
- You've done this before

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### Why you **should** start a podcast



- You will feel immense satisfaction (even if your mother is your only listener)
- You want to be a better communicator
- You have a partner
- You have an extra 10-15 hours a week

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### POLL: Why might you want to start your own podcast?

- Something unique to say
- Deep rolodex of thought leaders
- Generate revenue
- Another way to reach people
- Some other reason

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### Train Like You Listen: Origin Story

- Where did the idea originate?
- What was the original goal?
- How has it evolved?
- What has it gotten us?

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### What do you need to get started?

- Microphone
- Platform to record
- Editing software
- Distribution

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