

podcast in business

podcast in business has emerged as a powerful tool for companies looking to enhance their brand visibility, engage with their audience, and establish thought leadership in their industry. This article delves into the multifaceted role of podcasts within the business landscape, exploring how they can be effectively utilized for marketing, training, and enhancing customer relationships. We will cover the benefits of podcasting, strategies for implementation, and best practices for creating compelling content. Additionally, we will examine successful case studies and provide insights on measuring the impact of podcasts on business objectives.

- Introduction
- Understanding the Benefits of Podcasting in Business
- Creating a Podcast Strategy
- Content Development for Business Podcasts
- Promoting Your Podcast
- Measuring the Success of Your Podcast
- Case Studies: Successful Business Podcasts
- Best Practices for Podcasting in Business
- Conclusion

Understanding the Benefits of Podcasting in Business

Podcasting in business offers numerous advantages that can significantly enhance a company's marketing efforts. One of the primary benefits is the ability to reach a wider audience. With millions of active podcast listeners, businesses can tap into this market to share their expertise and connect with potential customers.

Another major benefit is the development of brand authority. By providing valuable insights and expert opinions through podcasts, businesses can position themselves as thought leaders in their industry. This not only fosters trust among listeners but also encourages loyalty and engagement.

Additionally, podcasts offer an intimate way to connect with audiences. The audio format allows for storytelling and personal connections that can be

harder to achieve through written content. This emotional resonance can lead to deeper customer relationships and increased brand loyalty.

To summarize, the benefits of podcasting in business include:

- Wider audience reach
- Establishment of brand authority
- Enhanced customer relationships
- Cost-effective marketing
- Flexibility in content consumption

Creating a Podcast Strategy

Developing a comprehensive podcast strategy is essential for ensuring the success of your business podcast. This involves several key steps, including defining your target audience, setting clear objectives, and determining the format of your podcast.

Defining Your Target Audience

The first step in creating a podcast strategy is to clearly identify who your target audience is. Understanding their preferences, pain points, and interests will guide the content and overall tone of your podcast.

Setting Objectives

Next, it is crucial to outline specific goals for your podcast. These could range from increasing brand awareness to generating leads or nurturing customer relationships. Having clear objectives will help measure the podcast's effectiveness and guide content development.

Choosing the Right Format

Podcasts come in various formats, including interviews, roundtable discussions, narrative storytelling, and educational series. The format you choose should align with your audience's preferences and your business goals.

Content Development for Business Podcasts

Creating compelling content is vital for keeping your audience engaged. It's important to plan episodes that are informative, entertaining, and relevant to your target listeners.

Identifying Topics

Researching trending topics in your industry can provide a rich source of content ideas. Consider incorporating audience feedback and suggestions to ensure the topics resonate with your listeners.

Structuring Episodes

Each episode should have a clear structure to maintain listener interest. This could include an introduction, main content segments, guest interviews, and a conclusion. Consistency in structure helps establish a recognizable format for your audience.

Inviting Guests

Bringing in guests who are experts in your industry can add depth and credibility to your podcast. It also provides an opportunity to reach their audience, thereby expanding your listener base.

Promoting Your Podcast

Once your podcast is created, effective promotion is essential for attracting listeners. This can involve various tactics across different channels.

Utilizing Social Media

Social media platforms are powerful tools for promoting your podcast. Share snippets, quotes, and episode highlights to engage followers and encourage them to listen.

Collaborating with Influencers

Partnering with influencers can help amplify your reach. They can promote your podcast to their followers, introducing your brand to a new audience.

Email Marketing

Incorporate podcast promotions into your email newsletters. This keeps your existing audience informed and encourages them to listen to your latest episodes.

Measuring the Success of Your Podcast

To determine the effectiveness of your podcast, it is essential to measure its success through various metrics. These metrics can provide valuable insights into how well your podcast is performing and areas that may need

improvement.

Key Performance Indicators (KPIs)

Some key performance indicators to consider include:

- Download numbers
- Listener retention rate
- Engagement metrics (comments, shares, reviews)
- Website traffic generated from podcast listeners

By regularly analyzing these metrics, businesses can adjust their strategies to improve listener engagement and achieve their podcasting goals.

Case Studies: Successful Business Podcasts

Examining successful business podcasts can provide valuable lessons and inspiration. Many companies have effectively utilized podcasts to enhance their brand presence and connect with their audience.

Case Study: HubSpot

HubSpot's podcast, "Marketing School," featuring Neil Patel and Eric Siu, has become a go-to resource for marketers. The podcast delivers daily insights on marketing strategies, which has helped HubSpot position itself as a leader in the marketing space.

Case Study: The Tim Ferriss Show

Tim Ferriss has built a massive following through his podcast, where he interviews world-class performers across various fields. The show focuses on actionable insights, which resonates well with listeners and drives high engagement.

Best Practices for Podcasting in Business

To maximize the impact of your business podcast, consider the following best practices:

- Maintain high audio quality
- Be consistent with publishing schedules

- Engage with your audience through feedback and social media
- Continuously research and adapt to industry trends
- Focus on storytelling to keep content relatable

Implementing these best practices can enhance the overall quality and effectiveness of your podcast, ensuring it serves its purpose within your business strategy.

Conclusion

Podcasting in business is not just a trend; it is a powerful medium that can elevate a company's marketing efforts and foster deeper connections with customers. By understanding the benefits, developing a solid strategy, creating engaging content, promoting effectively, and measuring success, businesses can harness the full potential of podcasts. As the podcasting landscape continues to evolve, businesses that embrace this medium will likely find themselves ahead in their industries, establishing authority and creating lasting relationships with their audience.

Q: What are the advantages of using podcasts in business?

A: Podcasts in business offer several advantages, including increased brand visibility, enhanced customer engagement, the establishment of authority in the industry, and the flexibility for audiences to consume content on the go.

Q: How can I create a successful podcast for my business?

A: To create a successful podcast, define your target audience, set clear objectives, choose an appropriate format, develop compelling content, and promote your podcast through various channels such as social media and email marketing.

Q: What type of content works best for business podcasts?

A: Business podcasts often benefit from a mix of educational content, industry insights, interviews with experts, and storytelling that connects with the audience on a personal level.

Q: How can I measure the success of my business podcast?

A: Success can be measured through key performance indicators such as download numbers, listener retention rates, engagement metrics (like comments and shares), and the impact on website traffic and conversions.

Q: Should I invite guests to my podcast? Why or why not?

A: Inviting guests to your podcast can add credibility, diversify content, and introduce your podcast to new audiences. It also provides listeners with varied perspectives and insights, enhancing the overall value of the podcast.

Q: How often should I publish new podcast episodes?

A: The frequency of new episodes depends on your resources and audience preferences. Consistency is key; whether it's weekly, bi-weekly, or monthly, maintaining a regular schedule helps build listener loyalty.

Q: What equipment do I need to start a business podcast?

A: Basic equipment for podcasting includes a quality microphone, headphones, audio recording software, and a reliable hosting platform. Investing in good audio quality is essential for professional-sounding episodes.

Q: Can podcasts help with employee training and development?

A: Yes, podcasts can be an effective tool for employee training and development. They can deliver valuable information in an engaging format, making learning more accessible and flexible for employees.

Q: What are some common mistakes to avoid when starting a podcast?

A: Common mistakes include lack of planning, poor audio quality, inconsistent publishing schedules, neglecting audience engagement, and failing to promote the podcast effectively. Addressing these issues can enhance the chances of success.

Podcast In Business

Find other PDF articles:

<http://www.speargrouppllc.com/calculus-suggest-003/files?dataid=wbi64-2912&title=calculus-optimization-practice-problems-with-solutions-pdf.pdf>

podcast in business: Podcast Academy: The Business Podcasting Book Michael Geoghegan, Greg Cangialosi, Ryan Irelan, Tim Bourquin, Colette Vogele, 2012-07-26 Exclusive Podcast Academy training now available in a book! Podcast Academy, the leader in audio/video podcast and new media education, brings you their first book, Podcast Academy: The Business Podcasting Book, based on their seminars. Written by industry experts, this book brings you practical experience that you can apply to your own business. It covers planning, content creation, legal considerations, branding, marketing, advertising, monetization, and much more. The authors and contributors have been behind many of the earliest corporate podcasts and share their knowledge, success, and real-world experience with you. Podcasting is changing the way organizations are communicating with their customers, prospects and the media. It is an essential new medium for any company looking to extend their communications outreach, and expand their brand awareness. This applies for companies, organizations, charities, schools and groups that range in size from small to Fortune 500 enterprises. If you are thinking about podcasting as a medium for your organization, The Business Podcasting Book will give you a solid understanding of how to create your own company's voice, measure your efforts and maximize your opportunity. Implement your podcasting strategy now!

podcast in business: Start Your Own Podcast Business The Staff of Entrepreneur Media, Jason R. Rich, 2021-05-18 TALK YOUR WAY TO SUCCESS Whether you're a master storyteller, skilled interviewer, branding genius, or have become passionate about making podcasts, now is the time to go from hobby to full-time business owner. And with million of listeners ready to discover your unique offerings it only makes sense to join the wildly popular podcast community.

podcast in business: Start Your Own Podcast Business The Staff of Entrepreneur Media, Jason R. Rich, 2021-05-04 TALK YOUR WAY TO SUCCESS Whether you're a master storyteller, skilled interviewer, branding genius, or have become passionate about making podcasts, now is the time to go from hobby to full-time business owner. And with million of listeners ready to discover your unique offerings it only makes sense to join the wildly popular podcast community. Our experts have teamed up with successful podcasters to provide you with Start Your Own Podcast Business, an easy-to-understand, comprehensive blueprint that takes you through setting up, recording, branding, marketing, and managing your podcast business. You'll learn how to: * Create pod listings and marketing plans that attract the right listeners * Choose keywords and tags design to drive traffic to your podcast * Pick the best equipment and tools to help you produce a winning show * Define your brand with carefully crafted logos, show listings, and images * Reach more shoppers with targeted social media and advertising campaigns * Maximize the power of storytelling to enhance your brand and business * Decide when it's time to turn your part-time hobby into a full-time business venture Plus, gain worksheets, templates, resource lists and tips designed to go from passion to profits. If you're ready to share your passion for your pod with millions around the world, this guide is for you.

podcast in business: Podcast Authorized Jenn Foster, Melanie Johnson, Steve Gordon, 2020-07-31 Learn How to Build a High-Performance Podcast and Book That Can Yield Double-Digit Returns. Over 50% of the homes are podcast fans! Podcasts are poised to eclipse traditional radio in listenership, and podcasts are opening the door to individuals, businesses, and celebrities alike to have their own show with no barrier to entry. The smartest thing you can do as a business owner, expert and industry leader is to build a platform of raving fans. One of the best and easiest ways to attract new buyers, clients, and fans to you is through a podcast and a book. Watch your business

grow as you create unique, expert content. With this expert advice, you'll learn: How to get your book written, edited, and designed painlessly How to use your podcast to write your book What to do after your book is published to get maximum results How to turn your book into a podcast How to create a book promotion super-team (if no one gets the book, what's the point...your super-team will get it into the right hands) How to 10x your referrals in 30-days using your book How to position your book to attract the right clients (this is critical and most authors miss the mark...they end up frustrated, with a book that collects dust) This book sprung for from a podcast interview with Steve Gordon, who we had never met before. Because of our podcast Elite Expert Insider, we decided to do a webinar together which turned into this book. That's the power of a podcast. 85 percent of listeners will hear all, or at least most of, each episode of your podcast! If you are an entrepreneur or solopreneur, having a podcast and a book can give you opportunities and relationships your business never had before. This is a recipe for success when done right. Learn how podcasting and having a book can profit your business. Don't miss out on the opportunity to take your business to the next level! Expert podcast secrets from Steve Gordon, The Unstoppable CEO Podcast. Expert book publishing insights from #1 Bestselling Authors Jenn Foster & Melanie Johnson.

podcast in business: Podcast Secrets For Entrepreneurs John North, James North, Unlock the full potential of podcasting to build your brand, increase your influence, and drive revenue with Podcasting Secrets for Entrepreneurs. Whether you're a seasoned business owner or just starting, this guide equips you to create, launch, and grow a successful podcast that captivates your target audience and transforms listeners into loyal clients. Imagine reaching thousands of potential customers, all eager to learn from an expert in your field. Podcasting is one of the fastest-growing platforms, making it ideal for entrepreneurs looking to expand their reach. With Podcasting Secrets for Entrepreneurs, you'll discover how to harness this medium to create engaging, impactful content that resonates with your audience and establishes you as a leader in your industry. What's Inside? Step-by-Step Blueprint: From planning to post-launch growth, this book covers every podcasting phase, ensuring you avoid common pitfalls and achieve results. Secrets to Building an Engaged Audience: Learn techniques to attract and retain listeners, keeping them coming back with compelling episodes and insights. Expert Interview Tips: Host captivating interviews that highlight your expertise and create memorable conversations with industry leaders. Monetization Strategies: Generate revenue through sponsorships, merchandise, courses, and premium content. Monetize effectively with tips tailored for entrepreneurs. Marketing and Growth Hacks: From social media promotion to cross-platform engagement, unlock strategies to amplify your reach and turn listeners into clients. Who is this Book For? Podcasting Secrets for Entrepreneurs is designed for business owners, marketers, and brands ready to leverage podcasting as a high-impact marketing tool. Whether you're a coach, consultant, service provider, or digital content creator, this book provides insights to elevate your brand and boost visibility. No technical skills are required—just a passion for sharing knowledge and a commitment to growth. Why Podcasting? Podcasting isn't just a trend; it's a powerful way to connect with your audience on a deeper level. Listeners tune in for insights and inspiration, often becoming loyal followers. With Podcasting Secrets for Entrepreneurs, you'll learn to deliver value while positioning yourself to attract business opportunities and forge strong relationships. Key Takeaways: Create a Podcast that Reflects Your Brand: Define your unique voice, select relevant topics, and establish a style that aligns with your identity. Streamlined Production Workflow: From equipment selection to audio editing, this guide covers everything you need for smooth production. SEO and Visibility Tactics: Boost discoverability with SEO techniques tailored for Apple Podcasts, Spotify, and Google Podcasts. Podcasting Secrets for Entrepreneurs is more than a book—it's a toolkit for anyone looking to harness podcasting to amplify their message and grow their business. If you're ready to make podcasting central to your marketing, this guide is your launchpad. Ready to Make an Impact? Don't miss out on the opportunity to transform your brand with Podcasting Secrets for Entrepreneurs. Get your copy today and start your journey toward becoming a trusted voice in your industry. More info at: <https://podcastsecrets.biz>

podcast in business: 101 Internet Businesses You Can Start from Home Susan Sweeney,

2008-08 Presents the basics of commerce on the Internet, with an examination of several successful businesses, technical information, a guide for determining risk and prioritizing, and promotion techniques for 101 different profiles.

podcast in business: The Podcast Handbook Jacqueline N. Parke, 2022-03-11 This handbook is a comprehensive overview of the burgeoning podcast industry. It covers the history of podcasting from its roots in radio; the variety of genres, topics and styles of today's podcasts (both individual and corporate); and the steps required to build your own podcast. The handbook covers all the elements needed to create a successful podcast including platform options, programming, advertising and sponsorships. Supplemental essays from professionals in various industries provide information and tips to enhance the podcasting experience. The structure of the book is easily adapted into lesson plans, and the exercises included for readers make it a book well suited for classes on podcasting.

podcast in business: Profitable Podcasting Stephen Woessner, 2017-09-14 Did you know there's a much better tool for spreading influence and generating revenue--one with far less competition? Podcasting offers rich opportunities, especially if you get in early and do it right. Author and CEO Stephen Woessner wants to share with you the secrets he learned in podcasting while building a \$2 million venture from scratch. Profitable Podcasting lays out the precise formula Woessner has learned from experience to be necessary for creating, launching, marketing, and monetizing podcasts in any industry. Packed with priceless production help, software recommendations, web and social strategies, schedules, checklists, and examples, this indispensable guide explains exactly how to: Choose the ideal format for the type of show you are producing Get the best guests Create intriguing interview questions Record and edit like a pro Maximize buzz for the launch Secure generous sponsorship Achieve top rankings fast Don't let the tech side of this incredible marketing and sales outlet scare you away from the lucrative awards that await you once you conquer the short learning curve. With Profitable Podcasting navigating you through every step, you will reach the payoff quickly and painlessly.

podcast in business: The Business of Podcasting Steve Lubetkin, Donna Papacosta, 2015-08-19 Two of the pioneers in podcasting have joined forces to co-author The Business of Podcasting: How to Take Your Podcasting Passion from the Personal to the Professional, which focuses on the business aspects of producing audio programs for the Web. The book is also available for instant download on the Amazon Kindle. The authors are Donna Papacosta of Trafalgar Communications, host of the popular Trafcom News Podcast and an internationally known trainer and seminar leader; and Steve @PodcastSteve Lubetkin, founder of Professional Podcasts, one of the first podcast production companies and now a division of The Lubetkin Media Companies LLC, an award-winning producer of business and organizational podcasts, with more than three quarters of a million downloads. Unlike other podcasting books that delve into the mechanics of creating a podcast, The Business of Podcasting describes the business side of podcasting: how to position clients' expertise through podcasting, the best business models, how to find clients, contracts, legal reviews, and much more. Here are some comments from some of our early readers: Reading The Business of Podcasting was a pleasure ... The book is a great blend of practical business and technical advice about the value, pitfalls and practical realities of producing a podcast series for money, not love (well, okay a bit of love is okay). For seasoned podcasters who have the chops to tell great stories with strong audio, the book will give you insights into turning your passion into at least a part-time paycheck. Professional communicators will find the text a great starting point to enter the podcast business, from a technical point of view. Anyone with an interest in the now re-emerging podcast market will find the book a concise, readable and practical guide to a medium that has been around for over a decade and feels brand new to a market ready (finally) for the pleasures of anywhere audio. Donna and Steve have been doing this since the early days of podcasting, and it shows in their nicely chosen case studies.- Wayne MacPhail, president, w8nc inc .I have to say I love the book. Too often business books fall into one of two piles. Dry reads with lots of boring information or smarmy tactic books. This book is a fun read with very useful information. This isn't a get rich-quick

scheme; this is how to put in the work and make podcasting work for you. I love it! Doing things the right way is always hard work, but it doesn't have to be boring. Seriously good read.- Paul RJ Muller, host, the Caffeination Podcast Donna and Steve represent a perfect mix of knowledge - and experience - radio production, corporate communication and podcasting. Reading and using this book is a must whether you come from a professional background in communications or from a non-professional background as a podcaster offering your services to businesses. The book completely lacks 'snake oil' talk about podcasting. What a relief. The book is not an attempt to oversell the benefits of audio podcasting. If you know the medium, you already know the pros and cons. The book is, however, the perfect way to guide the person who is going to offer her services and expertise to companies in a professional, safe and convincing manner.- Karin Høgh, owner, PodConsult

podcast in business: *The High Ticket Podcast Sales System* Mayowa Ajisafe, 2022-10-07 Are you suffering from the popular feast and famine cycle most coaches, consultants, and service providers who sell high ticket offers are used to? Are you always wondering where and when your next high-paying client will come from? Or are you suffering from having a trickle of leads every month? If you have an online business that sells high-ticket (\$2,000+ price point or \$5,000+ customer lifetime value) offers or services, there is an endless number of high-quality, high end and qualified clients you can work with. There are just three problems you need to solve to have many high-paying clients coming your way.: - Your most qualified and ideal clients don't know you exist. - Your most qualified and ideal clients have a busy life with no time to click on ads or reply to your cold email. - They are also not likely to read your well-copywrited sales page or keep a tab on your value first and sell later email sequences. And to solve these problems, you need a viable, scalable, measurable, and one that will work consistently to fill your sales pipeline with high-ticket clients. Inside *The High Ticket Podcast Sales System*, I'll show you how you can leverage a Six Figure Podcast to fill your sales pipeline with highly qualified, high-paying clients. You will also learn how to create an on-demand referral system that will keep bringing in easy-to-close and ready-to-buy clients for your business without being a pest to your past or present clients and anyone in your network. You will also learn one powerful tool you can use with your Six Figure Podcast to create a sales system that brings in already pre-sold leads for your business 24/7, even while you are sleeping. If you sell a high ticket offer, you already do sales calls and need more clients; this is one life-changing book you can't afford to read. Curious to find out what the secrets are inside this book? Buy a copy of *The High Ticket Podcast Sales System* right now.

podcast in business: *NPR's Podcast Start Up Guide* Glen Weldon, 2024-06-04 From NPR comes the definitive guide to podcasting—featuring step-by-step advice on how to find a unique topic, tell the best stories, and engage the most listeners, as well as the secrets that will take your pod to the next level. Whoever you are, whatever you love, there's a podcast audience waiting for you, and in today's booming audio storytelling landscape, it's never been easier to share your voice with the world. But while the barrier to entry for podcast production is relatively low (just the cost of a mic and a laptop), the learning curve is steep—and quality matters. That's where NPR comes in. In NPR's *Podcast Start Up Guide*, Glen Weldon draws on NPR's extensive educational materials and army of talent—from recognizable hosts, such as Guy Raz (*How I Built This*), Gene Demby (*Code Switch*), Linda Holmes (*Pop Culture Happy Hour*), and Yowei Shaw (*Invisibilia*), to indispensable behind-the-scenes players, such as producers, engineers, and editors—to guide aspiring podcasters through the conception, creation, and launch of a podcast. Part master class, part candid informational interview with the best in the business, this book is a must-read for anyone who wants to make their dream of starting a podcast a reality.

podcast in business: *Social Media Strategy* Keith A. Quesenberry, 2024-02-12 The fourth edition of *Social Media Strategy* is an essential step-by-step blueprint for innovating change, supporting traditional marketing, advertising, and PR efforts, and leveraging consumer influence in the digital world. With a completely integrated marketing, advertising, and public relations framework, Keith Quesenberry's up-to-date textbook goes beyond tips and tricks to systematically

explore the unique qualities, challenges, and opportunities of social media. Students learn core principles and proven processes to build unique social media plans that integrate paid, earned, shared, and owned media based on business objectives, target audiences, big ideas, and social media categories. This classroom- and industry-proven text has been updated with a new infographics and concise reading sections with frequent tables, checklists, and templates. New and updated case studies in each chapter engage students in contemporary examples from small businesses, large corporations, and non-profit organizations. Focusing on cross-disciplinary strategic planning, content creation, and reporting, this accessible and highly practical text is an essential guide for students and professionals alike. Features: Each chapter includes a preview, chapter objectives, case studies, pull quotes, video links, bulleted lists, infographics, tables, and templates. Chapters end with a chapter checklist, key terms and definitions, and Experiential Learning sections with questions, exercises, and Discover and Explore activities. Keywords are bolded and defined in the text, at the end of each chapter, and in a comprehensive glossary. Template worksheets for key strategy components with business context examples. New to the Fourth Edition: Fully redesigned, robust graphics engage students visually. New figures include average online advertising costs, uses of AI in social media, and the latest generative AI integrations by company and platform. Fact sheets for each social media platform provide essential data for easy reference. Data includes daily and monthly user activity, main user demographics, advertising CPC and CPM, and content insights. Recurring College Cupcakes business example allows students to follow a strategic process in context. Appendix with a list of practical resources to keep students current in the world of social media, recommended professional certifications, personal branding, and a section on the negative effects of social media on mental health and society. Instructor Support Materials: <https://textbooks.rowman.com/quesenberry4e> Test banks Template worksheets Case Briefs Sample syllabi PowerPoint slides Student Flashcards Find additional templates and social media strategy updates on the author's blog: <https://www.postcontrolmarketing.com>

podcast in business: Teach Yourself VISUALLY MacBook Brad Miser, 2008-03-24 This book is for people who have never used a MacBook or its software as well as people who use MacBook and want to expand their use of the computer.

podcast in business: Podcast Journalism David Dowling, 2024-03-19 Runner-up, 2025 Tankard Book Award, Association for Education in Journalism and Mass Communication Podcasting's stratospheric rise has inspired a new breed of audio reporting. Offering immersive storytelling for a binge-listening audience as well as reaching previously underserved communities, podcasts have become journalism's most rapidly growing digital genre, buoying a beleaguered news industry. Yet many concerns have been raised about this new medium, such as the potential for disinformation, the influence of sponsors on content, the dominance of a few publishers and platforms, and at-times questionable adherence to journalistic principles. David O. Dowling critically examines how podcasting and its evolving conventions are transforming reporting—and even reshaping journalism's core functions and identity. He considers podcast reporting's most influential achievements as well as its most consequential ethical and journalistic shortcomings, emphasizing the reciprocal influences between podcasting and traditional and digital journalism. Podcasting, both as a medium and a business, has benefited from the blurring of boundaries separating news from entertainment, editorial from advertising, and neutrality from subjectivity. The same qualities and forces that have allowed podcasting to bypass the limitations of traditional categories, expand the space of social and political discourse, and provide openings for marginalized voices have also permitted corporations to extend their reach and far-right firebrands to increase their influence. Equally attentive to the medium's strengths and flaws, this is a vital book for all readers interested in how podcasting has changed journalism.

podcast in business: What Your Employees Need and Can't Tell You Melina Palmer, 2022-11-04 A Science-Based Organizational Change Roadmap for Managers "A science-based playbook that is a must-read for every manager of people..." —John A. List, Wall Street Journal bestselling author of *The Voltage Effect* and *The Why Axis* #1 New Release in Office Management

and Business Operations Research Adapting to change is part of life. But, change is hard and managing change is even harder. First, understand how the brain works. Because we really don't know how the brain works, we don't know what makes us more receptive to change. Employees can't tell their managers what they need to "get on the train", and managers don't know either. How to get your team on board. In her first book, *What Your Customer Wants and Can't Tell You*, author and behavioral economics specialist Melina Palmer, applies the science of behavioral economics to unlocking what is behind customer decisions. Behavioral economics combines elements of economics and psychology to understand how and why people behave the way they do in the real world. Now, in her sequel, *What Your Employees Need and Can't Tell You*, she offers a highly actionable roadmap for business executives and managers faced with the task of instituting successful organizational change. Actionable behavioral economics for successful change management. *What Your Employees Need and Can't Tell You* delivers insights and research from behavioral economics and the greater behavioral sciences, presented in an enjoyable way that you can actually use to get results. Inside find: An introduction to how the brain really works when faced with change Insights into key biases and concepts the subconscious brain uses to make decisions "Apply it" sections with tips on how to start using what you have learned—immediately If you are responsible for managing change and have tried books such as *The Heart of Business*, *Humanocracy*, or *Change*, you should read Melina Palmer's *What Your Employees Need and Can't Tell You*.

podcast in business: *Design Solutions for Adaptive Hypermedia Listening Software* Turel, Vehbi, 2021-06-18 Adaptive hypermedia listening software enables materials writers to combine and deliver a wide range of digital elements on the same digital computer platform more efficiently. Such a combination and delivery provides a multidimensional, multi-sensory digital environment in which rich, efficient, instant, comprehensible, optimum, and meaningful input and feedback can be presented effectively and efficiently. Moreover, language learners' attention can be drawn to forms and meanings in input. Such aspects correspond with different theories and hypotheses of language learning and teaching. This presents users/learners with an environment that is easy to use, tension-free, and optimal during self-study. However, to be able to design and develop cost effective and professional adaptive hypermedia listening software, there are certain scientific educational findings and implications that need to be implemented at every single stage. To have access to such vital findings is not so easy, and research must address this area. *Design Solutions for Adaptive Hypermedia Listening Software* explores how to design and create technically and pedagogically sound and efficient interactive adaptive hypermedia listening software for language learners in any language. The chapters will cover learner strategy tools, the effectiveness of this technology, best practices in adaptive hypermedia listening software, and the benefits and challenges of this technology for language learning. It is ideal for companies, institutions, teachers, policymakers, academicians, researchers, advanced-level students, technology developers, and decision-making pertinent government officials interested in designing and developing multimedia listening environments for language learners.

podcast in business: *How to Enable Engagement Between Universities and Business* Kathy Daniels, Saskia L. Hansen, 2024-09-06 This *How to guide* explores practical ways to create and develop a positive relationship between universities and businesses, showcasing diverse and innovative forms of collaboration. Kathy Daniels and Saskia Loer Hansen bring together expert insights from across the world to demonstrate that business engagement is a wide-ranging and essential part of the modern university.

podcast in business: *35 Video Podcasting Careers & Businesses to Start* Anne Hart, 2005-12-05 Launch your career or business in video podcasting. Are you looking for a job in video podcasting? Anyone with a digital video camcorder, microphone, computer and some technical savvy can launch an Internet video podcast show to inform, direct or enlighten. You can offer foresight, insight, or hindsight. Open a business or find a job creating and delivering digital video recordings-usually free-as podcasts. If you want to make money with video podcasting, offer to sell a

sponsor's publicity and advertising on your video, or an author's creative works, interviews, or sermons. You can even show people how to fill out tax forms using a video podcast for instruction on most any subject people can learn independently. People who subscribe to video podcasts usually want to view for free. You can charge for a course to train or teach a class by video lecture and/or demonstration, but what if you want an actual paid job in video podcasting? And can you make more money in video than in the older, audio MP3 file 'radio' podcasting? Careers in video podcasting are beginning to bloom as seen by a variety of podcasting associations, news publications, and career information. Even job listings unrelated to podcasting are 'broadcast' by RSS feeds. Create your own job in podcasting by showing others how to find new trends and applications in their careers. Make informational, how-to, and motivational video podcasts. What if you want to use video podcasting to actually get hired? Are there jobs right now in video podcasting? Or is the field still primarily for trade publication publishers, syndicators, and video entrepreneurs on the Web?

podcast in business: *Teach Yourself VISUALLY MacBook Air* Brad Miser, 2008-11-13 If you're a visual learner who prefers instructions that show you how to do something, then this book is for you. Its clear, step-by-step screen shots show you how to tackle more than 160 tasks with your MacBook Air. You'll learn to work with the multitouch trackpad; use the Dock, Exposé, and Spaces; get online via AirPort or Wi-Fi; sync your iPhone to your MacBook Air; manage contacts and calendars; connect to other devices; use e-mail and iChat, surf the Web; and much more. Full-color screen shots demonstrate each task.

podcast in business: Innovation and Collaboration in the Digital Era Jara Pascual, 2021-08-02 Innovation and Collaboration in the Digital Era provides a holistic approach to collaborative innovation, innovation management and innovation leadership. It is full of practical advice and includes 34 interviews with high-level politicians, innovation industry leaders, academics and entrepreneurs discussing the reality of innovation and how to create change for a positive impact. Many quotes are included from researchers and practitioners in the innovation field who have participated as guests in the author's podcast "Business of Collaboration" or in interviews with the Collabwith Magazine which she produces. This is a powerful book full of practical frameworks and one-page canvases which act as reminders of the value of making needs and expectations explicit. The author provides frameworks and tools that can be used to support collaboration journeys across different sectors and organizations. She also offers clarity to the reader for their innovation journey and brings a new perspective on how to innovate and understand innovation. Jara Pascual focuses on the importance of managing emotions and feelings of frustration which can be very common during a collaborative innovation process. She explores the interaction between Emotional Intelligence and business and shows how to remove and manage frustration and how to produce a positive outcome. Innovation and Collaboration in the Digital Era will empower the reader to take action and show how to change your conversation about innovation and collaboration. "Jara Pascual, with colleague Celia Avila-Rauch, has been able to distill and apply the ability model of emotional intelligence to the art and science of innovation and innovation leadership. In our work we note that feelings are not always facts but that emotions as a form of data. More than that, emotions can assist or facilitate with decision making, creativity and innovation rather than getting in the way, but only if leaders are "smart" about emotions and develop and deploy their emotional intelligence skills." Dr David R Caruso, Emotional Intelligence Skills Group, Founder Yale Center for Emotional Intelligence, Research Affiliate

Related to podcast in business

Flikken de Podcast In Flikken de Podcast neemt hij de fans tien afleveringen lang mee 'achter de schermen'. In elke aflevering bespreekt hij een ander thema; van stunts, wapens en de politie, tot locaties,

Actualis - Google Podcasts Votre podcast hebdomadaire d'information et de divertissement ! Retrouvez-nous tous les mercredis à 18h !

Podcast - Mentos Brilhantes - Google Podcasts O Giro MB chegou! O seu podcast de notícias

Flikken de Podcast In Flikken de Podcast neemt hij de fans tien afleveringen lang mee ‘achter de schermen’. In elke aflevering bespreekt hij een ander thema; van stunts, wapens en de politie, tot locaties.

5,000 Podcasts. 3,000 Episodes a Week. \$1 Cost Per Episode — Behind an AI Start Up's

Plan (25d) Former Wondery exec Jeanine Wright is leading a new firm, Inception Point AI, that's betting on flooding the zone with audio

5,000 Podcasts. 3,000 Episodes a Week. \$1 Cost Per Episode — Behind an AI Start Up's

Plan (25d) Former Wondery exec Jeanine Wright is leading a new firm, Inception Point AI, that's betting on flooding the zone with audio

LadyGang Hosts Share Their 1 Secret to Mixing Business and Friendship After 10 Years

Together (Exclusive) (4don MSN) The women of the LadyGang are opening up about the secrets of their successful friendship — and their decade-long business

LadyGang Hosts Share Their 1 Secret to Mixing Business and Friendship After 10 Years

Together (Exclusive) (4don MSN) The women of the LadyGang are opening up about the secrets of their successful friendship — and their decade-long business

Plastic Surgeon Dr. Kiya Movassaghi Discusses Business Leadership on Aesthetic Blueprint

Podcast (8d) EUGENE, OR September 26, 2025 - PRESSADVANTAGE - Board-certified plastic surgeon Dr. Kiya Movassaghi recently appeared as a

Plastic Surgeon Dr. Kiya Movassaghi Discusses Business Leadership on Aesthetic Blueprint

Podcast (8d) EUGENE, OR September 26, 2025 - PRESSADVANTAGE - Board-certified plastic surgeon Dr. Kiya Movassaghi recently appeared as a

Caleb Hearon Talks Resisting “Venture Capital” Mindset In Comedy & What Is Lost In A

Followers-Focused Culture - Comedy Means Business Podcast (6d) In comedy, as in Hollywood at large, there are so many ways to be boxed in. And Caleb Hearon isn't going for any of them

Caleb Hearon Talks Resisting “Venture Capital” Mindset In Comedy & What Is Lost In A

Followers-Focused Culture - Comedy Means Business Podcast (6d) In comedy, as in Hollywood at large, there are so many ways to be boxed in. And Caleb Hearon isn't going for any of them

Back to Home: <http://www.speargroupllc.com>