The Power of the Podcast
How Consultants and Other Experts can Reach a Wider Audience

Brian Washburn
Co-founder, CEO
brian@endurancelearning.com
@flipchartguy

Tim Waxenfelter
Co-founder, COO
tim@endurancelearning.com
@waxenfelter

IF WE'RE TRYING TO INNOVATE AND CREATE A MORE POWERFUL LEARNING EXPERIENCE, EXPERIMENTING IS GOING TO BE PART OF THAT PROCESS.

THE NEW BOOK BY BRIAN WASHBURN OUT NOW!
WHAT'S YOUR FORMULA?
COMBINE LEARNING ELEMENTS FOR IMPACTFUL TRAINING
POLL: Are you internal to your organization or an external consultant?
- ✔️ Internal
- ✔️ External
- ✔️ Other

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

Integrating existing podcasts into your learning programs

Recording and distributing your own podcasts
How can podcasts be part of your overall learning program?

Where can I find topical podcasts?

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

Should you launch your own podcast?

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

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

---

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

---

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
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

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?

What do you need to get started?
- Microphone
- Platform to record
- Editing software
- Distribution
Chat Question

What makes for a good podcast?

How will people know your podcast exists?

Should you expect to make money from your podcast?