



# Now Hear This!

## How to Elevate your L&D Strategy with Podcasts

Has it ever occurred to you how podcasts could improve your learning strategy? Here are 8 reasons why you should have podcasting as part of your learning and development strategy:

### 1. Organizational Benefits

Companies can use podcasts for:

•Team, Product or Service Updates	•Sales Enablements	•Lectures
•Training Sessions & Reinforcement Training	•Onboarding	•Interviews
•Replays of meetings, webinars, and other content	•Microlearning	•Roleplays
	•Fireside Chats	•Leadership Development
	•Stories	
	•Just-in-Time-Updates	

### 2. Efficiency

Podcasts are an efficient way to give and receive updates. Regular podcast episodes keep audiences engaged and connected. Learners can have their podcasts automatically downloaded to their devices, making it easier than ever to listen on the go, when, and wherever they wish.

### 3. Effectiveness

Learners can listen while they work which enables users to embed learning into the flow of work more effectively with learning right at their fingertips--and eardrums. Podcasts are an excellent building block of a multi-modal learning experience and can enhance and reinforce learning comprehension and increase information retention. The intimacy of the medium allows learners to absorb information at their own pace, on their own schedule, giving learners opportunities to review previous material.

### 4. Engagement & Appeal

Podcasts are a great way to give your eyes some R&R from web meetings and zoom calls (Zoom fatigue anyone?). Whether it's for work or for pleasure, Podcasts incentivize and empower listeners to pursue their interests and pay close attention. Storytelling is a great way to explain difficult concepts in order to relate back to real world problems. With no shortage of variety, there's a podcast and story out there for everyone!

### 5. Availability & Accesibility

Beyond grab-and-go portability, podcasts are often free to stream and download making it available to virtually everybody. Podcasts replayability allow non-native speakers language clarification and those with learning disabilities time to pause and rewind recordings when needed. Podcast transcripts enable deaf/hard of hearing people the ability to get information not normally made accessible to them; making podcasts, captions, and transcripts accessible is crucial to inclusivity.

### 6. Guidance/Reference

We have all missed a training class, it happens. Sometimes we are not always able to make up missing material, but podcasts are especially useful when leadership is unavailable to answer questions. Podcasts can serve as a quick reference guide to help learners with new or confusing material. Podcasts empower learners to take a proactive approach in finding answers or supplementing information they wouldn't normally have.

### 7. Convenience

Podcasts are great on long trips, in the background while you work, or while multitasking. Listeners can choose to listen when they want and wherever they want. Allowing them time to reflect and digest information at their own pace.

### 8. Relatability

There are a variety of podcasts with stories, perspectives, and experiences that you wouldn't otherwise hear in mainstream media. Many podcasts elevate diverse voices and foster a sense of inclusion among listeners. The independence and intimacy of the medium can cultivate empathy and compassion that resonates with listeners.



# PODWORKS

## End-to-End Podcast Delivery

PodWorks is an audio-centric service focused on solving business + creative problems for partners looking to bring an audio strategy to their employee engagement and learning ecosystem. PodWorks delivers a tried and tested process + strategy that allows a sonic brand to move efficiently from concept and development, to production and distribution. With ever-more brand saturation in our busy lives, 'Sonic Branding' is the way to set organizations apart. Your sonic brand SHOULD be just as recognizable as any other component of your brand. Is it? Here is our three-step process:

### Concept & Development

It starts with discovery. PodWorks will help develop, strategize, and brand your audio content. We will create a content and guest strategy, and planning guide.

Overall Audio Strategy



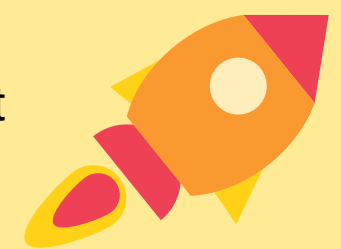
Podcast Title and Cover Art



Guest Strategy to Meet your goals



Everything to get you to Launch!



### Production & Editing

We sew the pieces to help you build and produce the best audio landscape to fit your needs.



- Guest Prep & Coaching
- Hosting Services
- Live Production Assistance
- Post Production Editing



- Removing Filler Words
- Leveling & Enhancements
- Addition of Bumpers
- Merging Segments



- Show Description
- Scripting Services
- Copywriting
- Intro, Outro & Scripting
- Episode Graphics

### Strategy & Delivery

Thoughts about hosting? Social? Programmatic? We don't chance distribution. Our best practices will help ensure your audio and sound is in the right place at the right time.

Audiogram for each episode



Unique branded graphic with the guest's image



Final Mixed Audio File Uploaded to Identified Platform

