

## ***Enterprise Podcast - Conversation Guide***

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### **What to expect**

- This is a conversation style opportunity to convey your main message
- I may jump around, but will try to weave a thread through all the subjects discussed
  - Big to small
  - Local to global
  - Personal to public
  - Or the reverse
- Record 20-30 Minutes
  - Edit to 10-20 minutes
- Mistakes are OK – can edit them out
- Dead-end questions are OK
- Re-Dos are OK
- I may take notes while you are speaking

### **Requested Action**

- Remove badges, big ear rings, and noisy jewelry
- Paraphrase the question as part of your answer
- Pause, review your notes, then speak
- Please don't ruffle papers while speaking
- Please do not discuss "business confidential" information
- Know your main message

### **Beware**

- Intended audience and actual audience
  - This is a "public" posting. Anyone may listen to this.

### **Outline of Process**

- Pre-Show (10 Minutes)
  - Review this guide
  - Outline topics – Main Message, Prioritize topics, ...
  - Preview equipment
- Recording (30 Minutes)
  - What is your main message
  - What is Hot in your area
  - What is in the News
  - What are the rumors
  - Questions from the voicemail line or email
  - About you – How did you get here?
  - Final thoughts
  - What's on your agenda for next week and next month?
- Post Show (5 Minutes)
  - Any "Do Overs?"
  - Any Second Thoughts
  - What's next
    - Initial edit
    - Approval
    - Final Edit and Publish