



YOUR IN-HOUSE PODCAST



KEEPING YOUR PEOPLE CONNECTED

Are you concerned that the transition to remote working will affect the way your people communicate?

That it might dilute team spirit and connectedness?

Are you worried that employees will begin to feel disengaged from the organisation?



An in-house podcast, curated to build a sense of community within your organisation can go a long way to maintaining a sense of connection amongst your people.



AN IN-HOUSE PODCAST?

Think of it as 'radio-on-demand', or a private station just for your organisation that can be listened to from anywhere. Podcasts are just as easy to enjoy at home, in the car, on public transport, on a walk, or whilst exercising.

However large and dispersed your workforce is, tuning in to a regular in-house podcast can make them feel closer and more connected - both to the organisation and to each other. The podcast comes to them, wherever and whenever they want to enjoy it.

The purpose of a podcast is to gather different voices from the organisation, and accessible technology now makes this possible.

Contact us on talk@virtualnotdistant.com or call us today on +44(0)20 71930190

WHAT CONTENT SHALL WE CREATE FOR OUR PODCAST?



A magazine-style format works well, with a mixture of recurring segments, which could include some of the following:



Company news - because who has time to read a memo?

Industry news - bite-sized bits of important information



Team recognition - from birthdays to business achievements

Tips and ideas - this could include anything from technology use to wellbeing advice



Challenges and competitions - whether formal sales targets or fun shared activities

Employee or role profiles - what exactly does that person do anyway?
Maybe they'd make a great interviewee, and that would help everyone understand their function better



Messaging alignment - your people are your best ambassadors, so sharing goals and intentions can help create a consistent and memorable message.

If you think this sounds good but have no idea where to start, we are here to help. The learning curve is short, and you don't need expensive professional equipment.

We can support you anywhere on the spectrum from an initial set-up and consult, through to a full done-for-you service where we sort it all out for you every month or every week. Our director Pilar Orti is a highly experienced podcaster, best-known for hosting our very own 21st Century Work-Life podcast - and she's ready to help you create your own branded in-house communications platform.



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