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Internal Corporate Podcasts

The Learning Innovations podcast

Doug Bushée, Mike Lenz and Angela Shanahan • Podcast Snap © 2018

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Take-Aways

- Information offered in internal podcasts is up-to-date.
- Encryption can protect proprietary corporate information.
- Internal podcasts can bring colleagues closer together.
- The interview format is the most accessible for listeners.

Recommendation

Stakeholders in many industries are excited about the potential of internal podcasts because they provide a secure way to disseminate company learnings in a relaxed, interview-based format. Mike Lenz, co-host of *The Learning Innovations* podcasts, interviews Angela Shanahan, who shares the lessons she learned from bringing an internal podcast to her colleagues in the consumer packaging industry.

Summary

Information offered in internal podcasts is up-to-date.

People are only beginning to use podcasts for internal communications, but they're gaining traction with stakeholders. Podcasts can help bring people in large companies closer together and provide more up-to-date and relevant information than formal modes of learning or communication. When Angela Shanahan first pitched the podcast idea to her superiors, it was only to assist women in their industry. Management encouraged her to think bigger and gave her lots of freedom to explore the medium. She promised to keep them updated on her progress. "Just don't make it lame," they advised.

Encryption can protect proprietary corporate information.

Shanahan had to learn about different hosting platforms and eventually had an app designed for internal corporate use. Naturally, the company wanted reassurance that their business practices and sensitive information would remain private. Many hosting platforms provide encryption so only your employees will have access.

"Internally, [your podcast] is going to be password protected. It's going to be specific to your workforce and most likely will be information that may be proprietary to your company."

Internal podcasts can bring colleagues closer together.

Podcasts are already a popular format for learning, especially for people on the move. Salespeople traveling to make sales calls, for example, could use that time to listen to internal podcasts and take advantage of organizational learning opportunities. Internal podcasts can also help bring people closer together, not just in your company but across your industry.

The interview format is the most accessible for listeners.

Shanahan wanted to provide opportunities for development but knew that the format had to be engaging. Ideally people would learn without even noticing it. She chose to do interviews because it was more natural and relaxed, and her colleagues were interested in learning about their peers' skill-building and career-pathing, not just product updates or learning insights.

“I didn’t want something that was a corporate, stuffy podcast. I wanted it to be engaging and a little bit unique.”

Shanahan’s listeners were quite engaged, filling her inbox with suggestions. Initially Shanahan had to “manage expectations” because she had little experience hosting a show. Over time, she realized that podcasting allowed her to take advantage of her skills and talents in a new way.

About the Podcast

The Learning Innovations podcast covers innovation in the learning space. Hosts **Doug Bushée** and **Mike Lenz** share the tools, resources and trends to keep learning and development professionals up-to-date. In this episode, Lenz interviews **Angela Shanahan**, senior manager of learning & development at Brand Value Accelerator.



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