

Supplement Your Training With Podcasts

Podcasts are becoming very popular now with the likes of Spotify, iTunes and Google Play dedicating vast resources to creating and managing Podcast directories. But have you thought about offering content via Podcasts for your training? After all, they're easy to create, cheap and quick. Learners can listen to the Podcasts at work, when they are travelling or when they are relaxing at home.



Podcasts can be individual episodes associated with a particular workshop or development pathway or they can be created very much as a radio station with episodes becoming available each week.

Here are ideas to start you thinking:

- Create a Podcast '*Welcome Message*' explaining the benefits of the training that your learners are about to be part of and include a couple of past learners talking about how the training helped them.
- As follow-up to training eg:
 - For sales* - have a successful salesperson explain how using the ideas from the workshop increased their sales using specific examples. This will really add context and reality to their training.
 - For compliance, legislation, policy updates* - This content is constantly updating and changing. Rather than bring everyone back to the training room, offer updates in the form of a Podcast so that learners can listen to the updates and more importantly, what they need to do in relation to the updates.
- Add Podcasts as part of a blended development pathway - especially interviewing guest experts to really add insight and credibility to the pathway. Unlike the traditional way of using an expert ie bringing them to the workshop to share their expertise etc, once the episodes are recorded, then your expert has nothing further to do - plus if they are not based at your location, they can record the episodes via telephone from their own location, no travel.

Podcast With Supporting Show Notes

Show Notes in terms of Podcasting are what we might call supporting materials eg transcripts, additional documentation, additional links etc. Creating a Show Notes Page that contains the Podcast plus resources is a great way ensuring your learner has everything they need during and following the Podcast.

We find it really enhances Podcasts when we provide some of the following:

- A download link for the Podcast
- A .PDF designed for helping learners organise their notes.
- Links to materials etc mentioned during their Podcast.

- Official documentation such as Legislation or Policy Updates etc discussed during their Podcast.
- Product links for new or updated products in a sales or marketing environment.
- A biography of the speaker and/or guest speaker.

[Click here](#) to see this tip as converted into a Podcast with Show Notes.

If you need help starting a Podcast for your organisation, [click here](#) to find out how we can help you

Watch out for our new Training Podcast launching soon.

Call To Action

Think about how you can add value to your training with the help of Podcasts. Don't just think about it, start one today!
