How To
Connect & Amplify
Your Organisation’s Stories

Celine Schillinger
The Community Studio
A Collective Engagement Resource Leveraging the Power of Employee Podcasts

THE COMMUNITY STUDIO HELPS:

- To initiate **new conversations** and engage people through **peer stories** & experiences
- To make an organization’s **culture emerge** and create ownership & **belonging**
- To role model **agility** and can-do attitude while developing **dialogue & listening skills**
- To inform **relational leadership** and **culture-shaping** initiatives
The Podcast Advantage

An increasingly popular media...

- **465 million podcast listeners globally** as of 2023; will be 505 million by 2024

- **~30% of the U.S. population** listens to podcasts regularly. Highest penetration rate in **Scandinavian countries**; **Gen Z** is the fastest growing podcast audience

- **A very accessible media**: ~80% of the podcasts are listened to on a mobile phone

- **Versatile**: 59% of people tune in while doing something else: commuting (22%), cooking, walking the dog...

...well adapted to the corporate world

- **A growing number of organizations** run their own private podcast

- **Accessible** through an internal podcast app or API integration. Extremely adapted to distributed, asynchronous work

- **Inclusive & engaging**: fresh & non-intrusive; more approachable than video for introverts. All episodes have an AI-generated transcript

- **Agile**: easily adaptable to new focus areas & engagement activities; content can be re-used for the intranet, internal newsletters...

- **Instructive**: helps develop communication & storytelling skills while learning about colleagues’ experiences

- **Data generation**: provides listening analytics to better meet listeners’ expectations

Source: https://www.demandsage.com/podcast-statistics/
A light system with 3 main elements

A small, multidisciplinary volunteer team (‘Design Team’)

An internal podcast: ‘values in action at Cablinc’ colleagues’ interviews

Community activation: animations, dialogue, invitation to get involved

**Outputs**
- Conversations focused on people & their work
- A repository of stories & testimonies
- More, new people connections
- A crowdsourced company culture outline

**Outcomes**
- Clarity on what the company stands for
- A living, embodied corporate credo
- New talents identified
- Empowerment, collaboration & engagement
How The Community Studio Works

- Podcast “series” (a la Netflix)
- A community engagement plan is created by the Design Team
- The Design Team is renewed / expanded after each season
- Interviewees are colleagues from any function, rank, location…
- People are interviewed about their interpretation & experience of the company culture
- Community activation is done by the volunteers through light, peer-to-peer activities
- Insights inform leadership activities & culture-shaping work
- The team is supported by Laila Noort & Céline Schillinger
Celine Schillinger
Advisor | Educator | Enabler

Founder, We Need Social

Leadership & Strategy Book of the Year
(Porchlight USA 2022)
Best New Management Booklist
(Thinkers50, 2023)

Keep in touch on LinkedIn!