

Growth Game Plan

PODCAST OVERVIEW

WHAT IS THE GROWTH GAME PLAN PODCAST?

Never before has personal and business growth been so interconnected, balancing the need for all stakeholders to find sustainable growth.

The Growth Game Plan Podcast brings together straight-talking experts to share their experience and ideas, to discuss solutions to the challenges facing businesses and individuals who are striving to succeed in today's world. These are not podcasts built on fluff. They're grit and

substance. We're leading the charge, driving the debate and hitting the new world head-on. But it's not for everyone.

We welcome community members with growth experience and theories, who are not afraid to be challenged. We're talking bold and fearless professionals, ready to shake up the status quo with debate, discussion, and action to enable Growth by Design.

THE GROWTH PODCAST FORMAT.

For maximum success we follow a simple format; beginning, middle and end.

BEGINNING: in the first section (10% of time) we will tell viewers/listeners what they're going to be hearing about and why it's important, framing the topic for discussion and highlighting the knowledge that the audience can expect to gain. To answer the punters' question: 'What's in it for me?'

MIDDLE: in the middle section (80% of time) you need to deliver what you promised at the 'top' of the show concisely and clearly. What are the 3-5 points which have to be covered in your content, the big knowledge or ideas which you will impart to the audience? It's big ideas which work for this medium.

END: in the final section (10% of time) we wind up, reiterating important points and tie up any loose ends. We remind people about what has been discussed, the outcomes that can be achieved and where they can find more information about what has been discussed.

WHAT DO YOU GAIN?

Personal brand power and awareness is the first big reward, the podcasts are promoted on our business and personal social channels, with reach to thousands of professionals. The second reward is being part of the close-knit, yet global, Growth Community enabling networking opportunities and personal growth.

HOW TO GET INVOLVED.

Please send your short bio (350 characters or less) including your social media handles to BlueprintX's Community Manager at liz@blueprintx.com.

SMALL PRINT

By participating in the Growth Game Plan Podcast, you agree to allow us to record, distribute and disseminate the recording/s and you agree to BlueprintX retaining the recording rights.

PLANNING YOUR CONTENT

Think about the structure of your content using the beginning, middle and end format, not forgetting your narrative and the points which tie together your story. Some questions for consideration:

BEGINNING

- *What is the big idea or knowledge that you will share?*
- *What outcome can the audience expect to gain as a result of viewing/listening?*

MIDDLE

- *What are the key 3-5 points that you will be conveying to the audience?*
- *How will you structure your narrative highlight your supporting points, conveying the opportunity, suggested metrics and the expected outcome that can be achieved?*
- *What supporting assets, or information, might you have available to share with the audience post-session?*

END

- *How will you summarise what has been discussed and the success that can be derived?*
- *What could be shared with the audience after the podcast if they would like more information?*
- *What is the final point you will make when closing the session, if there's just one takeaway for the audience what would it be?*

PREPARING FOR RECORDING.

It is essential that you attend your recording dressed smartly, in plain pastel colours, no big patterns, no logos; no big contrasts. Ladies, please avoid clunky jewelry as it's visually distracting, especially no large earrings as they disrupt audio

Consider the camera background if you are recording remotely. Ideally you will have a plain wall behind you and the room will be carpeted, with curtains and/or other material to help deaden the sound. Your bedroom is possibly the ideal location, as long as you can sit comfortably without the bed in shot.

Lighting is important. It is important that light is coming from in front of you, definitely not from behind, so your face isn't in shadow and the more light that you have the better. Ideally your lighting is 'modeled', so there is more light on one side of your face than the other. This can be achieved by using a small, Anglepoise-style lamp.

The sound quality of your recording equipment is an important consideration. Ideally you will have a separate microphone, we can recommend Samson Go-Mics. If you're using a recent Mac then a separate microphone probably isn't necessary, but we suggest you do a brief recording of yourself to double check whether you're happy with the sound quality prior to the formal recording session.

The position of the camera to people's eye-line is critical. Most laptops mean that you look 'down' into the camera. This is not good as it makes you look overbearing; the trick is to get the camera at the same height as your eyes. Ideally use a laptop stand, or stack some books under the laptop temporarily. If you are using a webcam on top of a desktop screen these can sometimes be too high, so we suggest sitting on cushions to get the eyeline right.

If you have questions, please reach out to your BluprintX contact.