



# PODCAST OVERVIEW FOR GUESTS

WE ARE HAPPY TO PROVIDE A QUICK OVERVIEW OF OUR PODCAST AND A FEW TIPS TO HELP BOTH SHOWCASE YOUR EXPERTISE & CREATE THE MOST DYNAMIC EPISODE POSSIBLE FOR OUR LISTENERS.

TRADITIONAL EMPLOYEES  
COACHES & CONSULTANTS  
TECHNOLOGY SOLUTIONS  
VENDORS & SUPPLIERS

## PODCAST DESCRIPTION



**The Blended Workforces @Work Podcast** celebrates one of the hottest talent strategies today. By definition, blended workforces are when employers use a mix of traditional employees along with external resources like independent contractors, consultants, vendors, and technology solutions – all in the hopes of enhancing competitiveness, ensuring cost flexibility, and expediting business goals.

Listen in as CHRO Consigliere, organizational psychologist & leadership tactics strategist, Karan Ferrell-Rhodes, gives us an insider's look into how the world's most progressive companies manage blended workforces to scale their talent capabilities, source the perfect external consultants, lead organizational change initiatives, flex their business functions on-demand, reduce costs and better manage their human capital project spend.

And on the flipside, Karan also aims to help the wild, wild west of contractors and suppliers out there, by providing insights on how to master the critical success factors that will improve their chances of finding and landing lucrative contract opportunities.

So, **no matter if you are the head of HR, a C-Suite leader, a business executive, in Finance or procurement, or a product or service provider, this podcast is for you.** Welcome to our family and bring a friend, because it's time for all of us to get smarter about Blended Workforces @Work!

THE BW@W PODCAST IS A PRODUCTION OF:



## WHY YOU?

We think you would be an excellent guest because you possess invaluable knowledge, experiences and thought leadership about one or more of the different aspects of blended workforces.

Some great discussion topics could include, but are not limited to:

- Highlighting how your firm/employer uses some mix of participants in blended workforces
- Sharing tips on how companies evaluate and procure goods and services
- Sharing perspectives or trends about the gig economy
- Outline how executives think about their labor pools and what factors influence them to seek external support
- Sharing stories and lessons learned about your experience being a service provider or vendor for clients

**It may be helpful to think of an project, initiative or challenge that you've faced, involving some aspect of blended workforces, that eventually had a great impact at your employer, in your business or in the industry you serve.**

During our chat, I want us to go past the general facts and dive deep into the true "behind the scenes" journey - the good, bad, & the ugly!

That's what our audience of leaders love!

## QUICK FACTS

- **LISTENER TARGET AUDIENCE:**
  - CHROs, CPOs and Heads of all Human Resources Functions
  - Corporate Executives and Business Leaders
  - Finance, Accounting, Procurement and Talent Supply Chain Professionals
  - Members of the External Workforce Community (consultants, coaches, freelancers, entrepreneurs, independent contractors, fractional executives, etc.)
  - Any other individuals interested in learning more about blended workforces
- **TEMPERMENT:** We are a fun PG show, so please reframe from excessive cursing and insensitive remarks. Also, be sure to provide concise responses.
- **UBER GOAL:**
  - Teaching the business strategy of blended workforces and up-leveling leaders' ability to manage them
  - Providing guidance and insights to corporate and business leaders about how to optimize operations using blended workforces
  - Providing guidance and insights to vendors/suppliers on how to increase the probability of landing more lucrative contracts
- **KARAN & SHOCKINGLY DIFFERENT LEADERSHIP'S SOCIAL MEDIA CHANNELS**
  - Twitter: @KaranRhodes & @ShockinglyD
  - LinkedIn: /KaranRhodes & /shockingly-different-leadership
  - Instagram: @narak1908 & @shockinglydifferent
- **HOW TO CONTACT US:**
  - For Karan directly, email [karan@shockinglydifferent.com](mailto:karan@shockinglydifferent.com)
  - For general questions, email the podcast team at [podcast@shockinglydifferent.com](mailto:podcast@shockinglydifferent.com).

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## Frequently Asked Questions

WHILE WE WILL GATHER MOST INFORMATION WE NEED FROM YOU VIA OUR GUEST APPLICATION, WE HAVE PROVIDED A FEW FAQs, TO ASSIST IN YOUR ONBOARDING.



**How should I prepare for the interview?** First, identify a topic or situation for us to discuss during the podcast. Make a few notes about your insights, experiences, the ups & downs and any keys to success. Then, just bring your inspiring, fabulous self to the recording session.



- Can I get a list of your questions?** Karan will not follow a strict script but will try to work in a couple of questions:
- **A PEEK INTO YOUR PERSONAL LIFE:** To break the ice with our listeners, she may ask you to share a sneak peak into your personal life. You will have 15 seconds to share anything you are comfortable in sharing (ex. family, hobbies, etc.)
  - **YOUR CHOICE OF LEADERSHIP TACTICS:** I have conducted extensive research on highly successful leaders, of which the data indicated the top seven tactics which were most critical to their success. I'd like to make the connection to your knowledge/expertise with our audience. Please be prepared to share which of the following leadership tactics most resonates with you. They are:
    - **Leading with Intellectual Horsepower** - Using your areas of expertise to "peek around corners" in order to spot trends, connect the dots, and identify new areas of opportunity that others miss.
    - **Leading with Courageous Agility** - Having the fortitude to take calculated risks to stand up for what you believe and do the right thing, even when the consequences and/or future are unclear.
    - **Leading with Strategic Decision-Making** - Making good decisions or leading a good decision-making process, based on top strategic goals and priorities.
    - **Leading with Intrapreneurship** - Building the organization by identifying new opportunities to develop or improve operations, products, or services.
    - **Leading with a Drive for Results** - Being persistent and tenacious in ensuring that goals are achieved.
    - **Leading with Executive Presence** - Making clear and convincing oral and/or written presentations, in order to influence and lead others.
    - **Leading with Stakeholder Savvy** - Assessing interpersonal dynamics and operating effectively in a variety of social situations.



### Technical Stuff:

- All guests will be asked to complete a guest form. Completed forms will be reviewed by our production team and, if approved, you will receive a link to schedule the date of your recording.
- For the actual recording of the episode, we will hold the conversation on the Zencast platform. We will send you a Zencast link to join the meeting at our scheduled time. Zencast is extremely easy to use and I will brief you what to do before we begin to record.
- As we are meeting online, there are a few things to consider:
  - **Audio/Video:** We will be recording both audio and video. Segments will be used on all podcast platforms, LinkedIn, YouTube and our website.
  - **Internet connection:** Please make sure you have a reliable Internet connection for the session. It can sometimes be best to plug your computer directly into the router via a cable, if this is possible.
  - **Headphones:** Depending on the device you are using for the session, there can sometimes be an echo. The best way to avoid this is to use headphones of some kind, if possible.
  - **Microphone:** If you have a microphone which is of a higher quality than the one in your device, I would appreciate it if you could use it to give us the best quality audio we can. If you don't, don't worry about it! We'll make it work.



**Day-Of Recording:** Broadly, we will keep going whatever happens, apart from serious tech problems. We won't go back and edit things live; we have an editor for that! If there is a serious tech problem I will stop us to resolve that. You will need to hold 45 minutes for the recording. This will give us time to check our tech setup and to have plenty of space to let the conversation unfold. Broadly, the episodes are between 25-35 minutes in length.



**Do I have any responsibility in helping to promote my episode?** In a word, YES! We will promote your episode far and wide, but we know that you have special access to those who love and appreciate you. We will provide you some ready-to-go content to post on your website, email list and/or social media channels. All you have to do is schedule it so that your fans will listen in. **Please use the hashtags: #BWAW #BlendedWorkforces #PeopleStrategy**



**What happens after my episode?** We will let you know when your episode goes live. We will post the edited interview and write-ups on the <https://shockinglydifferent.com/podcast> website and market them on all of our social media channels. Your episode will also be available across all major podcast platforms. Until then, know that this is not a one and done podcast! You are now part of our family. We will continue to follow you and help promote your posts and endeavors. And we hope that you will do the same for us.



**Do you have sponsors?** To make this podcast possible we work with sponsors that support and believe in our vision. Therefore there might be short commercials included in your episode.



**FINAL THOUGHTS:** I hope this document answers your questions and puts your mind at rest. Once you've sent over the Podcast Guest Form, I hope you will just relax into what will be a fascinating and energizing conversation. Thank you again for being a part of this adventure with us, and if you have any more questions, let us know.

## ABOUT THE PODCAST HOST

Based on years of experience working with executive and high potential leaders around the world, **Karan Ferrell-Rhodes** is the leading CHRO Consigliere and thinker on **driving impact and influence through blended workforces and leadership execution**. Her research has provided insights to numerous organizations on what it takes to tap into the talents, passions and collective genius of a workforce, to empower rapid but valuable leadership initiatives.

Karan is the founder & CEO of Shockingly Different Leadership (SDL), a global human capital professional services firm that helps corporations execute business-critical People, Learning, Culture & Organizational Effectiveness initiatives. She and her 350+ consultants have worked with executive teams at companies such as Coca-Cola, Microsoft, BP, Meta, EY, IHG, Raymond James, Major League Baseball (MLB), and Major League Soccer (MLS).

Immediately before following her passion to share her consulting gifts on a more global scale, Karan held numerous leadership positions at the Microsoft Corporation during her 13-year tenure, including leading the human capital strategy for 6 Corporate Vice Presidents and leading the Microsoft Global High Potential Leadership Development Programs, which were ranked in the top 5 global programs by Fortune Magazine, Leadership Excellence, the Best Practices in Leadership Institute, and Workforce Magazine.

During her last position, she was responsible for leadership development and capability for the top 4% of global leaders at Microsoft, all of whom were identified on succession slates for key roles of global responsibility within the organization. Immediately prior to joining Microsoft, Karan was a Human Resources executive at AT&T and formerly held numerous positions of progressively increasing responsibility in a number of Fortune 100 companies.

Karan has a deep passion for up-leveling leader capability and optimizing organizational workforces to do their best work. She loves to challenge her clients to be forward looking, inspire others about what is possible, and create a path when one may not yet be crystal clear.

Karan is also a frequent contributor to **Forbes.com** and is the author of the book, **Lead at the Top of Your Game**. She also the host of both the **Lead at the Top of Your Game podcast** and the **Blended Workforces @Work podcast**, both of which provide an insider's look into how leaders and the workforces in today's companies are constantly evolving in order to keep companies competitive. In addition,

She holds a Bachelors in Industrial/Organizational Psychology and a MBA with a triple concentration in Organizational Development, Human Resources & Marketing. She is certified as a Change Management Strategist, High Potential Leadership Coach, a Master Action Learning Facilitator, and is also certified in several leadership assessment tools.

When not traveling the globe, Karan enjoys serving on numerous non-profit boards, planning intimate dinners with family & friends, critiquing movies, watching American football, and dreaming of one day becoming a sommelier.



Know of any company looking to augment their HR teams due to a vacancy, to help with a special "People" project or for a leadership development initiative?

Feel free to send any referrals directly to [karan@shockinglydifferent.com](mailto:karan@shockinglydifferent.com) or refer them to our website, <http://ShockinglyDifferent.com>.



## THE FIRM COMPANIES TRUST TO:

- PROVIDE ON-DEMAND CONTRACT/INTERIM HR EXPERTS
- HELP BUILD HR INFRASTRUCTURES
- DEPLOY PEOPLE & CHANGE INITIATIVES
- DEVELOP READY-NOW LEADERS
- OPTIMIZE WORKFORCES TO DO THEIR BEST WORK

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