



Thank you so much for agreeing to join me on **The Analytic Mind** podcast.

Feel free to listen to the podcast here: [The Analytic Mind](#)

I have created this show flow with the details on how to get started.

**Show Flow:**

1. Guest Introduction
2. Q&A
3. Closing

**Recording Framework :**

This podcast is a show where we have a casual conversation and just talk through your experiences and expertise. We can dive into a whole variety of topics focused mainly on data and analytics. But we can also keep it flexible and see how the discussion organically flows.

We facilitate the interview through Zoom and it will run for approximately 30 to 45 minutes.

**Topics :**

Below are some questions that I could ask to get the discussion going. I'd like to share them now so you can think and internalize the topics you'd like to share and highlight during our call:

1. Please introduce yourself and tell us about your background
2. Walk us through some of the challenges you're seeing with your data strategies
3. How have you looked to organize your analytics strategies within your organization?
4. What unique insights do you have that would help listeners get better results from their data driven culture?
5. What impact and engagement have you seen from analytics initiatives?
6. What trends around tools and technology are you seeing?
7. What competitive advantages can you enable with a smart data strategy?

In case you have some topics you'd like us to cover but they aren't listed above, we can easily cover them during the discussion. Feel free to share your own stories and experiences as this is the most powerful way to get our listeners engaged until the end.



## **WHAT WE NEED FROM YOU:**

- **Your Bio:**

Please share a short bio of yourself so that I can properly introduce you on the show. I would suggest highlighting information that's related to your current job post and how you got there.

I want to make this worth your while :)

- **Images:**

Provide me with 2-3 high-resolution photos of you in action or headshots before your podcast (min 1000px wide), which my team will use in preparing promotional artwork for your episode.

Please send these details to [janet.bennett@enterprisedna.co](mailto:janet.bennett@enterprisedna.co)

## **Preparation for Remote Recording:**

For remote recording sessions, it will be recorded on Zoom.

Here's some pointers to be prepared and to make sure we get the best quality recordings:

- A silent or very quiet location
- A decent microphone and camera
- Mute your cell phone and anything else that might cause distractions or noise

## **HOW WE PLAN TO USE THE RECORDING:**

1. On our podcast channel - The Analytic Mind
2. On Enterprise DNA's YouTube channel - Enterprise DNA TV
3. Short clips to be placed a dedicated YouTube channel
4. Our podcast blog
5. Potentially in other written content at a later point