

SPRINGCAST GUIDES

20 Business Podcast Ideas & Formats

A practical starting point for internal and external podcasts


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Start with your audience

Before starting a podcast, decide who you want to reach and what you want to communicate. Then choose a format: the structure through which you tell the story. This guide brings together ten business ideas, seven formats and three podcast types. Combine the options that fit your organization and your listeners.

Choose the format for the message

Audio lets people listen without looking at a screen. That can suit a conversation, an explanation or a personal story. It does not make every topic suitable for a podcast: keep visual instructions and material that needs close reading in a format that serves the task.

Ten business podcast ideas

Idea 1: Explore ideas and reflect on recent news & developments

This could be a podcast in which you explore new ideas within a specific domain or philosophize about the impact of the latest developments on the future. You can engage in discussions with experts or provide explanations of recent developments. This type of podcast is well-suited for knowledge organizations, non-profits, and government entities.

Ideas to use

- Discuss the latest market developments
- Theorize new inventions or concepts
- Discuss the impact of new innovation
- Debate new rules, laws, or regulations
- Share the latest news & developments

Idea 2: The 'educate your customer' podcast

Marketing is mainly about boosting awareness and guiding the right potential customers further along the buying process. Not all customers or clients are 'ready to buy,' so it is often helpful to nurture them along the way, usually with

the help of content. An educational podcast about your field or product can support that process.

Ideas to use

- Discuss case studies
- Share knowledge and experience
- Interview experts
- Interview customers about their experiences
- Share the latest insights

Idea 3: Stakeholder engagement and updates

A podcast gives stakeholders a way to hear the people behind a strategy or decision. Use conversation to explain the context, ask follow-up questions and add nuance. Keep the written report or presentation available for figures and details that listeners may want to look up.

Ideas to use

- Present the annual report
- Interview the leadership about the strategy
- Share updates on strategic projects
- Q&A session about business updates

Idea 4: The 'employer branding' podcast

Let prospective candidates hear about your company's mission, vision and goals. Give them a view of the workplace through the people who work there. A podcast can support that introduction with conversations about projects, roles and everyday decisions.

Ideas to use

- Interview the leadership about the mission and vision
- Create a documentary series about the organization
- Develop a series around a (fictional) case
- Interview employees (about projects, roles, etc.)

Idea 5: The ‘awareness through education’ podcast

Do you want to create awareness among a specific audience and raise consciousness about a social issue or a significant change (movement) you want to initiate? Or do you want to build awareness around a product or service? The awareness podcast can support that goal by sharing stories, interviewing experts, or hosting debates.

Ideas to use

- Interview (experience) experts on the subject
- Provide education by sharing stories
- Host a debate and explore different perspectives

Idea 6: The ‘internal leadership branding’ podcast

An internal leadership podcast can give colleagues context about a change, a reorganization or a new leader. Let the leader explain choices, address questions and speak about what happens next. The value comes from the specificity and openness of the conversation, rather than the format alone.

Ideas to use

- Interview the new leader about their background
- Discuss the future with the leadership team
- Conduct a personal conversation with leadership
- Create a report of the internal roadshow

Idea 7: The ‘purpose update’ podcast

An organization’s social purpose can provide material for a podcast. This presents a great opportunity to create a podcast around this topic. Do you source sustainably from local suppliers? Share their stories and highlight the impact of your collaboration. Provide updates on recent projects, sponsorships, or donations.

Ideas to use

- Updates on recent social projects
- Involve audiences in the mission through education
- Organize a round table discussion around a topic

- Share facts & figures about your positive impact

Idea 8: The 'employee onboarding' podcast

Can you remember someone saying something like, "You'll get the hang of it" on your first day at work? That does not give a new colleague much direction. A podcast is an excellent tool for onboarding new employees. You can create episodes about the mission and vision, as well as the culture, leadership, organizational goals, product range, and more topics like these to optimize how your employees learn.

Ideas to use

- Create a series about core values
- Tell the story of the organization's history
- Have leadership discuss the mission and vision
- Create a series about products, services, etc.

Idea 9: The '(internal) educational' podcast

An educational podcast can explain a topic through examples, conversation or a structured lesson. Consider it for management training, product training or as a supplement to safety instruction. Choose audio for material that makes sense without visuals, and provide the practical demonstration or assessment separately when the task requires it.

Ideas to use

- A series on safety instructions
- A podcast about relevant new legislation
- A management training program for trainees
- A coaching program for managers

Idea 10: The 'event recording' podcast

Make useful parts of an event available as audio so people can listen back without watching a screen. A keynote, discussion or interview can become an episode if it still makes sense without the slides. Edit references to visuals and explain any context the recording needs.

Ideas to use

- Record press conferences for on-demand listening
- Create a "behind the scenes" series of your event
- Make the presentations available as a podcast
- Host reflections with guests and speakers

Seven podcast formats

A format is the structure of your podcast. Choose it for the content, the people involved and the production capacity you have.

The Interview

The interview is a familiar podcast format. The format is simple: you have a host, possibly a co-host, and a guest who is being interviewed. This format originates from traditional radio and television programs.

The main advantage of this type of podcast is that you may reach people in your guest's network as well as your own followers, potentially tapping into a new audience and gaining more followers for your podcast.

However, this format has challenges, as you are dealing with both technology and people. Your guest's energy and ability to express themselves well will determine the quality. Technology can pose a challenge if you're conducting a remote interview but there are tools to make this easier.

Advantages

- An opportunity to reach your guest's network
- More variety in content and dynamics
- A broader perspective (beyond just the host)
- Great for networking
- Also well-suited for remote interviews

Challenges

- Finding guests can be challenging
- Requires planning and research into guests
- Requires proper preparation for questions
- Limited control over guest's equipment

- Quality of the guest determines episode quality

The Open Conversation

An open conversation is essentially a discussion between two or more people, with a microphone to record the conversation. It typically follows an open format without a fixed structure and follows a natural flow of conversation.

These podcasts are often focused on a specific theme, or they can cover broad topics such as social issues, current events, and news.

This type of podcast can be difficult to launch if you have few or no followers. Listeners may also have difficulty deciding whether it is worth their time. However, as your reach grows, this format has the potential to become a mainstream podcast.

Advantages

- Easy to plan
- Flexible structure
- Room for spontaneous exchanges
- The conversation between speakers creates variety

Challenges

- Difficult to explain why people should listen in and what separates this podcast from others
- Harder to gain traction in the beginning
- Challenging to create a fanbase without authentic viewpoints

The Solo Podcast

The solo podcast can simplify production and planning, but it demands a lot from the host since they are the only ones speaking. This means the quality heavily depends on their ability to express themselves effectively.

Sometimes, these podcasts are scripted (written out and read aloud), while other times, the host speaks about a particular topic throughout the entire episode naturally. The best part about this type of podcast is that you don't have to coordinate with anyone else; you have complete control over the process.

A potential downside is that it can quickly become monotonous if listeners have to hear the same voice for an hour. Additionally, it can be challenging for the host to maintain high energy without interaction with others.

Advantages

- Easy to plan
- Fewer voices to coordinate in editing
- Control over the recording process
- Flexible recording location

Challenges

- Maintaining energy can be difficult
- Content can become one-sided
- Harder to maintain diverse interest
- It's a bit more challenging to keep audiences engaged

The Panel

A panel podcast typically features one host interviewing multiple guests about a specific topic, often focused on current events and news. Each episode usually has different guests.

The biggest advantage of this type of podcast is that there is generally plenty of news and current events to discuss, and the 'burden' is carried by the guests. However, the downside is that you need to have a substantial pool of potential guests if you want to record episodes regularly.

With this podcast format, you may also benefit from the reach of your guests. However, finding guests for this type of podcast becomes a challenging task, as you usually need to secure multiple guests per episode.

Advantages

- Plenty of topics available
- Less reliant on the host
- Multiple perspectives on each topic
- Makes different viewpoints audible
- Can have a great dynamic between panelists

Challenges

- A large pool of guests is needed
- Continuously filling the panel can be a challenge
- Discussions and conversations can easily become too long or go off-topic

The Masterclass

The masterclass is an educational podcast aimed at imparting knowledge. It can be compared to an online training session without video.

For this type of podcast, a well-thought-out series is essential. Structure the lessons around the listener's existing knowledge and the task they need to perform.

Existing video, text or training materials can provide a starting point. Adapt them for listening: explain visual references, use concrete examples and make the sequence clear.

Educational podcasts can support onboarding, training and coaching. Choose a separate demonstration, exercise or assessment where listening alone cannot establish competence.

Advantages

- Training materials are often already available
- No filming is needed
- Listeners can learn during travel, exercise, etc.
- Podcasts are well-suited for long-form content
- Also suitable for coaching

Challenges

- A good structure is essential
- Dry material can quickly become boring
- Check whether the explanation works without visuals

Event Recordings

Events can provide material for a podcast: a presentation, a conversation with a speaker or a report from the floor. Choose content that makes sense as audio and arrange permission to record and distribute it.

Both attendees and people who missed the event can listen back at a convenient time. Explain visual references so the recording also works for someone who was not in the room.

Sound quality matters. Arrange a suitable recording setup and someone who can monitor it during the event.

Advantages

- Existing talks provide source material
- The recording can be revisited
- A way for people who missed the event to listen back
- Live recordings capture the nature of the content, making it enjoyable to listen to

Challenges

- Technology is important to get right at events
- The host should explain references to slides
- Ambient noise can be irritating if the audience is noisy or other equipment is used
- Large spaces have echoes that need to be managed

The Report

A report is a detailed account of an event, occasion, or news story. This format utilizes multiple relevant audio clips that are connected with a voice-over. This style is particularly well-suited for a business podcast. For example, consider a report from an event or an analysis of the latest industry developments. Conduct interviews with attendees or evaluate insights with experts. Combine these with clips from the event or news story in question, and add a voice-over to provide context.

This format places significant demands on the creator. Before you begin recording, make sure to determine the story you want to tell. This way, you'll know exactly which clips you need. Only write the voice-over script after you

have selected your audio, ensuring that your clips align perfectly with the narrative you wish to convey.

Advantages

- Ease on the ears, the variety of clips keeps it from becoming dull quickly
- An ideal format for informing people about new developments
- Room for analysis and expert contributions
- Suitable for use in an internal podcast

Challenges

- Demands a lot from the host and production team
- Requires more work in post-production
- Needs substantial preparation time to ensure accuracy and viability of the content

Three podcast types

Ask who the podcast is for and how people should access it. Public or private is a distribution choice; a shortcast describes length and focus. These choices can be combined.

The External Podcast

This type of podcast is accessible to everyone, with public distribution. You can find public podcasts on distribution apps like Spotify and Apple Podcasts. Their length varies depending on the chosen format.

This is the podcast you create for anyone you want to connect to your brand or story, such as prospective employees, potential investors/stakeholders, and, of course, (potential) customers. Every angle and format is possible; it all depends on the story you want to tell and how you want to tell it.

Advantages

- The information you share is accessible to everyone with access to podcast streaming
- A fantastic medium to share your story with the world
- A wide choice of subjects and formats

Challenges

- You cannot share sensitive information
- You have no control over who listens to your podcast

The Private Podcast

A private podcast is intended for a defined audience, such as employees, members or a project team. Match the access model to the sensitivity of the content and agree who manages access.

Internal communication does not always have to be private. An openly published episode about your organization can also be relevant to prospective employees or other stakeholders. Make that publishing choice deliberately.

A hidden link is not access control: it can be forwarded. Personal feed links can also be shared, and downloaded episodes can remain available. For confidential content, check the authentication and account-management options for the chosen channel.

Advantages

- A channel designed around a defined audience
- Access can be managed according to the chosen authentication model
- Useful for updates that do not belong in a public directory

Challenges

- Choose who should have access and who maintains it
- Review access when people join, change roles or leave
- Link sharing and downloaded copies remain relevant limitations

The Shortcast

A shortcast is a short episode built around one message. It describes the length and focus rather than a separate production format: you can use several of the formats in this guide.

A solo recording is one option. A short interview, report or masterclass can work too. A report can combine clips into a brief news update; a masterclass can explain one concept or task.

Work with a script or a tight outline. Short does not automatically mean little preparation: choosing what to leave out and keeping the explanation clear takes work.

Advantages

- One focused message for the listener
- Fits a concise update
- Can use different production formats

Challenges

- Cut material that does not serve the message
- Keep a clear structure
- Avoid rushing the explanation

Build your podcast with Springcast

Springcast brings podcast hosting, analytics and distribution together for organizations and creators. Choose a setup that fits your audience, access requirements and workflow.

Our applications run in the Netherlands, Germany and Finland.

On request, a compliance officer takes your team through the security questionnaires.

YOUR NEXT STEP

Choose the right setup for your podcast

Discuss your audience, format and distribution with Springcast.

Plan a conversation ↗