



THE LEADERSHIP DIET



with

POD O'SULLIVAN

WHAT IS THE PODCAST ABOUT?

The Leadership Diet podcast is an interview based, information sharing podcast focussing on;

- *interviewing leaders and related experts about the ways to optimise leadership*
- *the best inputs or practices that fuel exceptional leadership*
- *practises that underpin high performing leadership teams*
- *understanding what are the exact habits and thinking patterns that are useful*
- *what the secrets of high performing teams are*
- *how leaders continue to nurture their overall effectiveness day after day*

In other words, what is their leadership diet?

WHY THIS PODCAST

Learning about leadership or learning from other leaders never goes out of vogue. But as our world accelerates, becomes more complex and inter-connected, learning what makes effective leadership in a practical manner can add value to many leaders' lives.

This podcast is focussed primarily for;

- *Leaders in corporates who are interested in their own leadership development,*
- *Professionals who support leaders in their development,*
- *Anyone interested in supporting the development of a leadership team*

THE HOST

We are hosted by Pod O'Sullivan who brings deep understanding of the difficulties of maintaining effective leadership impact over time based on multi geographical experience, multi industry exposure and who has the benefit of leading Asia pacific teams. He has also written award winning books on how to successfully transition across geographies as a leader. Prior to working in Leadership development Pod spent three years as an Executive Head-Hunter interviewing up to 15 leaders per week.



THE LEADERSHIP DIET

INTERNATIONALLY RANKED PODCAST

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The Leadership Diet Podcast International Rankings 2021

Rank	Country
#34	Denmark
#40	Great Britain
#18	Indonesia
#30	Finland
#14	Switzerland
#3	Malaysia
#8	Indonesia
#22	India
#7	Singapore
#10	Australia
#23	South Africa
#15	New Zealand

From our initial launch in July 2020, we are delighted to have become a podcast listened to all over the world. Thanks to all our guests and listeners for your support.

The rankings are from the careers and business sections in local country podcast rankings. Data is collated through Chartable, Apple podcasts and Spotify.

Listen to the Leadership Diet at: theleadershipdiet.com

A weekly podcast with leaders and experts where we uncover all things that lead to great leadership.

2021 RANKING

We are delighted that listeners are tuning in all over the world. It appears that many people are hungry to hear from leaders about the reality that is leadership.

Our guests come from all aspects of leadership and generously share their insights.

THE LEADERSHIP DIET

with **SEASON 3**
POD OSULLIVAN

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WHO ARE OUR TYPICAL GUESTS?

- *Leaders who are willing to share insights from their own journey towards effectiveness. Typically, these are corporate leaders who are leading a country, a region or in a global role. Some are founders of companies. Others have recently left senior leadership roles and are in a different phase of life. But all are passionate about being a better leader.*
- *Another group of guests are experts in certain areas that pertain to leadership. Academics, authors, C level executive coaches, researchers etc. They all have insights into individual or team effectiveness.*



WHAT ARE SOME OF THE POTENTIAL INTERVIEW AREAS

- *First time CEO and how to succeed as such*
- *Getting out of start-up phase*
- *Founders stepping aside*
- *Learning to lead in different countries*
- *Setting up a team for success*
- *Team Conditions that underpin successful teams*
- *Team dynamics*
- *Psychological Safety*
- *Journaling and other reflective techniques*
- *Evolution and Transformation*
- *What mistakes has the leader made and learned from*
- *What do they wish they knew at age 35?*
- *Habits that are useful*
- *Overcoming personal and team derailers*
- *360 tools, useful or dangerous?*
- *Profound questions and reflections*

SHOW FORMAT

The show is designed for long format interview, (up to an hour). But content is more important than episode length. If a conversation is helpful and enjoyable, we will continue!

Each episode hosts one main conversation.

That might be one guest or could be a panel having one conversation.

Episodes are released weekly as part of a series. Each week we release the guest episode followed by a 'reflections episode which has Pod's reflections on the interview plus tips for implementing the guest's insights.

We had recorded three serieses of the podcast to date with over 70 episodes released.



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WHAT ARE TYPICAL QUESTIONS?

We don't want this to be a scripted podcast and to genuinely follow an interesting narrative, built around the guests experience and their personal stories. To get to that place, there are a range of options to pursue. Listed below are 'generic' questions to lead us into the real conversation.

CORE INTERVIEW QUESTIONS

- What compelled you to become a?
- How did you get started? Talk me through it.
- What's the biggest surprise you've had in (the last XXXX) and why?
- What is your biggest failure, and what did you learn from it?
- What are the best resources that have helped you along the way?
- What's one thing you wish you had known when you began your career?
- What does leadership mean to you?
- How do you continue to learn in order to stay on top of things within your role?
- What's the biggest area (related to your role) you are curious about and why?
- Which hurdles did you personally face and how did you overcome them?
- What's the biggest challenge you have with your specific role right now and how are you going to overcome it?

TRANSITION LED

- How did you manage as a leader to go from XX position to XX position?
- What was difficult about leading in XXX country? Mistakes? Learnings?
- What was different, for you, when you stepped into XX role? Mistakes? Learnings?
- How can leaders accelerate transitions?



SOCIAL MEDIA

Showcasing podcasts is a major step in the 'workflow' of each episode. We will create a thumbnail image of each episode to illustrate its uniqueness. Typically, this will include a picture of the guest(s) if that is appropriate.

After each episode is recorded and mixed, we will send the guest(s) a copy of the recording and some materials including episode thumbnail to share with their social media contacts such as on LinkedIn.



EXPERT LED

How does your (research, book etc) add insight to this topic?
What are you observing re leadership trends at the moment?
How are you helping your clients right now?
How has C19 impacted leadership as we know it?

STORIES

Please think of stories that are relevant to your journey.
What stories do you have that you know people might find interesting or entertaining?

SOME SEEMINGLY NEGATIVE QUESTIONS

Why do leaders fail?
What's the most common reason for people failing or giving up?
What are some specific roadblocks to watch out for?

ENDING OF EPISODE QUESTIONS

What is your favourite song/ Band?
If you could turn back the time and talk to your 35-year old self, what would you tell him/her?

EXPLORING YOUR THINKING PROCESS

- What were you thinking of when you did XXX?
- What processes helped you decide to do XXXX?
- What thinking patterns have you evolved?
- What thinking patterns do you no longer use and why?
- What's the most important thing you've learned in your life?
- What was your life like before learning it?
- What was your life like after learning it?



WHAT WE NEED FROM YOU

PRE-PODCAST CALL

A week to 10 days out from recording, Pod would appreciate half an hour of time to discuss the interview, potential questions and to say hello!

RECORDING TIME

Each podcast takes approximately 60 minutes.

CHECK YOUR INTERNET CONNECTION & MICS

If your guesting happens over Zoom, Skype, or other conferencing apps, it's always best to make sure you have the best speed possible, so it won't cause lags or call drops during the chat. Your microphone can pick up an array of noises depending on where you are, and the bigger the interruptions, the more impossible it will be to remove them during post-editing. Traffic outside your window, paper shuffling, doors closing, children playing - all these can decrease the quality of your audio.

HIGH RESOLUTION HEADSHOT/PHOTO

We will need:

A colour high resolution photo

....have a look at some of our past podcast artwork for ideas

SHARE YOUR EPISODE

We love people from far and wide to hear our podcasts, and social is the best way to spread the word. We'll tag you in some of the posts when we launch, please share them with your network. You might also find some of our general content on social good enough

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