**Podcast Value Grid**

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|  | **Podcast receives value from others** | **Podcast provides value to others** |
| **Guest** | Brings the story that is the essence of what we do. | Feel affirmed by telling their story  Benefit from their story being known by employers or others who they may benefit from  Expands their reach to other opportunity |
| **Sponsor** | Money  They promote the podcast to their partners | They reach an audience of IWD, Educators and Business/Govt and document their due diligence and cultivate relationships that benefit their cause |
| **Important**  **Organizational**  **Entity** | Increase authenticity, credibility and expand the awareness of the podcast and aid in growth of distribution and value | Alignment with Podcast audience. |
| **Listener** | Build Audience – without them there is not podcast and everything should cater to and support attracting and retaining listeners | They learn, become inspired, educated and feel a connection to the guest. |
| **Partner/Consultant** | Increase professionalism and authenticity or expand distribution capability sometime creating an alignment opportunity that increases distribution | Being affiliated with a winner. |
| **Foundation** | Distribution capability | Money, information distribution channel, builds credibility and reach of the Foundation |
| **WWRC** | Guests, Rick’s involvement endorsed-Via Commissioner, access to guests and professional commentary | Enormous promotional value to increase the awareness of WWRC |
| **Benevolent Donors** | Money and promotion | A source of contribution that helps Donors feel good about themselves or their donor organization as they help IWD, support their interest and those how help them. |