

Goal: Inform, inspire, and motivate Lenovo employees.

Tactic: Create a podcast-like series and promote it to employees via email, Lenovo Central, and other internal communication tools.

Idea 1 -- (my personal favorite and one I think is most-suited for the podcast format)

“Faces of Lenovo” series (4-6 episodes to start, 10-15 minutes each in length)

- Find unique, interesting, and/or high-performing employees and do full-length stories on each.
- Highly-produced, pre-written and researched.
- The tone of each episode will be different – funny, serious, technical, uplifting. But all of them must be entertaining, insightful, and relatable to a large and diverse audience.

The types of people I want to learn about have a truly unique story which somehow makes them a valuable part of Lenovo. This isn't so much about Lenovo as it is about each individual person and their unique makeup, background, experiences, skills. The key message of the series is that our strength lies in our differences and the sum of all of them is what makes Lenovo what it is.

Examples of who we feature....

Find someone who is from a very exotic country who now works in the US... who had a very tough and interesting journey to get where they are today...and as it turns out, that's actually what make them such a good engineer.

Find the absolute best sales person in the company – or our 5-10 most elite sales people – and dive into the secrets of their craft. What is it really like to sell a ThinkPad? A server? A big account versus a small account...a ticked off customer. We could have a lot of fun with this.

Find someone that solved a massive problem from us... someone that literally saved a project, or millions of dollars, or something worse... what went down? What can we learn from that? We want stories that are so crazy that you'd have to tell your coworker about it.

Find someone who is working on an idea they think will change the world – and they're trying to do it at Lenovo. What motivates them... what's their day like... can they actually do it... what happens if they pull it off?

The model for this is *This American Life*. We have a short intro for each of the episodes that sets up what we are doing with the series...then jump into the story. Journalistic approach, but with an eye on entertaining and inspiring the listener.

As we grow this program, we could eventually do it the same way *This American Life* does it, which is:

“Each week's show has a theme, explored in several "acts." On occasion, an entire program will consist of a single act. Each act is produced by a combination of staff and freelance contributors. Programs usually begin with a short station identification by (host) who then introduces a segment related to the theme which precedes act one. The segment will then lead into the presentation of the theme for that week's show.”

Other ideas

Lenovo News Podcast

- A regular news-centric podcast that highlights all the current happenings at Lenovo. Have regular hosts, but bring on new guests each time for different topics.

Fanboy Podcast (bad name)

- Setup the podcast like there are two ultimate Lenovo fans doing a podcast. We talk products, announcements, tech news, tech shows, current events that relate, etc. There are hundreds of podcasts out that do this – we could do it in a fun way for our internal audience with the goal of exciting our employees

Executive Spotlights

- Do sitdowns with our most interesting and leading executives to find our strategy, their take on current (Lenovo) events, and their vision of the future