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Episode 1 Script (Introduction)



Hello and a very warm welcome to clever2gether. This podcast is where together we will be learning how to become more effective communicators and more interculturally aware in business.

I'm Corinne Wilhelm, a British business communication coach based in Berlin. As your podcast host I will be interviewing a vibrant mix of international experts from a range of industries, functions and cultures.

We will be discussing how we can make better connections through clever communication and cultural awareness. My guests are either business experts many of which are not native speakers of English. Why? Well, I am hoping that by hearing about their international experiences, you will be inspired to use your

English more in your business or career. Who knows, maybe you will be a guest on my show some day?

I will also be interviewing other communication and intercultural experts working closely with global corporates to help connect the dots between theory and practice. So get ready for some quirky insights with an explanation for that aha effect that makes any learning journey an enjoyable expedition.

The plan is for each episode to be between 20 and 30 minutes but I make no apologies for allowing fascinating guests for sharing more if they have time.

You'll find out more about me as I introduce my guests and share my nuggets of know-how, so let's start with our first guest, who is not only one of very few female philosophers but also a good business friend of mine, Dr Anna Kollenberg from Analytic Thinking

Please listen to at least one episode before we do the interview.

The guests that make the most professional impression are those that have taken the time to listen to at least one of my shows in full from the start to the end. This gives you a feel for the show and what to expect. It is a very relaxed, fire side chat type of show. This will be a valuable investment of your time. Feel free to share the episode that you liked most (easiest via Spotify to Insta stories, to let your followers know that you will be interviewed on the show soon)

You can listen to the show through Spotify, Itunes, Podcasts app (iOs), Google Play (Android) or my website www.bytesizedenglish.com/podcast



Questions that you can expect in this short 20-30 minute podcast

This is not an exclusive list, this helps us to sound more authentic. My goal is to make everyone sound very comfortable listening by making them feel that they are sitting right there with us enjoying the discussion with us over a coffee or glass of wine. The language should be conversational, not theoretical and as the guest, this is your opportunity to give my listeners and your potential clients and advocates an opportunity to see what you are like to work with as a person – something that works very well in podcasts.

What to expect in the interview

I will introduce you giving my opinion as to why I chose you as a guest for our show and where you are based. (uptalk) ***You will not be expected to introduce yourself but you can give me up to three keywords that I can try to incorporate.***

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Despite having time for a chat at the beginning to help you relax , I would like to introduce you as if it is an AS IF I AM CALLING YOU ON THE PHONE, this makes it more authentic and draws in our audience. It makes them feel like they are a part of the conversation

3-5 Questions (see next page)

Communication/Intercultural Discussion

Summary of learnings and Freebie info

AUTHENTIC CALL CLOSING AS IF I AM CALLING YOU ON THE PHONE

I give details of my Quizlet + if you or your organisation would like to contact either of us for coaching or consulting, then check out the show notes for our full contact details

Next podcast will be available on ...(date), I'll be talking to ... about ...



Interview Questions with space for your notes

GREETING

1. What's your zone of genius?

*(I will already have given you a general introduction, this is your chance to shine and tell our listeners about your **Unique Selling Point** – what makes you amazing at what you do and why – your story. Tell us about your specialism and the type of projects and clients that you help the most. Remember to tell the listeners who you work with too.*

2. What do you enjoy most about working internationally?

3. What is it about working with people in other markets and cultures that

inspires you?

Challenges you?



4. Perhaps you can share a situation with us in which you had to pull out your communication and cultural prowess to meet or exceed expectations and save the day.

Personal story

Client or business example

5. Your first language is What helped you to learn and improve your English?

6. Can you recommend a good resource – whether it be a book, podcast, you tube channel, blog or event that can help people find out more about (your specialism)

You might want to practice spelling this out Buchstabieren

7. So coming back to your zone of genius then, what will you be working on during the rest of this week and how will it bring you closer to your goals? (behind the scenes story)



Getting ready for our call/recording



Allow 90 minutes for the warm up, coaching, interview, edit suggestions & review.


60 minutes is my goal.

Choose a time to be interviewed, when you will not be disturbed by your staff, cleaner, hungry kids coming home etc



Sound control

Keep the **windows and doors closed** for the duration of the interview if at all possible, this simplifies

editing dramatically. Check if there are any doors or windows that are likely to slam shut.  Please make sure that your phone is off or silent and not immediately next to the computer. I switch my landline off during interviews and the handset is downstairs.



Pets. I grew up with dogs, so I love dogs too, but if they go start barking, scratching loudly or undergoing their personal hygiene during a podcast, it can be distracting for our listeners, so please make sure that dogs are quiet, elsewhere or exhausted from a long walk and sleeping 😊. Cats have a tendency to want to get in on the action too – just have a plan B.



Make sure that you are not hungry – rumbling stomachs are not good for the audio or your concentration



Microphone.

Please use one if you have one or a headset with a speaker. It doesn't have to be top of the range but it needs to be tested ideally before our call





Movement. Take a seat where you will be giving the interview, when you move in the chair, which we all tend to do more if we are nervous or trying to think, does it make a noise? Sometimes it is easier to put a rug under the chair or some guests stand up for the interview.



Please do not do any of the following during the recording
(these are all things that I have heard in other podcasts)

- eating/drinking (if you need a drink Clap, STOP PAUSE tell me you need a drink then we continue)
- making lots of notes
- talking to children, partners or pets (a do not disturb sign like this one works)
- clicking or typing

FULL ATTENTION >>> GREAT IMPRESSION

Just before the interview

Take a big drink of water, this helps you to concentrate and will keep your voice lubricated during the interview, put it where you are unlikely to knock it over.

We'll get your voice ready together, with both of us doing some simple usually a little bit alien feeling or silly exercises. This helps both of us to make a good impression and to sound knowledgeable and approachable. This also helps you to ..

Relax 😊

Please turn off your mobile phone once we have connected in Zoom, make sure that your landline will not ring during the interview too ideally.



Guest's most Frequently Asked Questions

How long will it take?

60 - 90 minutes. It really depends on how many takes we have to take. By taking a look at the questions and having a good idea of what you want to say the process is normally faster.

What if I make a mistake?

Relax, we can edit out anything you regret saying later.

If you make a mistake, no problem, just

STOP SPEAKING

Clap once, loudly, count to three in your head

start from the beginning of that sentence or question , answering in a full sentence

I will leave the recording running, but I will edit it out later

Will I get the opportunity to listen to it before it is published?

Ooops! If there are any sections that you regret discussing or you feel that did not reflect your brand or personality, no problem. Just tell me at the end of the interview or within 24 hours and I can edit it out or enhance it somehow.

I don't offer my guests the opportunity to listen to the episode before I publish it, simply because this can lead to never ending editing which takes my attention away from my clients. Having said that it is in my best interests to make you sound authoritative and professional, please have faith in me.

I won't let you down.

Where do I need to be for the interview?

I have a private virtual space on Zoom, this allows me to record the interview in a good quality and we will be able to see each other during the interview. The video is purely for communication and support during the interview, I never use it afterwards but I have to record the video in order to have a recording of the audio interview. I delete the video when I publish the podcast, so there is no need to tidy up, only I will see it.

I will send you an invitation to join me a few moments before the interview via email
If you are running late please let me know via whatsapp or email, rather than LinkedIn. Thx



Finally....

Podcasts are a wonderfully informative media. People tune in expecting to learn something. So please be aware that what I am trying to share with the audience is your expertise and personality. This is not a sales pitch, although I will of course do my very best to help you to come over as an approachable expert in your field. In the interests of informing and entertaining our clients, I will remove any sections that are too 'salesy' and if you treat it like a sales pitch then I have the right not to use the interview at all.

Any other questions?

- If you have any other questions just reach out and ask – WhatsApp is the easiest way to reach me or to call me. 0173 1688 006



After the Interview

I will only start editing the interview 24 hours after the interview has finished, this gives you a chance to think about any sections you would prefer me to delete. Now you can relax, get yourself a drink and reactivate your landline and switch your phone back on/loud.



Thank you very much, I will be doing my very best to make you sound amazing. As soon as I have finished editing and I am ready to publish I will let you know and give you a sample blurb, the link and some graphics that you can use to share your interview on social media or via your newsletter/blog. Please tag me when you are giving the podcast any social media attention so that I can help boost that interaction.

My social media are as follows:

Linkedin [Corinne Wilhelm](#)

Xing [Corinne Wilhelm](#)

Instagram [corinnewilhelm](#)

Facebook Professional English For Women <https://www.facebook.com/CocoProfessionalEnglish/>

