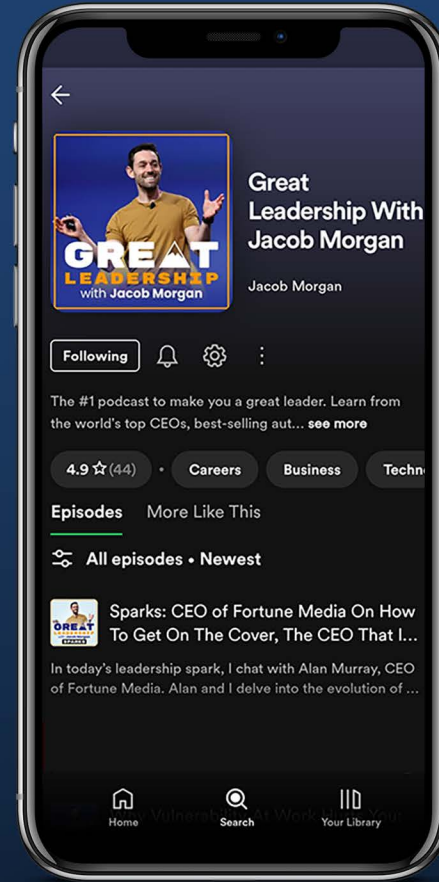


# GREAT LEADERSHIP

with Jacob Morgan

SPONSORSHIP



Listen On  
 Spotify

Listen On  
 Apple

Listen On  
 Youtube

Listen On  
 Amazon Music

Listen On  
 iHeartRadio

Listen On  
 Google Podcasts

## Mission of the podcast:

To Create Great Leaders, Engaged Employees,  
& Future Ready Organizations



### Great Leaders

Interviews with the world's top leaders and CEOs who share their professional development secrets, strategies, and advice for dealing with various challenges and scenarios.



### Engaged Employees

Teaching how to create a great employee experience inside of organizations so that employees actually want to show up to work each day.



### Future-ready Organizations

Interviews with the world's top authors, researchers, and thinkers who are sharing the latest trends, ideas, in the realm of leadership, the future of work, and employee experience.

## How We Do It



### Educate

Interviews are designed to teach the audience how to become better leaders and excel in their careers. We want them to apply the lessons they learn in their organizations and personal lives.



### Empower

Probing questions, debates, and discussions with the guests give the audience the research, the insights, and the confidence they need to implement change.



### Engage

The interviews incorporate how-to action items so that the audience knows what they can actually do and how they can actually do it.

## Past Guests Include



**Yuval Harari**  
Best-selling Author



**Seth Godin**  
Best-selling Author



**Fareed Zakaria**  
CNN Anchor



**Babara Humpton**  
CEO of Siemens U.S.



**Ray Dalio**  
Billionaire Investor



**Marc Randolph**  
First CEO of Netflix



**Rita McGrath**  
World's #1 Strategy  
Thinker



**Daniel Pink**  
Best-selling Author



**Mark Hoplamazian**  
CEO of Hyatt Hotels



**Lara Abrash**  
Chair of Deloitte U.S.



**Robert Irvine**  
Celebrity Chef



**Deb Cupp**  
President of Microsoft  
Americas



**Hubert Joly**  
CEO of Best Buy



**Jeff Immelt**  
CEO of GE



**Liz Wiseman**  
Best-selling author of  
Multipliers



**Marshall Goldsmith**  
World's #1 Executive  
Coach



**Kate Johnson**  
CEO of Lumen



**Niren Chaudhary**  
CEO of Panera Brands



**Frank Blake**  
Former CEO, the  
Home Depot



**Steve Case**  
Founder of AOL



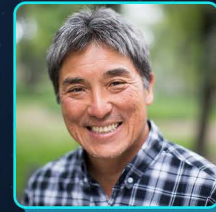
**René Redzepi**  
World's #1 Chef



**Daniel Goleman**  
Best-selling Author



**Sébastien Bazin**  
CEO of Accor Hotels



**Guy Kawasaki**  
Best-selling Author

## Stats



TOTAL PODCAST  
AUDIENCE

**600,000+**



**TOP**  
**0.5%**  
OF ALL PODCASTS

*\*According to Listen Notes*



AVERAGE MONTHLY  
LISTENERS

**90-100K+**

### MANAGEMENT PODCAST RANKING

**TOP 50** | United States

**TOP 50** | Great Britain

**TOP 25** | Canada

**TOP 30** | Germany

**TOP 20** | Israel

**TOP 50** | India

*Along with many others*

### AUDIENCE DEMOGRAPHICS

**20%** C-level Executives

**40%** Senior leaders

**20%** Mid-level leaders

**20%** Next generation

# Not Just A Podcast Sponsorship! You Get A Full 360 Media Campaign.

## SPONSORSHIP OPTIONS

### Social Presence

Twitter .....	<b>26,528+</b>	LI Newsletter .....	<b>370,000+</b>	Instagram .....	<b>10,500+</b>	Youtube .....	<b>28,000+</b>
LinkedIn .....	<b>125,000+</b>	Substack Subscribers.....	<b>37,000+</b>	Facebook .....	<b>24,000+</b>	Medium .....	<b>13,000+</b>

	<b>OPTION 1</b> <b>\$12,000</b> /MONTH	<b>OPTION 2</b> <b>\$20,000</b> /MONTH	<b>OPTION 3</b> <b>\$35,000</b> /MONTH
Episodes	1 full episode	1 full episode + 1 Spark	4 full episodes and 4 Sparks
Email newsletter	1	2	4
LinkedIn newsletter	1	2	8
Infographics	n/a	1	2
Shorts/Reels	n/a	2	8
Ad placement	Up to 60 second intro, midroll, and outro	Up to 60 second intro, midroll, and outro	Up to 60 second intro, midroll, and outro

*\*Length of sponsorship slot is flexible*

# Sponsored Newsletter Example

## Sponsored Posts by **kyndryl**

Call to Action

View Full Reel Video

Call to Action

View Full Infographic Post

Call to Action

View Full Newsletter Episode



**GREAT LEADERSHIP**

Why We Struggle With High-Stakes Speaking & How To Become A Master Communicator

Matt Abrahams, best-selling author and Stanford lecturer for nearly two decades, dispels the myths surrounding high-pressure speaking fears. Learn how to conquer anxiety and get your message across.

WHILE WE ASK

CONQUER SPEAKING ANXIETY

In today's episode I interviewed Matt Abrahams; an influential figure in the world of communication. As a lecturer in organizational behavior at the Stanford Graduate School of Business and the author of "Think Faster, Talk Smarter," he has dedicated his career to understanding and teaching the nuances of effective communication. His TED talk on effective communication also has over 1.5 million views.

This episode is sponsored by **Kyndryl**. Kyndryl makes the future of work possible by designing, building and managing systems that the world depends on. Make sure to check them out at [kyndryl.com](https://kyndryl.com)

**kyndryl**

Matt offers insights into managing high-stakes speaking situations and the associated anxiety. He delves into the evolutionary roots of communication apprehension and provides strategies for impactful communication. Leaders and listeners alike will walk away with valuable tools to enhance their speaking skills and presence.

In this episode, you'll learn:

**GREAT LEADERSHIP**

Jacob Morgan • 3rd •  
5x Best-Selling Author, Futurist, & Keynote Speaker On Lea...  
20h • Edited •

+ Follow

When it comes to mentorship, asking the right questions can be a game-changer.

Good questions help mentees learn from their mentors' experiences and stories.

It's like building a bridge between what mentees want to achieve and the helpful advice mentors can give.

It's not just about getting advice, but about creating a strong learning path that helps mentees learn and grow.

Here are 3 Essential Questions for Mentees to Ask Their Mentors from Amy Salcido

This is sponsored by **Kyndryl**: Empowering progress while modernizing and managing the world's mission-critical systems and services. Make sure to check them out at <https://bit.ly/GLxKyndryl>

#LeadingWithVulnerability #leadership #mentorship #MentoringQuestions #growth #learning

## 3 ESSENTIAL QUESTIONS FOR MENTEES TO ASK THEIR MENTORS:

Sponsored by: **kyndryl** Source: Amy Salcido

**What Inspires You?**

**Why Ask:** To gain insights into your mentor's motivations and values, offering a clearer picture of their professional identity.

**How it Helps:** It aids in self-reflection, allowing you to explore and align your own passions with your career aspirations.

**Can You Share Stories from Your Career Journey?**

**Why Ask:** To learn from your mentor's real-world experiences, including their successes and failures.

**How it Helps:** It equips you with practical knowledge and wisdom, enhancing your ability to navigate your own career path effectively.

**I'm Facing [Specific Task / Challenge]; I Know You've Been There. How Did You Handle It?**

**Why Ask:** To receive tailored advice and strategies that are directly applicable to your current challenges.

**How it Helps:** It empowers you to approach obstacles with confidence, backed by your mentor's proven experience.

THEFUTUREORGANIZATION.COM

# Reviews



5 Stars on  Spotify<sup>®</sup> and  APPLE PODCASTS



## Future of work podcast

I've followed Jacob for a few years now and this pod is beautifully produced. The interviewees are always enlightening and Jacob does a super job in facilitating a great conversation.

*bmurphy05*



## A Brilliant Podcast

This is one of my favourite podcasts and if you are interested in the future of the workplace, people or technology issues, it should be one of yours too.

*rjwilliams162*



## Thought provoking and relevant

The podcast and emails cover the subject from a wide variety of angles and always has something for you to think about. The content is always relevant and in my Employee Experience role, I find it invaluable. It helps me to stay ahead of the game.

*CameraShy543*



## Great insight

Fabulous insight and well presented. Each podcast gives amazing support to thrive and succeed.

*alimanc*



## Great material and insight

The examples of leadership have been insightful and thought provoking. Leadership is so evolving and developing progressive people skills especially in the era of remote working is a must to move forward. The examples provided by Jacob are so relevant, thanks for your time and effort.

*CMLifeskills*



## Great

All very relevant, to the now. Suitable for everyone and able can fit them in to any type of day as there are short or longer episodes to pick from. There's something to either inspire or learn. Will continue listening!

*ashfordvi*



## Past Sponsors

 workplace

 CISCO

vmware®

 SAP

 Adobe

 SafetyWing

 BlueBoard

LinkedIn Learning

 Perceptyx

 Poppulo

servicenow

conga

 Mitel®  
Powering connections

 ATlassian

LUCID

 indeed

Namely 

bob

 EZRA

 AvePoint®

 cornerstone

kyndryl™

UNIT4

# Common questions:

## What reporting do you offer?

We track downloads/listens across all platforms as well as link clicks via bit.ly and overall impressions.

## Can I use the clips/interviews for promotion?

Yes, once the content is posted feel free to share and use as you see fit.

## Can I pick a guest?

Yes, as a part of any of the sponsorship options you can recommend one mutually agreed to guest to be on the show. Keep in mind our guests are almost always CEOs of recognized brands.

## How do I schedule my interview?

We can work around your schedule to do the interview and then once it is recorded and edited we will publish it.

## How many companies can sponsor at once for a full month?

Whenever possible we try to just have a single sponsor for any month of sponsorship, however, we reserve the right to have up to two non-competing sponsors for any given month.

Any other questions? Email [Jacob@thefutureorganization.com](mailto:Jacob@thefutureorganization.com)