

THE VOICE OF AUTHORITY

Podcasting as a Strategic Communication and Thought Leadership Tool for Women in Business and Society

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CREATOR AND HOST, THE SHIFT FORWARD

PODCASTS

THE POWER OF
THOUGHT
LEADERSHIP

THOUGHT LEADERSHIP

The act of sharing unique expertise, global perspectives, and lived experiences to influence policies, shift cultural narratives, and drive systemic progress across sectors

ESSENTIAL PILLARS OF IMPACT



Inclusive Creativity

- SHIFT from a job title to a recognized industry voice/thought leader with a unique perspective
- Amplify diverse underrepresented viewpoints



Credibility

- Ground in distinct sector experience. Build intimate, deep trust through audio and video in ways social media cannot replicate.



Vision + Visibility

- Offer actionable solutions to global challenges. Create evergreen, searchable content that works for your reputation



Access + Action

- The success of podcasts can provide a legitimate way to bypass gatekeepers to invite guests that range from CEOs, public officials, leaders, and entrepreneurs.
- Your platform can inspire organizational and societal cultural transformation.

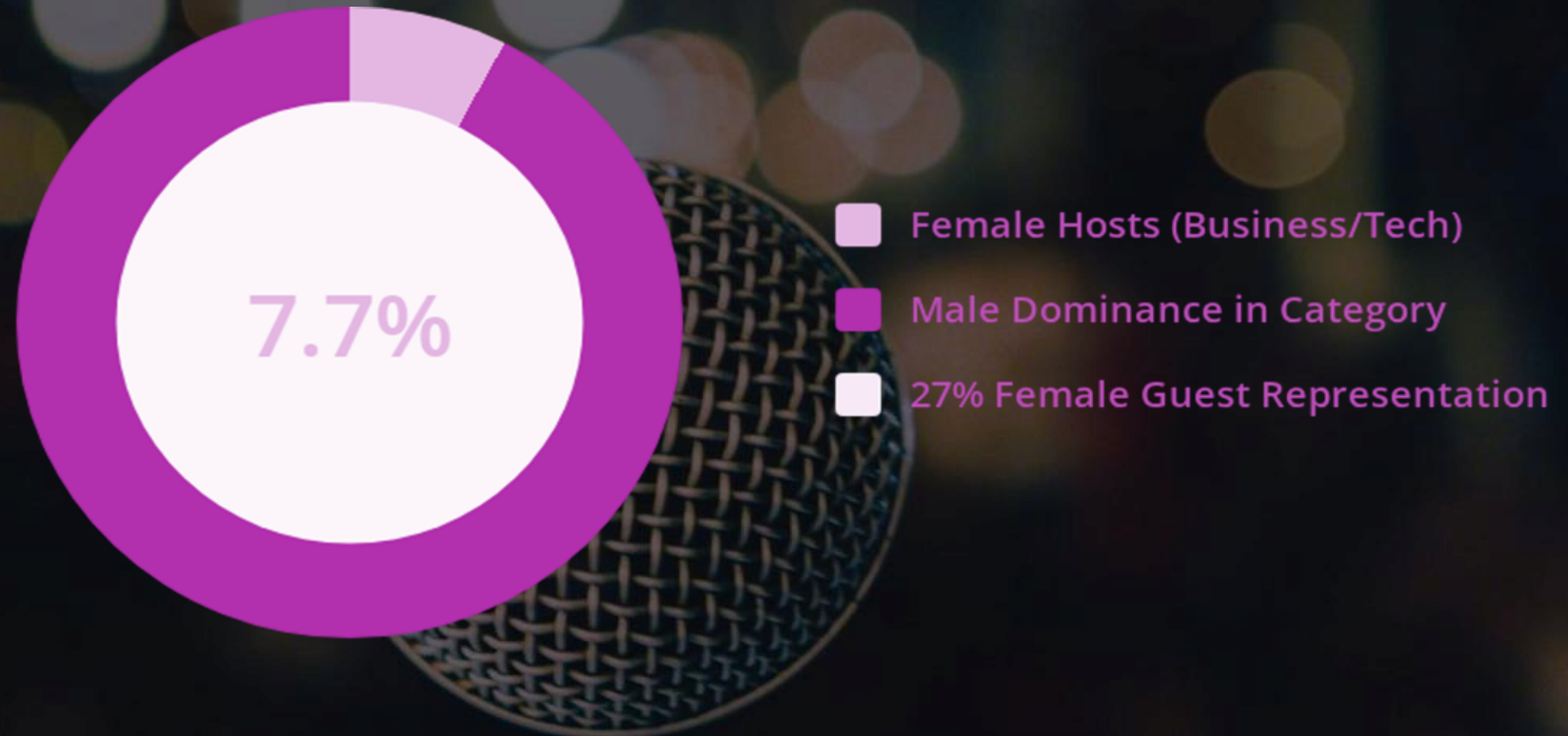
The Creator Economy will be \$132 Billion by 2032

The creator economy is entering its most lucrative decade. Representation ensures you own your share.



Sources: USC Annenberg Inclusion Initiative, NPR, Statista, Edison

Women represent **48%** of global podcast listeners, but are not represented at or behind the microphone as creators, hosts, and guests.



There is a **severe gender gap in thought leadership** across business, technology, and sports podcast categories. It is also an opportunity.

THE CREATOR AND HOST LANDSCAPE

- ▶ **Overall Creators/Founders:** Only **35%** of all podcasts are founded or created by women, leaving a **65%** male majority
- ▶ **Top-tier Hosts:** Across the top 100 most popular global podcasts, only **35.9%** of hosts are women.
- ▶ **Women of Color:** Representation drops drastically, with only **6.6%** of the top 100 podcast hosts being women of color.
- ▶ **“Bro Culture” Dominance:** The host imbalance shows the biggest gap found in traditional forms of media (Film, TV, Music)



PODCASTING

A STRATEGIC THOUGHT LEADERSHIP AND COMMUNICATION TOOL

PODCASTS FORMATS



INTERVIEW SHOWS



PANEL DISCUSSIONS



MONOLOGUE



NARRATIVE/STORYTELLING

Podcast Categories/ Topics

Culture

News

Politics

Education

Careers

Business

Entertainment

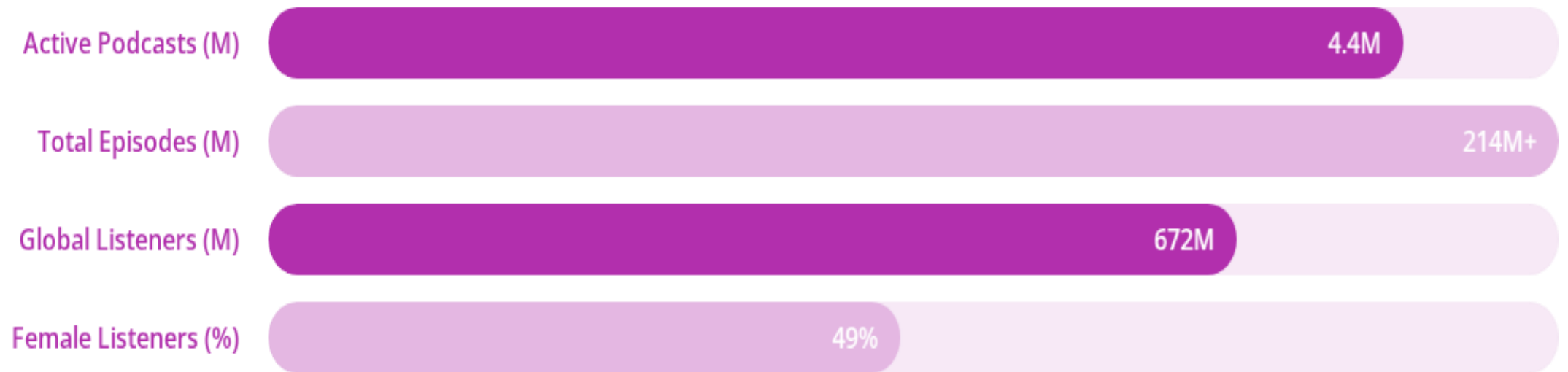
IMPACT OF PODCASTS

"Podcasts combine the depth of books with the convenience of music, offering audiences on-demand access to over **188 million episodes** worldwide."



Source: Statista Global Podcasting Report

The Global Podcast Expansion



Source: Edison Research & Statista (Projected 2026)

There is a **gap** in who is sharing **expertise** on podcasts.

The Creator/Host Effect

On women-hosted shows, **45.3%** of guests are women. While male-hosted shows, the number decreases significantly to 17.9%

Empty Episodes

62.6% of top podcast episodes **have no women featured as guests**

Podcast Guests

Out of thousands of episodes, **72.8%** of guests are men. Only **27.2%** are women



PATHWAYS

CREATOR/ HOST

GUEST EXPERT

Creator/Host Pathway

Benefits

- ▶ Ownership and IP
- ▶ Create the vision for the show
- ▶ Set the tone of the show
- ▶ Access to influential guests
- ▶ Activate and amplify the listener community

Watch outs

- ▶ Production takes time and resources
- ▶ Differentiation is required to excel
- ▶ Audience attention span
- ▶ Social media and networking demands
- ▶ Burnout “Pod fade”

Guest Expert Pathway

Benefits

- ▶ Authority transfer from host to guest
- ▶ Create a business opportunity
- ▶ Be seen as an influential guest
- ▶ Tap into the established listener community
- ▶ Low operational lift

Watch outs

- ▶ Production takes time and resources
- ▶ Hypervisibility
- ▶ Loss of editing control
- ▶ Host social media and reputation
- ▶ Time and Impact ROI
- ▶ No show ownership or IP

Which one is for YOU?

Podcast Creator/Thought Leader

- ❑ You want to build and lead a community
- ❑ You have 5-10 hours/week for production, including voiceovers and filming episodes
- ❑ You have the resources to fund a video podcast
- ❑ You are skilled at interviewing and building rapport
- ❑ You know there is an audience for you
- ❑ Your concept is unique and can't easily be copied

Expert Guest

- ❑ You have a specific book or product launch to amplify
- ❑ You need to borrow influence to build your personal brand
- ❑ You are time-constrained but need visibility.
- ❑ Your resources for podcast production are minimal
- ❑ You are time-constrained but want and need visibility



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