

ABOUT Culture Hour Podcast: Host Shelley Smith, Owner of the Premier Rapport, interviews authors, influencers, rising stars and Fortune 500 business leaders about today's most pressing issues related to challenges and opportunities in the workplace. Together we discuss culture problems and how to correct them, as well as how to support the great things in your environment that are working.

OUR AUDIENCE INCLUDES: HR professionals, business owners, C-suite executives and board members interested in improving company culture and employee engagement. Their most Requested topics such as leadership, change management, recruitment and retention, positive media relations, Glass Door reviews and more.

WHAT'S IN IT FOR YOU: Your interview will be transcribed and posted on our [Culture Hour page](#) on my [website](#). Additionally, I share the interviews on my YouTube Channel, LinkedIn, Facebook and multiple podcast sites.

THE FORMAT: The Culture Hour Podcast consists of a 30-40-minute interview/discussion in this order:

- My introduction to the culture hour 2 minutes
- My introduction of you (our guest) 2 minutes
- You give a deeper dive introduction 2 to 4 minutes
- I will pitch a question to you about your experience in workplace culture (always in your lane) 5 to 10 minutes
- From there, we take it conversational for another 10ish minutes going back and forth
- I do a final ask of your final thoughts, comments, tips, books, quotes – whatever you want to say 1 to 2 minutes
- I ask you how the listeners can find you (you list your preferred information)
- I thank you and do my close.

LET'S GET STARTED: Send Me an [email](#) with your Media Photo and contact and Links to how you would like our audience to connect with you i.e. Facebook, LinkedIn, website. These will be added to the Culture Hour episode cover image. Once we pick a date for our recording, I will send you Zoom Link for Video Recording the Interview.



ABOUT SHELLEY SMITH: Shelley D. Smith is a best-selling author, consultant, and Founder & CEO of Premier Rapport consulting firm. Her experience over the past 35+ years has earned her a reputation as the Creator of the Culture Inquiry in businesses all along the east coast, and beyond. Her success stems from the strength of her personal approach, asking tough questions to hone in on pain points and areas of growth opportunity.