

FINDING YOUR PODCAST VOICE

Storytelling & the Bigger Picture



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Connect
spatial thinking
with everyday
decision-making

Highlight the
people and ideas
behind the maps

Use storytelling
to build
understanding
and spark
curiosity



Exploring ideas, stories, and conversations through the lens of geography.



Every episode is a partnership with my guest(s), where they are the adventure and I'm guiding us along the way.



The stories, motivations, and impacts behind the work take center stage.

STARTED IN 2020

Guan Yue is the founder and original host. I took over hosting duties in January 2024.



103 EPISODES

Over a hundred stories shared!
From organizations making change to our own game show.

Our Format



HOW OFTEN? HOW LONG?

Two episodes a month.
Range from 15-50 minutes, with an ideal episode being 25-30 minutes.



CONVERSATIONAL & ACCESSIBLE

Breaks down complex topics through conversation, not jargon.



FLEXIBLE & EVOLVING FORMAT

Mix of interviews, thematic series, and occasional deep dive.



STORYTELLING-DRIVEN

Emphasizes stories that reveal the purpose, passion, and challenges behind geospatial work.

Our Process

1

RECORDING

Riverside - a browser-based platform.
Records each guest on their own track.
Audio-only podcast!

2

WHO DOES WHAT?

Toronto Mike - Producer who handles editing.
Michelle - Finding guests, crafting scripts,
episode content, and everything else.

3

THE STEPS

Initial email to gauge interest.
30-minute meeting to review questions.
60-minute recording session.
Editing and accompanying episode content.
Consent forms.
Episode release!

4

SOCIAL MEDIA PROMOTION

We promote the episodes on our channels.
Guests are encouraged to promote
episodes on their own platforms.

**GOOD STORIES
MAKE GOOD
PODCASTS**

WHAT'S YOUR STORY ?



WHY STORIES?

They tap into feelings, making abstract concepts like GIS more relatable and impactful.

Instead of just explaining how, stories show why it matters, bringing technical workflows to life.

A good story doesn't just inform! It motivates, persuades, and sticks with the audience long after the details fade.

They highlight the people behind the projects, making topics more accessible to newcomers and decision-makers alike.



WHAT DO YOU WANT THIS PODCAST TO BE?

- Why are you starting this podcast?
- What do you want listeners to take away from each episode?
- How familiar is your audience with the topic?
- What kind of tone do you want - conversational, journalistic, educational, playful?
- Will this podcast sound like you or like your organization?
- Interview-based, narrative, panel, solo, or a mix?
- Short and snappy or long-form and in-depth?
- What kinds of stories or topics do you want to explore?
- Are you aiming to highlight people, projects, trends, or challenges?
- How often can you realistically publish new episodes?

**HOW WILL YOU
DEFINE SUCCESS
FOR THIS PODCAST?**

A close-up photograph of several wooden blocks arranged in a row to spell out the word "DEFINE". The blocks are light-colored wood with black letters. The background is a dark, textured surface with many other wooden blocks scattered around, some showing different letters like 'r', 'g', 'y', 'h', 's', 'x', and 'n'.

DEFINE

YOUR VOICE WILL GROW OVER TIME

Let your
curiosity lead
the way.

You don't
need to have
everything
figured out to
begin.

Authenticity > Perfection

Listeners connect
with what's real.

Your podcast
voice will take
shape through
doing, not
planning.

Where to listen?

Spotify



[Geographical Thinking
from Esri Canada](#)

Apple Podcasts



[Geographical Thinking
from Esri Canada](#)

Youtube



[@ESRICanadaTV](#)



START SMALL. START SIMPLE. BUT START.

**YOUR PERSPECTIVE COULD BE THE ONE THAT SPARKS
CONNECTION, CHANGE, OR UNDERSTANDING.**
