

Being a guest on Cultural Friction

Everything you need to know before we record.

ABOUT THE SHOW

Cultural Friction is a podcast for managers and leaders of multicultural teams. Guest episodes are relaxed conversations about what really happens when cultures meet at work: your experiences, your stories, and what others can learn from them.

We're a young show, still building our audience — small, but made up of exactly the people this conversation is for.

WHAT YOUR EPISODE LOOKS LIKE

1

Your experience

Where you've worked, the teams and the cultures you've worked with.

2

Your stories

Two or three real moments: what happened, and what was going on around it.

3

Your advice

What you'd tell someone working in that situation or culture today.

WHAT I'D LOVE FROM YOU

- **Real friction, not stereotypes.** Not “the Germans are like this”, but real moments at work shaped by nationality, background or experience, and how you dealt with them.
- **A real conversation.** No script. We follow your stories wherever they go, and finish with your advice.
- **Your choice on names.** People and companies can be changed or left out entirely.
- **No preparation needed.** I'll send a few questions in advance and guide the conversation.

WHERE YOUR EPISODE GOES

The **audio** is published on Apple Podcasts, Spotify and other podcast platforms. The **video** goes on the Cultural Friction YouTube channel. Clips and quotes may also be shared on social media.

By taking part, you agree that the audio and video recording, together with your name, photo and bio, can be used freely across these platforms and to promote the show. All editing, and the final decision on whether and when an episode is published, rest with Cultural Friction.

Your work gets proper space — so there's no need to fit it into the conversation.

At the start

I introduce you, your role, and one line on your background.

At the end

You have a minute to talk about what you do and what you're working on.

In the show notes

Your bio and up to two links of your choice.

On social

A short highlight from your episode and a quote card, ready for you to post.

To keep the episode useful for listeners, offers, discount codes and lists of services stay out of the audio. They're very welcome in your show-notes links.

IN RETURN, I'D ASK YOU TO

Share it

A LinkedIn post on release day, tagging me and the show.

Join in

A comment or reshare on my post in the first few hours.

Pass it on

One introduction to someone who'd make a good guest or listener.

HOW IT WORKS

1

Pre-call

30 minutes to get to know each other and pick the stories.

2

Recording

About 40 minutes, remote. One click, no software.

3

Editing

I edit for tightness, so stumbles don't matter.

4

Going live

You get the link and your assets before it's published.

BEFORE WE RECORD, PLEASE SEND

- ☐ A short bio, about 50 words
- ☐ A headshot, square if possible
- ☐ The one thing you'd like to mention at the end
- ☐ Up to two links for the show notes
- ☐ Your name and role as you'd like them to appear

ON THE DAY

A quiet room, with the door closed.

Headphones, so the audio stays clean.

A laptop rather than a phone, on a wired or strong connection.

A glass of water. Forty minutes of talking is thirsty work.

Thank you — I'm looking forward to it.

Brendan Thomas Quinn · Host, Cultural Friction

brendanthomasquinn.com/cultural-friction-podcast

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