

case study

BUSINESS VITALITY® PODCAST

catherinecantey.com

Sustained Thought Leadership Over Time

Context

For years, Catherine has hosted and produced the Business Vitality® Podcast as a long-form platform for exploring leadership, decision-making, and organizational vitality. The podcast was created to hold space for thoughtful conversations that require nuance and reflection.

Objectives

- Create a consistent platform for thoughtful leadership dialogue
- Explore real-world complexity beyond trends and soundbites
- Share perspective grounded in lived experience
- Build trust and connection with leaders across industries

Approach

Catherine approaches the podcast with the same clarity and discipline she brings to advisory work. Through solo reflections and conversations with experienced leaders, the podcast prioritizes depth, context, and consistency over scale.

Results

- Sustained podcast production over multiple years
- A growing library of leadership conversations and reflections
- Ongoing engagement from executives, operators, and community leaders
- Episodes frequently referenced in advisory and consulting engagements

Impact

The Business Vitality® Podcast has become an extension of Catherine's work—demonstrating how she thinks, listens, and engages with complexity over time.

Next Steps

If you value thoughtful conversation and clarity in complex leadership moments, connect with Catherine to learn more.

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