



## ***Changing Faces Women's Leadership Seminar*** Women as Innovators and Entrepreneurs

**July 7 – 20, 2019**  
Oahu ♦ Maui

### **Draft Action Plan**

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#### **“Podcast for Women Who Run Online Businesses”**

##### **Issue/Problem Statement**

Women-hosted and women-centered podcasts are common in the West, particularly in America. Glambition by Ali Brown, Online Marketing Made Easy by Amy Porterfield and Mentoring Moments by Denise Restauri are some of my favorite podcasts. While I am inspired by these podcasts, there aren't any podcasts that feature stories and experiences from Malaysian/Southeast Asian women who are running online businesses.

There are 19,073 Malaysian women in formally registered online businesses as of March 2017 and there are strong government initiatives by the Malaysia Digital Economy Corporation (MDEC) that continue to popularize digital entrepreneurship as the way forward.

One solution is to have role-modeling and inspirational stories to give courage to other women to try digital entrepreneurship. My interviewees will come from the network I have access to – women entrepreneurs. Resource-wise, I would be using my own funds to hire a podcast editor to edit the podcast. I would set up a website to promote this podcast and its show notes (quite manageable as I am in the web design business).

Obstacles: The take up rate could be slow as women need to overcome two major hurdles: downloading the podcast episodes and making time to listen to the episodes. Realistically, I need to spend time promoting the podcast either via other podcasts or through other women entrepreneur organizations.

##### **Mission & Project Description**

I want to start a podcast for women listeners who want to learn from women who have been successful in their online businesses in the Southeast Asian context. The target listeners are women who aspire to start their own online business or have already started and want to learn about online strategies. A podcast is perfect for the busy woman on the go (you can listen to it while driving, gardening, jogging, cooking, or doing laundry). I intend to produce a 'seasonal' podcast – a season would comprise of 13 episodes (like a TV series). I aim to create 2 seasons (26 episodes) in a year, giving me time to take a break instead of constantly podcasting. This also gives my audience something to look forward to when I next get back into the podcast. Each episode is about 20 minutes long with a guest (a woman with an online business).

**The Changing Faces Women's Leadership Seminar is funded by the East-West Center**

## **Personal Role**

I understand what women go through when it comes to business because I started an organization for women entrepreneurs in 2006 and I am also in the tech business. I also listen to a lot of podcasts. The podcast is an extension of what I do in my business – telling stories that truly matter. It is a way for me to explore a form of communication that can scale exponentially and help market other women in business.