

## **Transcript Episode 14**

### **Communications in the digital age**

**Moderator: Thomas Holzner, Guest: Sina Auer and Christiane Weidendorfer**

Intro: The DigiPodcast – Digital trends in Supply Chain Management

#### **Thomas Holzner**

Hello and welcome to our DigiPodcast. I am Thomas Holzner from Siemens SCM DigiNetwork with the DigiPodcast. A Podcast on digital and innovative topics for procurement in the future. Digitalization is becoming increasingly important for every company. At Siemens in particular, digitalization is a fundamental element for success. Today I welcome you to a special episode, normally this podcast covers aspect of procurement or supply chain management in relation to digitalization, but this time we focus on communication and digital age, and this fits very well, because our podcast is a prime example for that. I'm pleased to welcome today two communication expert women. Both of them play by the way a big part in making the DigiPodcast run the way it does. Hi, Christiane, Sina, it's great to have you here.

#### **Christiane Weidendorfer**

Thanks Thomas for your invitation, it's a really pleasure to be a guest today at the DigiPodcast.

#### **Sina Auer**

Hi Thomas, thank you for having us.

#### **Thomas Holzner**

Yeah it's a pleasure on my side. As I already mentioned, you are the two who are pulling the strings in the background of the DigiPodcast. So let's start directly with the podcast. As I do have from your point of view the easier part being the moderator, what else is needed, that the podcast can be listen from our listeners.

#### **Christiane Weidendorfer**

That's a really good question and it's great to start with podcast first. So you are totally right, there are a lot of points, which need to, which we need to have in mind. Maybe we start from the very first beginning Thomas and explain our listeners how we started with the DigiPodcast and by the way, we celebrate already our first birthday. So you said that this episode is about communications in the digital age and our DigiPodcast is the best example for this: it is short, available at any time and everywhere in the world. You just need a digital device. Before we release a final episode, some steps need to be prepared in advance. The first point was that we needed to think about the recording surroundings. Normally as you know it maybe from

the radio, all guests meet in person in a real studio but because of the coronavirus we couldn't realize that, and we needed to find a digital solution.

**Sina Auer**

Ah yeah, I remember that quite well. We needed to try out a lot, and because of our high security standards at Siemens, we also needed to find a solution for the recording which was Siemens compliant and let me tell you something, that was really tricky.

**Christiane Weidendorfer**

Definitely.

**Sina Auer**

Christiane and I, we had a lot of extra meetings and calls to figure out the best process. But you know what they say necessity is the mother of invention.

**Christiane Weidendorfer**

Yeah and as Sina already mentioned, we needed to have something which is compliant to Siemens. At Siemens we have a lot of tools, for example Microsoft Teams, but with Teams we couldn't get a good recording. The sound quality was really poor, you need to have a really good Internet connection, and one more thing which is really important for the cutting, each guest needs a separate microphone and on the recording stream only the voice of yourself should be hearable, but this was really a challenge.

**Thomas Holzner**

But as you can listen, Christiane and Sina did manage it, because they had a lot of creativity, and they went always the extra mile. And the surprise is, what is the best solution? And a spoiler, it's not Excel.

**Sina Auer**

Well, we are old school now with our Microsoft-Add-Ins or applications and use PowerPoint for the recording sessions, because everyone has it on the laptops already and it is very easy to use.

**Christiane Weidendorfer**

Yeah I really searched for another solution but well it really came out that PowerPoint is the best one, because it offers a sound recording possibility, and it is easy to explain how you should use it. Yeah we do some extra checks before the recording but I'm always impressed, that this works out so well.

**Thomas Holzner**

You're not the only person who was impressed and surprised, I think all our guests are impressed that PowerPoint works really brilliant. What comes next?

**Sina Auer**

Well, for each episode we have a few briefing calls together with our guests, where we discuss the topic, the aim, and the distribution channels. We then prepare the storyline for the episode, produce, and publish the podcast.

**Christiane Weidendorfer**

And in relation to the recording: for the conversation between the moderator, between you Thomas and the guests, we use Microsoft Teams. But for the recording, as we explain, we use for the sake of simplicity, PowerPoint.

**Thomas Holzner**

Therefore I have to say a lot of thank you, that you put so much effort into this DigiPodcast, especially in the setup preparation. We have already now 13 episodes, that's number 14, and regarding something like this, what situation from your point of view stuck in your mind?

**Sina Auer**

Well I really have to say that the DigiPodcast is one of my favorite projects. So I do have a lot of fun memories. For example: during one of our recordings, I heard a dog barking in the background, and the dog wouldn't stop until he was allowed to join our guest in his recording room, and during the recording, you could hear him petting the dog, which was very cute.

**Christiane Weidendorfer**

The DigiPodcast is also from my point of view really a heart project, and I remember a lot of really nice situations. And one situation stuck in my mind. So we already started the recording and someone, I don't tell the name, but someone quickly ate a cookie before the recording, he should then speak off and could not, because the mouth was still full. And this was really funny and these are the moments, which make me proud also of the DigiPodcast, because we put so much effort in this, and we have a lot of fun, and this is what is important.

### **Thomas Holzner**

I cannot imagine who was this person, and I would if somebody of the listeners can tell us which episode is with the dog, an unplanned guest, I sponsor a box of cookies. And now let's switch the topic, you're not just doing the DigiPodcast, you are also communication experts at Siemens, so what is your favorite thing to do or what else are you doing at Siemens regarding communications?

### **Sina Auer**

Ah, favorite thing, that's really hard to say, we really do everything that has to do with communication, and our tasks are really varied, and you always learn something new, and basically, we handle the entire spectrum of what is called the 360° communication.

### **Christiane Weidendorfer**

And maybe let me shortly explain what is meant by 360° communication. So, this includes podcast production as well as video production or content creation such as article writing, creating icons, and graphics. We also are responsible for social media posts, we are consultants, and data analyst, and from my point of view, I do not have a really favorite communication thing as also Sina already mentioned, every communication aspect has its charm, and I like to learn new processes. Last time for example I was an event moderator and this was also a really cool experience.

### **Thomas Holzner**

Thanks for your insights, and regarding the social media thing, I have to confirm I needed some time to get warm with it, but with you on my side, the topics of the DigiNetwork got now a lot of awareness, especially on LinkedIn and I think we have figures or listeners or readers, that's really amazing. How do you see social media? What trends or challenges can be spotted in the future?

### **Christiane Weidendorfer**

Yeah with social media you really can reach a lot, and a big trend in digital communications is for example influencer marketing or content explanation over short videos. And in this case, one big thing we need to think about in the future is really how catches your content the attention. We need to think about short formats, which have the most important parts in the first three seconds, otherwise you're losing your audience. This I can tell you is really a challenge. Think about our SCM topics, mostly they are very complex, and we need to see what the future brings, and probably some more challenges but I'm sure that we will get over them.

**Sina Auer**

Yes, Christiane described perfectly, you always have to think about the distribution channels on how you can make the best out of it, because all social media platforms have to be used in their own way, the user group is different and so are the conditions of the platform, what you can and can't do. For example it makes little sense to publish a detailed article on Twitter but since we both also use social media in our private life as you know digital natives such as, we are already very experienced and also try to come up with new concepts and formats.

**Christiane Weidendorfer**

And let me shortly add, we are experienced but social media is so fast, and I think almost every two months something new is coming up, so we learn more and more every month, and we try to include this in our communication work.

**Sina Auer**

So, Thomas prepare for your next TikTok dances.

**Christiane Weidendorfer**

Yeah, for example. Why not?

**Thomas Holzner**

I can confirm, that I won't do a TikTok dance. I have enough challenges with my two sons with the age of 20 and I think that's their platform for TikTok, and I don't release my Instagram account. Because I think what's important, what you mentioned, is this three seconds topic and I think that something for SCM, for management in general. How can I convey a message within three seconds, that people don't lose intention and attention. So, thanks a lot for your insights but now coming to my favorite questions, who is Christiane and who is Sina?

**Christiane Weidendorfer**

Yeah, maybe I will start, because you mentioned my name first. So I am someone who likes challenges and I think that comes mainly from my sports background and as a former competitive athlete, I did judo for really long time, I have had to demonstrate staying power, resilience as well as discipline and initiative on several occasions. That also serves me well in my job as a communications manager. The saying "won't work doesn't exist", applies to me quite well. I like to contribute my ideas, being creative and look around the corner to find a solution. I hope, Sina, I described myself very well and you can confirm that.

**Sina Auer**

Spot on, Christiane, spot on, really.

## **Christiane Weidendorfer**

Thank you.

## **Sina Auer**

As for me, I'm coming from a very theoretical background, as I'm in my last master semester of film and media cultural studies. But I've always been interested in the practical side of media as well and I am especially very passionate about video games. So next to reading a lot about complex theories, I also like to be creative, and put all the things I learned into action. So I'd say, I am a very enthusiastic person who likes to learn new things and have new experiences.

## **Thomas Holzner**

And, I just learned, that we share, for example the passion for one special video game. If you want to learn more about this, I think you have to write email or comment on LinkedIn and then we will... I will make it public. So thanks for you both, having you here as my communication team and I'm looking forward to the future activities and maybe new formats, and I'm convinced that we will hear or read from you both again. If you are interested in their communication activities, follow them both on LinkedIn. I think it's worth. And to our listeners of the podcast, I hope you enjoyed this episode, special one. If you have questions or you want to find out more information about SCM DigiNetwork reach out to our Internet page [siemens.com/diginetwork](http://siemens.com/diginetwork). I'm looking forward having you as a listener again at our next episode.

Yours Thomas Holzner from Siemens SCM DigiNetwork. Goodbye.