

## Talk to the leader podcast [www.NFP.org.uk](http://www.NFP.org.uk)

Talk to the leader is a regular podcast; it's more a chat than a formal interview. The target audience is mostly voluntary sector staff wanting to know more about leaders of the sector.

The duration of the podcast is flexible but should ideally be around 30mn.

It is recorded at Breast Cancer Care head office

5 -13 Great Suffolk Street London SE1 0NS.

It's published on [www.NFP.org.uk](http://www.NFP.org.uk) , iTunes and (soon) on The Guardian Voluntary Sector Network. It's also promoted on [www.becauseitsgood.org](http://www.becauseitsgood.org)

Here is the list of questions I'm planning to ask. Note that I try to personalise the wording of the questions so they won't be asked exactly as is.

[questions]

### # Brief introduction by Bertie

[order of question may change depending on answers]

--- **Could you tell us a bit more about the work of [Charity]?**

[Question will be personalised]

---**Do you remember the very first time you did something for a charity?**

[Good way to start on a personal note, could talk about childhood, adolescence, country of origin...]

--- **What was your first job?**

[To know about studies, first professional steps leading to current position]

--- **What made you decide to work for a charity?**

--- **You joined [charity], in [year]. Do you remember your first day?**

[Anecdote, advice, welcome...]

... **What have been the biggest changes you've witnessed since you joined?**

[growth/reduction of income/staff. Restructure, modernisation, change of office / culture / digital...]

Tailored questions:

Income

Management question

Marketing

Partnership

Retail

Campaign

**--- Have the internet and social media, changed the way you operate?**

[question will be introduced by examples of digital activity I've seen from the charity]

**--- The recession has a big impact on the sector. How are you dealing with it?**

**--- We're hearing a lot about the Big Society at the moment. Do you think there will be some real opportunities for [charity]?**

**--- Are there any big opportunities you regret to have missed or were too late to grab?**

[This is too develop the subject of innovation]

**--- What do you see as the main challenges the sector will be facing in the next few years?**

**--- My final question, if you were not [Role] for [Charity], what would you be doing?**