

11 Best Podcasts for Small Business Owners and CEO's

5 min read



Ongoing leadership development is an integral component of your role as a business leader. No matter your past experience, education level, and current business success, it's essential that you continue learning how to be a better leader while continuing to hone your business acumen.

Key Takeaways

- **What a Podcast Is:** Podcasts offer a chance to dive into just about any topic (like leadership and business management). Podcasts are the perfect way for busy business leaders and c-suite executives to boost their business acumen...
- **Our Top 11 Best Podcast Picks for Small Business Owners and CEOs:** Leadership isn't an event—it's an uphill journey. Looking for leadership advice?...
- **What's in It for You:** By listening you can gain valuable insights into what industry leaders and innovators are doing to turbocharge their businesses and hopefully get takeaways you can apply to help your own business grow...

To strengthen your business leadership skills, you could read books, attend conferences, or take classes. These activities, however, all require that you have lots of free time. One incredibly impactful – yet time-efficient – way to develop your skills and continue learning is by listening to podcasts.

Podcasts are a wonderful form of media and a great way for busy people to learn because you can listen on your own schedule and multitask by listening while you're doing other things like commuting, traveling, working out, running errands, having lunch, or relaxing after a busy day.

What's a Podcast?

If you have yet to stream or download a podcast, we encourage you to start. Podcasts offer a chance to dive into just about any topic (like leadership and business management). With podcasts, you can “tune-up” your thoughts to a higher level of thinking anytime, anywhere.

Podcasts are the perfect way for busy business leaders and c-suite executives to boost their business acumen. Staying on top of industry trends and getting inspired takes time, and because podcasts easily fit around other activities, they are ideal for busy executives. According to a study by Edison Research, 58% of podcast consumers listen in the car, 41% listen while walking, 34% at work, 29% while working out, and 28% listen while riding public transit.

Our Top 11 Best Podcast Picks for Small Business Owners and CEOs

There are too many great podcasts out there to list (or listen to) them all, and sorting out the ones that are most relevant to you can feel like a daunting task in the face of so much content. That's why we've rounded up a list of our favorites, including some well-known podcasts and others that aren't as heavily advertised.

What do they have in common? They all offer a wealth of knowledge, value, and entertainment in exchange for your time listening.

1. The Growth Show - Hubspot Podcast Network

How do you grow a company? A movement? An idea? Each week, [The Growth Show](#) hosts sit down with someone who has achieved remarkable business growth (or has tried to) and unpack just how they did it.

2. Sales Maven

Stuck using outdated salesy strategies?

The [Sales Maven](#) podcast is for you. Most sales coaches talk about the importance of follow-up and the number of prospects you have in your funnel. They do not dive into the actual conversations – the words you need to say – necessary to book a client.

The Sales Maven does.

3. B2B Growth

Level up your B2B marketing game with the [B2B Growth](#) show.

This weekly podcast tests industry trends, debates the B2B marketing experts, and challenges the echo chamber to bring clarity to what really works for your organization.

4. HBR IdeaCast by Harvard Business Review

A weekly podcast featuring the leading thinkers in business and management from [Harvard Business Review](#).

5. Manager Tools

Looking for specific and actionable skills to help improve management performance in your organization- and your own?

[Manager Tools](#) is a weekly podcast designed to help business professionals become more effective managers and leaders. Each week, they discuss specific actions to take to achieve your desired management and career objectives.

6. HighDrive (Russ Capper)

[HighDrive](#) is a weekly video production featuring interviews with Houston innovators and entrepreneurs ranging from early-stage start-ups to major success stories.

7. The John Maxwell Leadership Podcast

Leadership isn't an event—it's an uphill journey.

Looking for leadership advice? The [John Maxwell Leadership Podcast](#) dives into what it means to be a transformational leader. Every week, you'll learn the principles, practices, and processes to become a force for positive change in your business ventures.

8. Business Wars

Uber vs Lyft? Tesla vs Detroit?

Taking a different approach than other professional podcasts- [Business Wars](#) compares companies across a wide range of industries. This weekly podcast gives you the unauthorized, real story of what drives these companies and their leaders, inventors, investors and executives to new heights -- or to ruin.

9. Path to Profit: Lessons From Growth-Driven Business Leaders

[Path to Profit](#) is a podcast looking at business growth from every angle possible. Hear stories of success—and failure—lessons learned from leaders that have grown and scaled their businesses. You'll learn how to think strategically, get better insights for decision-making, and develop a growth mindset that will help you change the way you run your business.

Each episode features an interview with a business leader, discussing topics like data-driven decision-making, the importance of a strong team culture, getting the most out of failure, the necessity of management accounting, navigating the business lifecycle, and more, all for the purpose of helping you find your own Path to Profit.

10. Entrepreneurs on Fire (John Lee Dumas)

[Guests share lessons](#) from their worst entrepreneurial moments, AH-HA moments, and what has them most fired up today.

11. The Tim Ferriss Show

[*The Tim Ferriss Show*](#) is generally the #1 business podcast on all of iTunes, and it's been ranked #1 (of all 300,000+ podcasts) on many occasions.

What's in It for You?

Podcasts give you the advantage of listening and learning with a dose of entertainment. By listening you can gain valuable insights into what industry leaders and innovators are doing to turbocharge their businesses and hopefully get takeaways you can apply to help your own business grow.

By listening to podcasts, you can continue your own personal and professional development by strengthening your skills as a business leader and manager while also honing your business acumen to improve the management, strategy, and success of your business.

Check out GrowthForce Founder and CEO, Stephen King's recent interview on *The BusinessMakers Show* with Russ Capper, as we talk about how to improve cash flow in your business.

[1] <https://www.edisonresearch.com/podcast-consumer-2018/>