

Sweet Takes Media Package

bigleap



About

Sweet Takes

Tired of impersonal, formal business interviews? **Sweet Takes is the podcast that brings you honest, real, and behind-the-scenes looks at the complex business landscape, one beverage run at a time.**

Hosted by Big Leap senior leaders Coby Bush and Dan Posner, each episode is filmed during a 20-minute snack run to a local treat vendor (think Swig, Crumbl, Lehi Bakery, Beanie's Coffee, etc). We invite marketing professionals, business owners, and community leaders into the car to dish on their:

- **Distinct Angles:** Contrarian or unexpected viewpoints that make you pause and think.
- **Actionable Insights:** Practical strategies you can immediately apply to your work.
- **Value-Driven Stories:** Genuine narratives of success and failure that deliver essential wisdom.

Hop in with us for a casual, unfiltered, and highly valuable conversation. If you're looking for sustainable, repeatable growth through a Brand-Led Performance Marketing approach, join the ride and grab a Sweet Take that will empower your marketing strategy.

New episodes drop every other week. Let's go get a treat!



Sweet Takes

Assets

Logos

[Sweet Takes Logo \(Graphic Background\)](#). ↓

[Sweet Takes Logo \(White Background\)](#). ↓

[Sweet Takes Logo \(Blue Background\)](#). ↓

[Sweet Takes Logo \(Transparent Background\)](#). ↓

Links

[Bigleap.com/sweet-story/](https://www.bigleap.com/sweet-story/)

[YouTube](#)

[Spotify](#)

[Apple Podcasts](#)

Host Bios

Coby Bush

<https://www.bigleap.com/blog/author/coby-bush/>

Dan Posner

<https://www.bigleap.com/blog/author/dan-posner/>

Social Media Links

[LinkedIn](#)

[X/Twitter](#)

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LinkedIn

Sample Post

We encourage you to share your episode on LinkedIn! Here are some ideas:

Headline: AI: The ultimate power-up... or a mental participation trophy?

I recently hit the road with Coby, and we didn't just go to Lehi Bakery for the vibes (though the square donuts are phenomenal). We had a candid convo on AI in 2026.

My Sweet Take? AI should be your power tool, not your crutch.

We're living in a world where it's tempting to let the bot do the heavy lifting, but there's a thin line between "efficient" and "lazy." If you aren't bringing the human sauce, you're just a prompt engineer for mediocrity and you're actually getting dumber.

Huge thanks to Coby and the Big Leap team for the sugar rush and the important conversation. If you want to hear how to stay sharp in the age of automation (while I try not to get glaze on the mic), check it out! 🍌

[\[Link to Podcast Episode\]](#)

#SweetTakes #ArtificialIntelligence #LehiBakery
#CreativeStrategy #PodcastLife #AlvsHuman