

Be Nice or Leave

A must-listen podcast for anyone looking to unlock the power of empathy to drive success in their business.

Hosted by Polly Hammond



The podcast



Be Nice or Leave explores the role of empathy in driving business growth and success. Through interviews with business leaders and experts, this series delves into the ways in which empathy can help companies better understand and serve their customers, improve communication and collaboration within the organization, and ultimately lead to increased profitability and sustainability.

Join us as we explore the challenges and benefits of incorporating empathy into company culture, and offer tips and strategies for developing empathy in the workplace.

With a mix of informative discussions and real-world examples, Be Nice or Leave provides valuable insights for anyone looking to bring empathy into their business practices.

The host



Having produced over 100 podcasts in less than three years, Polly Hammond rings in 2023 with the launch of her third annual series, Be Nice or Leave.

A long time ago (yes, in a galaxy far far way), Polly graduated from USC with degrees in International Relations and French. Those studies led to a deep and abiding love affair with Behavioural Economics, and nowadays her work is based on all the crazy and irrational reasons consumers engage with brands. (Heads up, she's a big fan of pop culture, so any interview is sure to have at least one Star Wars reference thrown in.)

In the past few years, Polly has been regularly invited to speak on topics of empathy, accessibility, sustainability, and growth at Wine2Wine, the World Bulk Wine Conference, Oregon Wine Symposium, Moldovan Competitiveness Project Digital Workshops, OenoCo Intl Wine Economic Forum, Wine Media Conferences...oh and a whole bunch more.

On top of all that, Polly is lucky enough to wake up each day and work with one of the most talented digital development teams working with ecommerce businesses today. Since its inception as a tiny studio that thought "maybe we can make a difference," her agency 5forests has grown into a globally-recognized, award-winning digital marketing agency working with some of America's top brands.

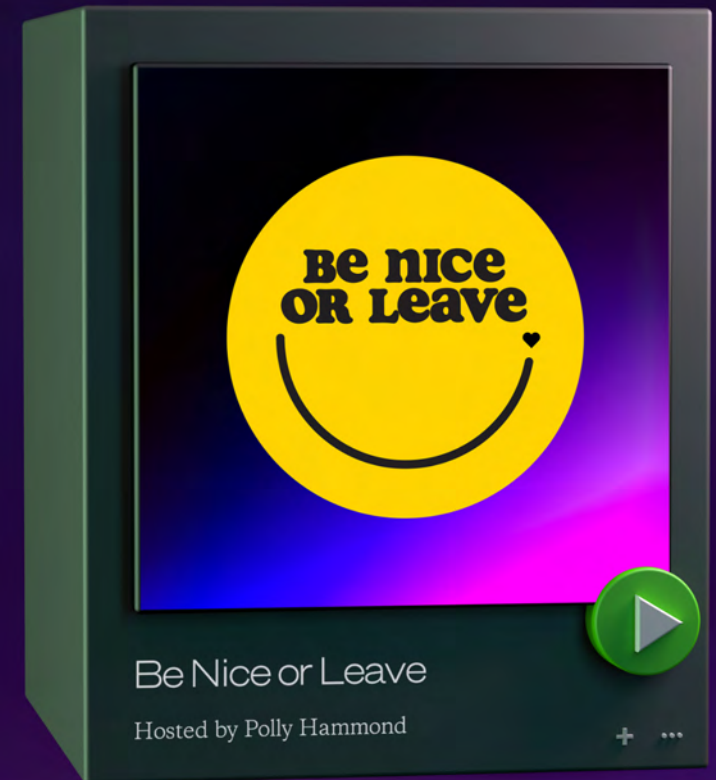
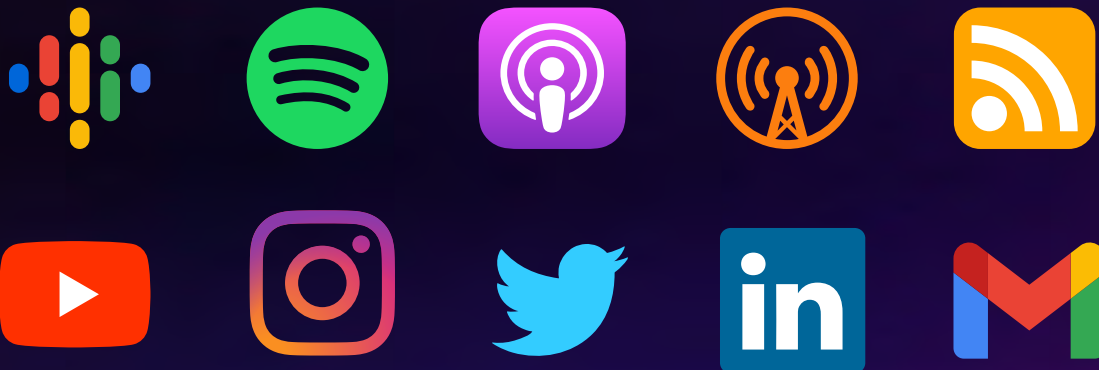


On air



Audio episodes are available on major podcast platforms including Apple, iTunes, Spotify, Soundcloud, Stitcher, Google Podcasts, iHeartRadio, and anywhere else listeners tune in.

Video & audio episodes are available on the 5forests YouTube channel.



How it works



BNOL guests are thoroughly vetted before being approached to interview on the show!

Prior to the interview date, guests will receive discussion topics for review, an email with a link to enter the interview, and detailed instructions for getting the best recording possible. You will also have access to personalized support prior to and on the day of the interview should you have any questions or issues.

Each interview will last approximately 40 minutes; conducted in English. The format is conversational with no holds barred; we want honest conversations about what works, what matters, and what challenges us.

Interviews are not live and will undergo thorough post-production for sound quality and editing. Guests will be informed of airdates, and will receive materials to help you promote your appearance. Upon release, your nominated social media accounts will be tagged and websites linked (great for SEO!).

Past Podcast Series



IWP Uncorked (2022)

With 50 long-form episodes in only 12 months, Uncorked with Polly Hammond championed standout marketing communications from within and beyond the wine world.

Notable Guests



Cindy Gallop
*Make Love Not
Porn*



Ricardo Pasqua
Pasqua



Elizabeth Schneider
*Wine for Normal
People*



Pauline Vicard
ARENI Global



Nicole Rolet
Chene Bleu



Diana Verde
*Nieto Positive
Luxury*



Jane Anson
Inside Bordeaux



Dan Petroski
Massican

Past Podcast Series



Real Business of Wine (2020-2021)

Launched on the day the world locked down, Real Business of Wine was the first COVID-19 series for wine industry professionals. With nearly 200 guests across 50 daily one-hour episodes, hosts Polly Hammond and Robert Joseph brought together top professionals from across the world to share their expertise and experience on a specific topic with a global community.

Notable Guests

Jancis Robinson MW
Jane Anson
Eric Asimov
Tim Atkin MW
Michael Brajkovich MW
Laura Catena
Elaine Chukan Brown
José Rallo
Andre Mack

Karen MacNeal
Alice Feiring
Maggie Henriquez
D'Lynn Proctor
Mike Ratcliffe
Stevie Kim
Ronan Sayburn
Lulie Halstead
Sarah Abbott MW

Felicity Carter
Ray Isle
Simon Woolf
Elizabeth Gabay MW
Scott Eddy
James Tidwell MS
Camilla Lunelli
Jasper Morris MW
Carolyn Martin

Promoting the pod



Podcast promotion is a mixed bag! But luckily we have various ways of getting the word out.

- Audio distribution to all major podcast platforms including Apple, iTunes, Spotify, Soundcloud, Stitcher, Google Podcasts, iHeartRadio, and anywhere else listeners tune in.
- Video & audio distribution on YouTube.
- Detailed shownotes for every episode.
- Episodes will be embedded on the 5forests website for those who want to access them that way or for those simply perusing the site for other things.
- Episode specific branded imagery provided to help you promote your appearance.
- Social media promotion via all our social media channels on the date an episode airs; Instagram, Twitter, LinkedIn. Social media management to keep the conversation going with those who interact with our posts. Posts will include static images, carousels, stories, reels and audiograms, YouTube shorts.
- Newsletter updates to build awareness, showcase recent and upcoming episodes, and provide additional content or background on guests.
- Collaborations with and appearance on other podcasts.
- Speaking and presenting at trade events to widen the listenership base, promote our partners, and amplify the BNOL ethos.

Work with us



BNOL accepts select sponsorship. As a sponsor you can expect:

- Dedicated intro & outro soundtrack for your series.
- Each episode will be promoted through social media channels including, Instagram, Facebook, Twitter and LinkedIn, including relevant tags to sponsor.
- Shownotes will feature links to sponsors' pages and social media.
- Your company logo will be shown on the thumbnails for the series
- Specific editorial content such as a mention in the podcast newsletter and a blog article to accompany the series.

BNOL offers limited advertising opportunities for organizations who align with our purpose. Please note that while we are open to both host-read campaigns and pre-recorded ads, we do not make exclusive advertising contracts with advertisers.

For more information sponsorship or advertising, please contact us at podcasts@5forests.com.



Get involved

Want to suggest a guest, ask questions, or discuss opportunities to collaborate? Give us a shout at podcasts@5forests.com!