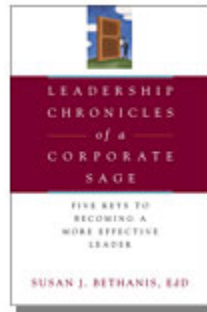


Leadership Chronicles of a Corporate Sage
Five Keys to Becoming a More Effective Leader

by

Susan J. Bethanis, Ed.D.



\$18.95 Hardcover
ISBN 0-7931-8603-X

5" x 7-3/8" 224 pages

Publication Date: September 2004

Management/Leadership

For more information and to order, go to
www.mariposaleadership.com

Publishers' Weekly Review of *Leadership Chronicles of a Corporate Sage*



Bethanis, a San Francisco-based executive coach, offers a show-don't-tell glimpse into her work of shaping raw, by-the-book executives into kinder-and-gentler powerhouses. Rather than preaching, Bethanis uses a six-month series of sessions with "Max," a top executive whose leadership skills haven't developed as quickly as his career, to illustrate the path to "corporate sagedom," a state that incorporates top business tactics, people skills, on-the-job know-how and some intangibles that, yes, a professional coach can teach.

The premise of learning as a business tool isn't new in the corporate world, but Bethanis's approach in the book is, and it works refreshingly well, even for a reader initially skeptical of Max, of the "play-acting" technique at work here and of the coaching process as a whole. There is value in the lessons learned through the interplay between the author/coach and her executive/student; from "go slow to go fast" to "coach in-the-moment to build a legacy," the key points hit home faster and clearer simply because of the way the book is set up as a session-by-session dialogue, rather than as straight lesson from yet another expert. There is certainly much here to be learned by any businessperson open to taking it all in.

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What Executives and Coaches Are Saying About *Leadership Chronicles of a Corporate Sage*

"A must read book! *Leadership Chronicles of a Corporate Sage* provides critical insight for anyone in a leadership position."

Mark Tonnesen, VP, Information Technology, Cisco Systems

"If you read one leadership book this year, read *Leadership Chronicles of a Corporate Sage*. Not only will you get realistic insight into what executive coaching is all about, you will learn useful skills and insights you can put into action right away."

Jeffrey Jones, SVP, Product Development & Management, Washington Mutual

"Clever and compact! It offers all leaders, not just executives, timely and relevant advice in a refreshing way."

Chris Williams, VP, Human Resources, Yahoo!

"I highly recommend *Leadership Chronicles of a Corporate Sage* to any leader who is passionate about building a high performance team and inspiring the next generation of leaders who will follow in his/her footsteps."

Michael Hakkert, VP, Corporate Marketing, Blue Coat Systems

"A straightforward and practical approach! *Leadership Chronicles of a Corporate Sage* takes complex concepts and turns them into common sense applications through a real life story. No matter what level of leader you are, the tools and references are worth the price of the book alone."

Lucy Carrico, VP, Corporate Marketing, Charles Schwab & Co.

"*Leadership Chronicles of a Corporate Sage* is the inside scoop on executive coaching - the first book of its kind to take the mystery out of the process. A must read for leaders who want to know if coaching is a fit for them. It's a huge contribution to the disciplines of coaching and leadership."

Jen Herrlinger, Associate Director, Learning and Development, Scios Inc. (a J&J company)

"*Leadership Chronicles of a Corporate Sage* is especially useful for the commanding, overwhelmed business leader struggling to do more in less time with less stress."

Kristin Cobble, Organization Development Consultant, Gap Inc.

"Finally a book that shows us executive coaching in action. I will be using *Leadership Chronicles of a Corporate Sage* with both my executive coaching clients and my Human Resources students transitioning into executive coaching. It's straight-forward and 'de-mythifying!'"

Jeremy Robinson, Dean, Executive Coach Academy

Test Your Leadership Wisdom

Information from *Leadership Chronicles of a Corporate Sage*

According to an Accountemps survey, only 43 percent of executives know that the key to employees' job satisfaction is getting along with the boss. Why don't 100 percent of executives know this? It takes a corporate sage to understand the connection. A corporate sage is a leader with the skills and tactics to get things done in an effective and efficient way. A corporate sage keeps their eyes on a vision for the future and inspire their team to greatness.

Are you a corporate sage? Test your leadership know-how with the following quiz. On a scale of 1-5, how often do you do the following?

- 1 = Never
- 2 = Rarely
- 3 = Sometimes
- 4 = Often
- 5 = All the time

- 1. You coach and teach your direct reports and give them immediate feedback on their skills.
- 2. When you ask your team for help, you make sure to clearly explain exactly what you need, by when and from whom.
- 3. You use small talk to build strong relationships within your team and with other stakeholders.
- 4. Before you make a formal presentation or advocate a position, you ask questions to make sure you understand what is important to the other people involved.
- 5. You read industry publications; you stay up-to-date on global financial markets and prepare for their impact on your company.

What your scores mean:

- If you scored 2 or below on any of the questions, these are skills you need to become more aware of and take steps to develop.
- If you scored 3 on any of the questions, these are skills you need to practice more regularly. Try to find a peer who can help you keep on track.
- If you scored 4 or 5 on any of the questions, keep up the good work!

To learn more about what it takes to be a leader today, consult *Leadership Chronicles of a Corporate Sage: Five Keys to Becoming a More Effective Leader* (Dearborn Trade Publishing, 2004). Written by executive coach Susan Bethanis, Ed.D., CEO of Mariposa Leadership, Inc., the book takes readers behind the scenes in an actual coaching setting and demonstrates practical leadership and coaching tips. Dr. Bethanis has coached more than 200 managers and executives at Fortune 1000 companies such as Charles Schwab, Cisco Systems, Hewlett-Packard, Washington Mutual and Yahoo!.

To arrange an interview with Sue Bethanis or to receive a copy of *Leadership Chronicles of a Corporate Sage*, please contact Allison Adams, Business Operations, at 415-621-6055 or allison@mariposaleadership.com.