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For Immediate Release

EXECUTIVE COACHING FIRM PRESENTS DIRECTOR OF KAISER PERMANENTE'S INNOVATION LAB ON *WISE TALK* FORUM

Mariposa Leadership CEO Sue Bethanis interviews Jennifer Liebermann on how to keep innovating during tough economic times

San Francisco, CA - March 04, 2009 - Executive coaching firm Mariposa Leadership, Inc., is working with leaders to increase their resilience during the economic downturn by balancing productivity and cost-cutting initiatives with innovating for the future. To help leaders improve their existing products and services, test new ideas, collaborate with partners inside and outside their industry, and rollout innovations across their organizations, Mariposa Leadership CEO Sue Bethanis has invited Jennifer Rusek Liebermann, Director of the Garfield Innovation Center at Kaiser Permanente, to appear on *Wise Talk*, Mariposa Leadership's monthly leadership forum.

Bethanis and Liebermann will be discussing these critical questions during this month's *Wise Talk* at 2 PM PST on Wednesday, March 25:

- **How to improve on existing processes, products and services.** Innovation doesn't have to be about starting something brand new from scratch—the quickest and most cost-saving results can come from simple, incremental improvements. The first step is to observe and listen to your end users. What should you be looking for in this phase, and what is the best, most systematic way to collect and analyze this data? How can you coax customers into dreaming big and even role playing their ideal scenarios?
- **How to iterate and test new ideas in a safe environment.** Sometimes ideas that sound good during brainstorming simply don't work well when implemented. Why risk wasting thousands of dollars rolling out new processes and products when you can set up a formal or informal lab to test them beforehand? How can you create a testing environment in which all parties feel safe enough to fully participate, speak their mind, and let the idea fail if it needs to?
- **How to collaborate with partners both inside and outside of your industry.** Without an influx of outside ideas and input, it's easy to get stuck on one idea or direction. What can you do to push your people to look outside of their own fields or areas of expertise? What other companies can you look to partner with to share ideas and results? And how can you establish the mutual trust that you will need for such partnerships to succeed?
- **How to influence behavior and culture in order to make innovations stick.** Even the best new way of doing things will fall flat without the rest of your organization understanding, buying-in, and making the according behavioral changes. How can you develop metrics and ROI to convince and persuade key stakeholders, and what stories can you tell to appeal to peoples' emotions?

Great leaders won't just give team members general directives to be more productive and innovative; they'll break down the process so their people know exactly what steps to take.

Contact allison@mariposaleadership.com to sign up for the *Wise Talk* Forum.

Susan J. Bethanis, Ed.D., is the Founder/CEO of Mariposa Leadership, Inc., author of *Leadership Chronicles of a Corporate Sage*, and host of the popular leadership forum *Wise Talk*. Mariposa Leadership, Inc. offers premier executive leadership coaching services to the high tech, bio tech, and clean tech industries. Click here for press releases, press kit, and press clips.