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For Immediate Release

EXECUTIVE COACHING FIRM PRESENTS *GRABBING LIGHTNING* AUTHOR ON WISE TALK FORUM

Mariposa Leadership CEO Sue Bethanis interviews Lois Peters, Ph.D., on How to Increase Capacity for Breakthrough Innovation

San Francisco, CA - February 5, 2009 - As part of its "2009: Year of the Fearless Leader" initiative, Executive Coaching firm Mariposa Leadership, Inc., is urging leaders to redouble their efforts to focus on innovation. To help leaders assess their innovation capability, create an innovation strategy, and sustain innovation over time, Mariposa Leadership CEO Sue Bethanis has invited Dr. Lois Peters, co-author of *Grabbing Lightning: Building a Capability for Breakthrough Innovation* to appear on *Wise Talk*, Mariposa Leadership's monthly leadership forum.

This month's *Wise Talk* will be at 1 PM on Wednesday, February 25. Bethanis and Peters will be discussing the following questions:

- **How to be clear about what you want.** Innovation is not just about coming up with new ideas and inventions. Innovation is about introducing something new to the marketplace—and developing a new platform to support it. Incremental innovation adds improvements and benefits to existing products and services, while breakthrough innovation creates a whole new platform or business domain with high impact on markets and on the firm itself. Which type of innovation is best to go for during what time?
- **How to assess your organization's capacity.** Before developing a new capability, leaders need to ask themselves whether it is realistic for their team or company to accomplish it. What about constraining factors and competing priorities? How can you stretch shrinking resources into coming up with completely new ways of doing things?
- **How and when to create ownership and accountability.** If everyone owns innovation, does anybody *really* own it? Can you just make a call for innovation and leave the results to chance, or is it better to appoint a person or team to shepherd the innovation process and make sure the results are sustainable over time? What does this mean for small or startup companies versus large, established companies? Should it be a separate, fully staffed function, just like marketing, operations and human resources?
- **How to engage all your employees.** Whether they are part of a separate innovation function or not, all employees should be called upon to be creative as part of their daily tasks. What are some of the most effective ways to do this?

In these tough times, good leaders are doing everything they can to stay on top of existing projects with fewer resources; great leaders are the ones that will use the recession as a motivation to spur their organization into creative action. Contact Allison Adams at allison@mariposaleadership.com in order to reserve your spot for this *Wise Talk* Forum.

Susan J. Bethanis, Ed.D., is the Founder/CEO of [Mariposa Leadership, Inc.](http://MariposaLeadership.com), author of [Leadership Chronicles of a Corporate Sage](#), and host of the popular leadership forum [Wise Talk](#). Mariposa Leadership, Inc. offers premier [leadership coaching services](#) to the [hightech, biotech, and cleantech industries](#). Click [here](#) for press releases, press kit, and press clips.