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For Immediate Release

EXECUTIVE COACHING FIRM PRESENTS WHIRLPOOL INNOVATION EXPERT ON WISE TALK FORUM

*Mariposa Leadership CEO Sue Bethanis interviews Nancy Tennant Snyder on Whirlpool's
successful innovation efforts*

San Francisco, CA - April 08, 2009 - Executive coaching firm Mariposa Leadership, Inc. works with leaders to increase their organization's resilience during the economic downturn by balancing productivity with an increased emphasis on innovation initiatives. To teach leaders how to implement a clear, step-by-step innovation process, along with the embedded teams and systems to support it, Mariposa Leadership CEO Sue Bethanis has invited Nancy Tennant Snyder, corporate vice-president at Whirlpool, to appear on Mariposa's monthly leadership forum Wise Talk.

Bethanis and Snyder will be discussing these critical questions during this month's Wise Talk on Wednesday, April 29, at 1pm PDT:

- **How to help transform a company that is struggling with economic stressors, an industry stalemate, and/or entrenched ways of doing things.** It is easy to give lip service to the idea of innovation, but how do you go about changing an existing culture to one that generates and captures ideas from the ground up? What are the emotional and motivational drivers behind increasing productivity AND innovation, and how can you best support a team to do both?
- **How to recruit, train and deploy a team of innovation mentors.** Is it enough to simply call on employees for new ideas, or bring in a consulting "genius" to think up some new product ideas? How can you embed innovation into the very DNA and culture of your organization, so that it can begin to perpetuate itself?
- **How to establish and embed a pre-defined innovation process across the organization.** The basic innovation steps for a new product or service are simple: ideate, prototype, launch. But innovation doesn't always mean coming up with a brand new product. How can you discover and nurture process innovations, incremental innovations, service innovations, marketing innovations, and internal systems innovations? Learn a 4-phase process that can work anywhere, anytime, for companies large or small.

Great leaders aren't sitting back on their haunches in the trough of the recession, they're charging full-steam ahead with continual productivity, efficiency AND innovation efforts. Where will your company be when the economy begins to turn?

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 [leadership coaching services](#) to the [hightech, biotech, and cleantech industries](#). Click [here](#) for press releases, press kit, and press clips.