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For Immediate Release

EXECUTIVE COACHING FIRM PRESENTS TESLA MOTORS EXECUTIVE ON WISE TALK FORUM

Mariposa Leadership CEO Sue Bethanis interviews Rachel Konrad, head of communications at Tesla Motors on what it takes to build, fund and market innovative products.

San Francisco, CA - April 04, 2009 - Executive Coaching firm Mariposa Leadership, Inc., coaches organizational leaders on how to balance productivity and efficiency initiatives with an increased emphasis on innovation. To show leaders how it is possible to fund, build and market innovative new products even in this deep recession, Mariposa Leadership CEO Sue Bethanis has invited Rachel Konrad, head of communications at electric vehicle company Tesla Motors, to appear on Mariposa Leadership's monthly leadership forum *Wise Talk*.

Bethanis and Konrad will be discussing these critical questions during this month's *Wise Talk* at 4 PM (PST) on Thursday, June 25th:

- Once you've sold to all the "early adopters" of your new, innovative technology, how can you begin to attract a wider audience?
- How can organizational leaders coax uneasy investors into funding what look like risky choices in a down economy?
- How can you balance productivity, innovation, and sanity in a small, resource-strapped startup or group within a larger organization?
- What is the best way to keep new innovations coming through the pipeline when you're stretching your organizational limits to produce and market your current products?
- When you are selling a new, risky, potentially disruptive technology, naysayers and detractors are quick to jump on your company's every mistake or bit of bad news. How can leaders best manage the sometimes unreasonable expectations of media, customers, potential customers?

In the past month, Tesla Motors has surpassed 1,000 reservations for their new Model S Sedan and received a large investment from Daimler. What can you learn from their success to apply to your own company's efforts to beat the recession?

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.