

Contact:
Allison Adams
Mariposa Leadership, Inc.
415.621.6055
allison@mariposaleadership.com

For Immediate Release

EXECUTIVE COACHING FIRM PRESENTS CREATIVITY EXPERT ON WISE TALK FORUM

Mariposa Leadership CEO Sue Bethanis interviews Gerry Sindell, author of "The Genius Machine," on his simple step-by-step process for creativity and innovation

San Francisco, CA - July 7, 2009 - Executive Coaching firm Mariposa Leadership, Inc. coaches leaders, emphasizing the creativity and innovation needed to survive and thrive in tough economic times. To help leaders understand the process of creativity and access the genius in themselves and their team, Mariposa CEO Sue Bethanis has invited Gerry Sindell, book author, publisher, and founder of Thought Leaders International, to appear on Mariposa Leadership's monthly leadership forum *Wise Talk*.

Bethanis and Sindell will be discussing these key questions during this month's *Wise Talk* on July 30 from 4-5pm PST:

- Where do new ideas come from? How can you systematically farm for new ideas without having to wait for a whimsical spark of inspiration?
- How can you tie your creativity to your core values, mission and purpose, and why is it so important to do so? How can you avoid wasting resources creating something that dies out or is not of value to you or your customers?
- At what point in the creative process should you subject your fledging idea to the opinions and judgments of others? How can you test and iterate models of your ideas, and what should you be looking for in the testing process?
- How can you best get your innovation out into the world? How can you shorten your end users' learning curve and other barriers to adoption? What and who should be advocating and marketing the innovation to make sure it doesn't die on the vine?

How much more efficient and productive could you become if you had a well-defined process for creating and implementing new ideas? How many more ideas could you tap and how many more customers could you reach? Smart leaders know how to realize the untapped brilliance of their team and how to turn that potential into valuable intellectual property.

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.