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For Immediate Release

EXECUTIVE COACHING FIRM PRESENTS GREEN BUSINESS EXPERT ON *WISE TALK* FORUM

Mariposa Leadership CEO Sue Bethanis interviews Environmental Consultant and Best-Selling Author Andrew Winston on going green to beat the recession

San Francisco, CA - September 3, 2009 - Executive Coaching firm Mariposa Leadership, Inc., coaches organizational leaders on leadership with an emphasis on the creativity and innovation needed to survive and thrive in tough economic times.

To help and encourage corporate leaders to use a "green lens" to drive cost-cutting and innovation, Mariposa Leadership CEO Sue Bethanis has invited Andrew Winston, a globally recognized expert on green business and author of [Green Recovery](#), to share how companies can profit and thrive from environmental thinking.

Bethanis and Winston will talk about Winston's four-part model for Green Recovery during Mariposa's popular *Wise Talk* Forum at 1pm PT on Wednesday, September 23, 2009. Discussion questions will include the following:

- Why should be companies even be thinking about taking on green initiatives during the economic downturn? What can applying a "green lens" to your product life-cycles, supply chains, and operating costs do for you right now?
- What is the true meaning of sustainability, and why is it not at odds with short-term survivability? What are some of the big questions managers should be asking about natural resource constraints, even as oil remains relatively cheap?
- Aren't most businesses just focusing on how to survive the recession? Haven't the big companies and their competitors all but put environmental concerns aside until the economy comes back? What will happen to those who have?
- How can this four-part model (get lean, get smart, get creative, get people involved) move my organization toward sustainability? How can I take on these strategies if I don't have any extra cash or resources? What's the most expedient way to do this, and how will my organization will benefit?

Companies are out there leveraging environmental returns and preparing for the inevitable future regulations and resource constraints. Smart leaders are following their lead and getting greener, faster, now; organizations that don't, may miss the boat in this historic turning point.

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.