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For Immediate Release

EXECUTIVE COACHING FIRM PRESENTS ENTREPRENEUR MILO SINDELL ON WISE TALK FORUM

Mariposa Leadership CEO Sue Bethanis interviews Entrepreneur and Workplace Expert Milo Sindell on new technology for capturing knowledge

San Francisco, CA - October 7, 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 corporate leaders enable smooth knowledge transition throughout their organizations, and to help coaches and consultants package and sell some of their expertise to external clients, Bethanis has invited entrepreneur Milo Sindell to walk listeners through his innovative new Knowledge Genie web application on Mariposa's popular *Wise Talk* Forum on **Thursday, October 22 from 4-5pm PT**.

The Knowledge Genie is a simple-to-use web publishing platform that helps subject-matter experts create, package, and publish what they know into a web application called a Genie, which they can share or sell. Join Bethanis and Sindell as they discuss the future of knowledge sharing.

Those who tune in will hear about:

- How to discover the knowledge you possess that others can benefit from, and how to break it down and teach it effectively
- How using a Knowledge Genie streamlines the teaching process and allows you to centralize all supporting content and relevant web sites in one place
- How a Knowledge Genie can replace your blog, Wiki, even a published book
- How corporate leaders can deploy Genies and other tools to streamline the process of internal knowledge transfer

Companies will continue to be in rapid transition for some time to come. Smart leaders know that stepping back to plan and structure how learning is passed from one co-worker to another makes those transitions that much easier. And having the latest tools and technologies can turn any subject matter expert into a great teacher.

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