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For Immediate Release

## EXECUTIVE COACHING FIRM RELEASES STUDY ON GREEN LEADERSHIP

*Mariposa Leadership CEO Sue Bethanis and Emergent Solutions Partner Dave Ancel to discuss results on live call on December 17<sup>th</sup> from 4-5pm PT.*

San Francisco, CA - December 3, 2009 - Because it is of paramount importance that the clean tech and renewable energy industries continue to develop as rapidly as possible, Mariposa Leadership, Inc. and Emergent Solutions, Inc. sponsored a study entitled Leading in Green: Key Insights from Solar Executives. The study was designed to elicit and share ideas and best practices for leadership, strategic focus, and staying nimble in the face of change.

Sue Bethanis, CEO of Executive Coaching firm Mariposa Leadership, and Dave Ancel, partner of Emergent Solutions, will present the results of the study together on Mariposa Leadership's popular *Wise Talk* forum on Thursday, December 17 from 4-5pm PT. Mariposa Leadership coaches organizational leaders on leadership with an emphasis on the creativity and innovation needed to survive and thrive in tough economic times. Emergent Solutions, Inc. is a global leadership and strategy consultancy with a guild of 65+ senior professionals located strategically around the world.

Bethanis and Ancel will discuss the key findings of the study, including the following:

- **The state of clean tech.** How has the recession and drops in venture funding affected this vital industry? How have massive oversupply and consolidation affected the solar sector? More importantly, what permanent shifts have these selective forces caused? How have they spurred business model and process innovation?
- **Leadership best practices.** How is it that some companies are surviving and even thriving, while many others are failing or being absorbed? How are the successful leaders differentiating themselves in a commoditized market, and how are they recruiting and developing the employees they need to do so?
- **Selling the clean tech and solar stories to legislators and the wider public.** What can leaders do to step outside of their day-to-day concerns and come together at a higher level? How can they work together to broaden their markets, increase regulatory support, and help reverse the hidden incentives that support fossil fuel consumption?

Leaders in the clean tech and solar industries face some of the biggest challenges for the highest stakes. Learn from their successes and frustrations as well as what you can do to support them.

Contact [allison@mariposaleadership.com](mailto: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.