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For Immediate Release

EXECUTIVE COACHING FIRM ASKS “CAN WE TAME E-MAIL”?

Mariposa Leadership CEO Sue Bethanis hosts John Freeman, author of “The Tyranny of Email,” on live call at 2pm on March 30.

San Francisco, CA - March 5, 2010 - We've all felt the tyranny of email, pulling at us from our desktops, laptops, smartphones, and pagers. It's often the first thing we look at in the morning and the last thing we see at night, workdays and weekends, conferences and vacations. The more we use it, the more it seems to be using us, sucking in our energy and attention until we are burned out and depleted. But how do we get off the email treadmill?

Join us on Mariposa's popular *Wise Talk* forum on March 30th, at 2pm PT to hear how to make your communication technologies work for you rather than the other way around. Sue Bethanis, CEO and Founder of Mariposa Leadership, Inc., and John Freeman, author, book reviewer, and editor of *Granta Magazine*, will discuss the 4,000-year history that led to our current predicament. Out of this broader context, the following questions are likely to emerge:

- How is excessive email harming our minds, bodies, friendships, families, and communities? How can we reverse what seems like an inexorable climb in the amount of messages we feel we need to attend to every day?
- Now that we are addicted to speed and convenience, is it feasible or realistic to expect society to slow down? What are some alternatives?
- What will the next evolution in communication technology look like? Will IMs, Facebook and Twitter replace email as a primary means of communication? Or will there be an as yet unfathomable new leap forward that presents its own set of improvements and challenges?

Smart leaders know that how they use technology sets the example for everyone around them. Sometimes the loudest message is the email NOT sent.

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.