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For Immediate Release

## MARIPOSA LEADERSHIP, INC. HOSTS NEW YORK TIMES BESTSELLING AUTHOR AND BUSINESS RELATIONSHIP EXPERT CONNECTING IN THE NEW ECONOMY: FROM NETWORKING TO NETGIVING

*New York Times Bestselling Author and Business Relationship Expert Tommy Spaulding to appear on Mariposa Leadership, Inc.'s Wise Talk Forum on February 24<sup>th</sup> at 3pm PT.*

San Francisco, CA - February 2, 2011 - To be successful in the new, post-recession economy, leaders need to build a broad network within their industry and beyond. Who you know does matter, as well as how many. But having a lot of superficial acquaintances, including long lists of Linked-In contacts and Facebook friends, will only get you so far. In order to build true partnerships, influence peers, develop people, and enact your grand vision, you need real, authentic relationships—the kind of relationships that build trust and morale, rather than erode them.

Friendship 101 is not a class seen in business schools, however. Leaders may be experts at networking without knowing how to take a relationship to the next, more intimate level. Join us on Mariposa Leadership's popular *Wise Talk* Forum as CEO Sue Bethanis talks with Tommy Spaulding, president of the Spaulding Companies LLC, a national leadership development, speaking, training, consulting and executive coaching organization, and an expert on building relationships. The two will discuss the following questions:

- Why is it more important now than ever to focus on building better relationships, and why is just doing more networking not going to be enough?
- What fundamental shift do leaders have to make in order to deepen their relationships? Why do motives matter?
- What are some basic strategies to help you decide where to focus your time and energy, how to establish rapport, what to ask to get to know someone better, and how to turn a casual acquaintance into a deeper friendship?
- How can an emphasis on relationship-building in the workplace translate into higher engagement and morale?

It's easy to overlook the importance of socializing and friendship when your nose is to the grindstone in tough economic times. But smart leaders know that authentic relationships are the key to success, and that these relationships are based on giving, not asking.

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.](http://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.