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For Immediate Release

MARIPOSA LEADERSHIP, INC. HOSTS SOCIAL TECHNOLOGY AND LEADERSHIP EXPERT CHARLENE LI

Author of two best-selling books to appear on Mariposa Leadership, Inc.'s Wise Talk Forum on April 26th from 2-3pm PT.

San Francisco, CA - April 1 2011 - You've probably felt pressure by now to create more and more social media avenues. Marketing wants to "go viral" and reach friends-of-friends, Customer Support wants to build public forums where customers can help each other, IT wants to create internal tools for sharing and updating technology. The benefits are obvious, but how does your social strategy fit into your greater *leadership* approach and strategy? Are you prepared for the openness that these technologies will require of you?

Join us at 2pm on Tuesday, April 26th on Mariposa Leadership's popular *Wise Talk* Forum as CEO Sue Bethanis talks with Charlene Li, one of the leading independent voices in business today. Li is founder of Bay Area-based Altimeter Group and author of two best-selling books, [Groundswell: Winning in a World Transformed by Social Technologies](#) and [Open Leadership: How Social Technology Can Transform the Way You Lead](#). The two will discuss:

- What is the real value of implementing a successful social technology strategy? Why do we need to stop focusing so much on the technology itself, or how many people we manage to connect?
- How does leadership need to change in order to make a social media strategy work? How can you strike a balance between openness vs. control? Transparency vs. confidentiality? Central decision-making vs. crowdsourcing?
- What fundamental behaviors do leaders need to change in themselves and in their corporate cultures in order to reap the full benefits of a social strategy?
- What are some great examples of creative uses of social technology that we haven't heard before? Who really gets it—and how.

Any company can add Facebook profile pages, Twitter account and blogs. Smart leaders know that social technology isn't about how many friends you can make, or followers you have, but what you do with those relationships once you've connected.

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.