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For Immediate Release

MARIPOSA LEADERSHIP, INC. HOSTS AUTHOR TERRY BACON TO DISCUSS LEVERAGING THE POWER OF NETWORKS

*Leadership Expert and Author Terry R. Bacon to appear on Mariposa Leadership, Inc.'s
Wise Talk Forum on May 25, 2011 from 4-5pm PT.*

San Francisco, CA - May 4, 2011 - Leaders try many techniques in order to influence their followers, peers, customers and industries, including charming, reasoning, persuading, dictating, cajoling, and threatening. But what they often don't realize is that the ability to influence comes not from position or force of personality but from a variety of power bases in many areas.

One such power base derives from a leader's ability to connect with others and build a shared personal history. While many leaders spend a lot of time building their social networks online and in the real world, they don't always tap into the underlying power these networks can provide.

Join us at 4 PM on May 25th on the popular Wise Talk Forum as Mariposa Leadership CEO Sue Bethanis talks with Terry R. Bacon, a pre-eminent scholar of power and influence. Named one of the top 100 thinkers on leadership in the world each of the last four years by Leadership Excellence, he is a Scholar in Residence in the Korn/Ferry Institute and the author of more than one hundred articles, white papers and books.

Call in to join in the discussion:

- Leaders may be surprised to learn that there are more than a few types of power—a total of 11, according to Bacon. Why is it a good idea to assess and your levels of each before trying to push through a major leadership or influence initiative?
- Do leaders have reservoirs of power they don't even know about, or tend to neglect?
- How many leaders fully utilize the power of their connections? How much would their influence improve if they did? How can a leader strengthen her network power, and how can it be leveraged for more effective leadership?
- What are the most effective influencing techniques, and how can these be tailored to a leader's individual power profile?

Smart leaders know that leadership goals cannot be achieved without the ability to influence others—and the ability to influence is based on how much power they hold.

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.