

For Immediate Release

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## MARIPOSA LEADERSHIP, INC. HOSTS AUTHOR HARRY KRAEMER TO DISCUSS SUCCESS TO SIGNIFICANCE

*Northwestern University Kellogg School of Management Professor Harry Kraemer to appear on Mariposa Leadership, Inc.'s Wise Talk Forum on July 19 at 4pm PT.*

San Francisco, CA - July 5, 2011 - The long recession has taken its toll on leadership: Bailouts, scandals, and grave ethical breeches have undermined public leadership in the minds of Americans. And long hours with dwindling resources have reduced employee engagement and morale. The good news is that leaders can turn this around simply by returning to core values.

Join us at 4pm on July 19th for a lively discussion on the popular *Wise Talk* Forum as Mariposa Leadership CEO Sue Bethanis interviews former Baxter International CEO Harry Kraemer, now an executive partner with private equity firm Madison Dearborn in Chicago and a clinical professor of management and strategy at Northwestern University's Kellogg School of Management in Evanston, Illinois. His book, [From Values to Action](#), has just been released.

Call in to join in the discussion on these topics:

- How can leaders regain the confidence of their followers? What fundamental principles do leaders need to recover?
- What does it mean to go from seeking success, to seeking significance? Why is this important?
- Why is value-based leadership important, and how is it developed? How can a leader define his values in such a way that allow him or her to connect with, influence, and lead others?
- How can a strong adherence to core values help leaders and their organizations weather crisis, innovate, and expand?

Smart leaders know exactly who they are, what they stand for, and where they are headed. For Great leaders make sure that every one they connect with knows this, too.

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.