

For Immediate Release

Contact:  
Allison Adams  
Mariposa Leadership, Inc.  
415.621.6055  
allison@mariposaleadership.com

## MARIPOSA LEADERSHIP, INC. HOSTS AUTHOR THOMAS ZWEIFEL TO DISCUSS BUILDING GLOBAL RELATIONSHIPS

*Global leadership consultant Thomas D. Zweifel, Ph.D to appear on Mariposa Leadership, Inc.'s Wise Talk Forum on August 25 at 12pm PT.*

San Francisco, CA - August 3, 2011 - For many American leaders, connecting with other leaders and potential partners means an invitation to link together on a social network or two, some emails, a few lunches, maybe a deep conversation over a bottle of wine at dinner. Then, it is time to jump right into action, whether it be a product launch, joint venture or acquisition. But for leaders in many other cultures, these relationship-building activities are so inconsequential as to be laughable. For them, building *real* relationships takes much more time, careful courting, and attention to social protocol and nuance.

Join us at 12pm PT on Thursday, August 25th for a lively discussion on the popular *Wise Talk* forum as Mariposa Leadership CEO Sue Bethanis interviews a well-known expert on cultural clashes and how to avoid them, Dr. Thomas Zweifel of the Swiss Consulting Group.

Call to join the discussion on these topics:

- Why is it more important now than ever to understand the culture of people you are working with? After all, doesn't most everyone speak at least some English and aspire to the American way of doing business?
- What are the three levels of culture and how can leaders delve into the deepest, hidden level to improve their cross-cultural relationships?
- Why are Americans so quick to shortchange the relationship-building phase of a new endeavor? What happens when they ignore the extent to which other cultures value it?
- What are some simple tools and strategies leaders can use to prepare for working in the global arena? What can they use to troubleshoot when things go wrong?

Smart leaders know that a hundred years of accelerating globalization has not changed the intrinsic cultural values that have evolved over millennia. They will take the time to understand not only what is acceptable on the surface of another culture, but also what deeper values and assumptions underlie those beliefs.

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.