

For Immediate Release

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## MARIPOSA LEADERSHIP, INC. HOSTS AUTHOR GORDON CURTIS TO DISCUSS STRATEGIC NETWORKING

*Popular Executive Transition Coach and Author Gordon Curtis to appear on Mariposa Leadership, Inc.'s Wise Talk Forum on October 26 at 10am PT.*

San Francisco, CA - October 5, 2011 - Feel stuck in an ever-increasing frenzy of meeting new people, adding them to your social networking sites and trying to keep up with all of them? Building connections is like any other leadership activity: if you take the time to step back, pause, and formulate a careful strategy, you'll save time and rapidly increase your effectiveness.

Join us at 10am PT on Wednesday, October 26<sup>th</sup> for a lively discussion on the popular *Wise Talk* Forum as Mariposa Leadership CEO Sue Bethanis. She will interview Gordon Curtis, an executive coach, change agent and author who, after studying thousands of networking introductions, has developed a method of zeroing in on just the right person with just the right approach to get what you need.

What you will learn on this call:

- How narrowing, rather than widening, your network can exponentially increase its effectiveness.
- How identifying your social networking objectives and formulating a strategy to meet them can help focus your time and energy.
- How identifying "critical enablers" and what you can do for them can help you achieve your broad business goals.
- The best way to get referrals—and the most effective way to use them.
- How using a systematic approach to building and strengthening your connections can bring you clarity, confidence and calmness.

Smart leaders know not to waste too much time racking up friends and followers. They know that finding just the right person, and using the right approach in introducing yourself, can be more effective than meeting hundreds of new people.

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.