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**For Immediate Release**

**MARIPOSA LEADERSHIP, INC. HOSTS PROMINENT DESIGN  
EXPERT TO DISCUSS BRAND THINKING FOR LEADERSHIP**  
*Sue Bethanis, CEO of Mariposa Leadership, Inc. to host design expert Debbie  
Millman on the popular Wise Talk Forum on January 24 at 12pm PT.*

**San Francisco, CA – January 5, 2012** – A brand new year is a great time to engage in some big-picture, big-idea thinking about your business, and a good framework to do this is with design thinking. Design thinking has become a smart way for business leaders to address some of their ill-defined questions and problems with a multi-disciplinary, creative approach.

Whereas in analytical thinking reams of data are distilled down to a seemingly logical answer, design thinking is based on brainstorming and building upon ideas while reserving judgment. An excellent example of this is used in corporate branding. Focus groups and market data can give you results about your current brand, but they can't always tell you how you need to evolve it.

Join us at 12pm PT on January 24, 2012 on the popular *Wise Talk* Forum as Mariposa Leadership, Inc. CEO Sue Bethanis talks with design expert and author Debbie Millman as the two discuss what goes into making a brand—and the design thinking behind it.

- Why do people respond so well to brands—and to being branded? What inner psychological forces are at work?
- How do the best designers approach such broad problems as creating or evolving a corporate brand? What does “design thinking” or “brand thinking” really involve?
- How can leaders apply this use of the creative process to other business problems, such as creating new products or services, or deciding whether or not to enter a competitive market?

Smart leaders don't leave the design talk to the designers. Start the new year off right with some new ways of thinking.

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.