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For Immediate Release

## EXECUTIVE COACHING FIRM PRESENTS "HOW TO USE CONFLICT TO YOUR ADVANTAGE" ON *WISE TALK* FORUM

*Mariposa Leadership CEO Sue Bethanis interviews Craig Runde and Tim Flanagan on leveraging conflict for more productivity and innovation*

*San Francisco, CA - May 07 2009* - Executive coaching firm Mariposa Leadership, Inc. works with leaders to increase their organization's resilience during the economic downturn by balancing productivity with an increased emphasis on innovation initiatives. One of the top impediments to productivity is unresolved conflicts. To teach leaders how to help their teams embrace and leverage conflict, Mariposa Leadership CEO Sue Bethanis has invited Craig Runde and Tim Flanagan, authors of the new book, [Building Conflict Competent Teams](#), to appear on Mariposa's monthly leadership forum *Wise Talk*.

Bethanis, Runde, and Flanagan will discuss these critical questions during this month's *Wise Talk* on Wednesday, May 27 at 2pm PDT:

- **How to recognize conflict on your team.** How does conflict typically show up in teams? What may look like unproductive behavior can be a result of conflict. How can you get to the source of the issue? What are the signs that you can look for to begin to diagnose the problem?
- **How to leverage conflict.** Once you recognize there is conflict on your team, how can you turn conflict on its side and leverage it to your advantage? Does embracing conflict mean that everyone on the team must embrace it, is it just the key people who are in conflict, or just the leader?
- **How to resolve team conflict.** How does resolving team conflict look different than resolving any other type of conflict between people? What are the steps to resolving team conflict? How do you know that the conflict has been truly resolved?

Don't let the conflict on your team take control of what you are able to produce collectively. Moving people onto different projects and having team members avoid each other are not the solutions if you need your team to produce higher quality results. Strong leaders embrace and address the conflict on their team. Ironically, they've learned to leverage it.

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.