

# Company Fact Sheet

Company Name:	Mariposa Leadership, Inc.
Corporate Headquarters:	San Francisco, CA
Founded:	1996
The Company:	Mariposa Leadership, Inc., is a 12-person leadership coaching firm that serves the high-tech, bio-tech and financial services industries.
The Mission:	Mariposa's purpose is to help companies retain their top talent and to cultivate the leadership capability of their executives and managers. Mariposa does this with premier leadership coaching services—an exceptional ability to match the best coach for each leader, innovative use of a leadership framework and materials, and a relentless focus on quality results.
Financial Information:	Private Company
Services:	<ul style="list-style-type: none"><li>-1-1 Leadership Coaching</li><li>-Group Leadership Coaching</li><li>-Leadership Development Programs</li><li>-Corporate Coaching Programs</li><li>-Strategic Offsite Facilitation</li><li>-In-the-Moment Coaching workshop (based on Mariposa's ITM Coaching™ model)</li><li>-Sage Leadership Seminars (SLS)</li></ul>
Publication:	<i>-Leadership Chronicles of a Corporate Sage</i> (book published by Dearborn Trade, 2004)
Product:	<i>-Corporate Sage Skills Review</i> (leadership assessment developed by Mariposa)
Target Audience:	High-technology companies Biotechnology companies Financial and Insurance Services companies
URLs:	<a href="http://www.mariposaleadership.com">www.mariposaleadership.com</a>

# Mariposa Leadership, Inc.

Mariposa Leadership, Inc. is a 12-person, San Francisco-based leadership coaching firm that serves the high-tech, bio-tech and financial services industries. Mariposa, in its 10<sup>th</sup> year, is a thought leader in the executive coaching and leadership development arenas. Mariposa's clients are Fortune 1000 companies, including Charles Schwab, Cisco Systems, Hewlett Packard, McKesson, Nasdaq, National Semiconductor, Novellus, Scios Inc. (a Johnson & Johnson company), Washington Mutual, Wells Fargo, and Yahoo!

## Client Testimonials

“Right before an important project launch, I came to our weekly staff meeting intending to discuss the implementation plan but after noticing the stress I felt in myself, and could see in the team, I shifted to discussing stress. Team members later commented that it helped them to better understand themselves and the other team members. By focusing on the people and coaching the team, motivation, shared understanding, and performance can be improved as well.”

Chris Sinton, former Senior Director, E-Philanthropy, Cisco Systems

“Words cannot communicate all the impact Mariposa has had on me and my career over the past several years. My coach has listened well and has stretched me. During the time that we worked together, I saw my span of control increase significantly and was promoted to Director with a staff of nearly 30 people. My coach's contributions have had a direct impact on my career, and I will carry this learning with me throughout my life.”

Michael Hakkert, Senior Director, Global Corporate Communications, Symantec

“During my time with Mariposa, I got to focus on relevant, real-time issues every week. This attention helped me to take necessary actions and evaluate issues in a timely manner. We found solutions and resolved them by immediately implementing new management practices. It is clearer now where to focus, how to manage my people as well as my partners/customers, and how to manage myself and my time.”

So-Yeon Choi, Finance Operations Manager, Complementary Products, Hewlett-Packard

“My Mariposa Leadership coach has helped me ‘raise my game.’ I get support with on-the-spot issues and my strategic perspective has deepened. Our weekly conversations generate various alternatives for better decision-making. The weekly repetition also gives me the opportunity to develop different habits. I am much more conscious of how my words and actions have an impact in-the-moment; this has been really powerful. I also see great results with my managers who work with Mariposa: Better listening skills and an increased ability to manage emotions has led to more effective influencing.”

David Seda, Director, Corporate Communications, Cisco Systems

**Susan J. Bethanis, Ed.D.**  
**CEO, Mariposa Leadership, Inc.**  
*Author, Leadership Chronicles of a Corporate Sage*



Dr. Susan J. Bethanis is an author, speaker, and executive coach. She is the CEO and Founder of Mariposa Leadership, Inc., a 12-person leadership coaching and consulting firm serving the high-tech, bio-tech, and financial services industries. She has coached more than 200 managers and executives at Fortune 1000 companies such as Charles Schwab, Cisco Systems, Hewlett-Packard, McKesson, National Semiconductor, Veritas Software, Washington Mutual, and Yahoo. Her well-received business book, *Leadership Chronicles of a Corporate Sage*, is the first book to allow readers to “listen in” on the confidential conversations between an executive and his coach.

Sue earned her doctorate from University of San Francisco and her master’s degree from Stanford University. Dr. Bethanis conducts workshops nationwide and regularly speaks at HR, organizational development, and coaching conferences. She also teaches in the coaching certification program at JFK University in the Bay Area.

Using real-time, relevant business issues, Dr. Bethanis helps executives have greater influence and impact on their companies. The result of their improved leadership skills is increased productivity and decreased costs for their organizations.

She is a resource on the following industry topics:

Executive Coaching

- Leadership Coaching
- Strategy Coaching
- Career and Transition Coaching
- 1-1 and Group Coaching
- Executive Team Facilitation

Leadership Development

- Leadership Coaching
- Leadership Skills Training: Five Roles - Learner, Relationship Builder, Visionary, Coach, Globalist
- Talent Management (staffing and development)
- Talent Retention

Organizational Development

- Organizational Change
- Organizational Assessment
- Organizational Transformation
- Organizational Strategy
- Organizational Vision, including off-site facilitation for teams/boards
- Organizational Restructuring

# Leadership Chronicles

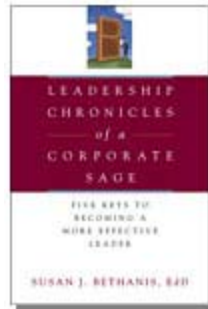
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## Corporate Sage

**Five Keys to Becoming a More Effective Leader**

by

**Susan J. Bethanis, Ed.D.**



\$18.95 Hardcover  
ISBN 0-7931-8603-X

5" x 7-3/8" 224 pages

Publication Date: September 2004

Management/Leadership

For more information and to order, go to  
[www.mariposaleadership.com](http://www.mariposaleadership.com)

# Publishers' Weekly Review of *Leadership Chronicles of a Corporate Sage*



Bethanis, a San Francisco-based executive coach, offers a show-don't-tell glimpse into her work of shaping raw, by-the-book executives into kinder-and-gentler powerhouses. Rather than preaching, Bethanis uses a six-month series of sessions with "Max," a top executive whose leadership skills haven't developed as quickly as his career, to illustrate the path to "corporate sagedom," a state that incorporates top business tactics, people skills, on-the-job know-how and some intangibles that, yes, a professional coach can teach.

The premise of learning as a business tool isn't new in the corporate world, but Bethanis' approach in the book is, and it works refreshingly well, even for a reader initially skeptical of Max, of the "play-acting" technique at work here and of the coaching process as a whole. There is value in the lessons learned through the interplay between the author/coach and her executive/student; from "go slow to go fast" to "coach in-the-moment to build a legacy," the key points hit home faster and clearer simply because of the way the book is set up as a session-by-session dialogue, rather than as straight lesson from yet another expert. There is certainly much here to be learned by any business person open to taking it all in.

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## What Executives and Coaches Are Saying About *Leadership Chronicles of a Corporate Sage*

"A must read book! *Leadership Chronicles of a Corporate Sage* provides critical insight for anyone in a leadership position."

Mark Tonnesen, VP, Information Technology, Cisco Systems

"If you read one leadership book this year, read *Leadership Chronicles of a Corporate Sage*. Not only will you get realistic insight into what executive coaching is all about, you will learn useful skills and insights you can put into action right away."

Jeffrey Jones, SVP, Product Development & Management,  
Washington Mutual

"Clever and compact! It offers all leaders, not just executives, timely and relevant advice in a refreshing way."  
Chris Williams, VP, Human Resources, Yahoo!

"I highly recommend *Leadership Chronicles of a Corporate Sage* to any leader who is passionate about building a high performance team and inspiring the next generation of leaders who will follow in his/her footsteps."

Michael Hakkert, Director, Corporate Communications,  
Symantec

"A straightforward and practical approach! *Leadership Chronicles of a Corporate Sage* takes complex concepts and turns them into common sense applications through a real life story. No matter what level of leader you are, the tools and references are worth the price of the book alone."

Lucy Carrico, VP, Corporate Marketing, Charles Schwab & Co.

"*Leadership Chronicles of a Corporate Sage* is the inside scoop on executive coaching – the first book of its kind to take the mystery out of the process. A must read for leaders who want to know if coaching is a fit for them. It's a huge contribution to the disciplines of coaching and leadership."

Jen Herrlinger, Associate Director, Learning and Development,  
Scios Inc. (a J&J company)

"Finally a book that shows us executive coaching in action. I will be using *Leadership Chronicles of a Corporate Sage* with both my executive coaching clients and my Human Resources students transitioning into executive coaching. It's straight-forward and 'de-mythifying!'"

Jeremy Robinson, Dean, Executive Coach Academy

# Test Your Leadership Wisdom

## Information from *Leadership Chronicles of a Corporate Sage*

According to an Accountemps survey, only 43 percent of executives know that the key to employees' job satisfaction is getting along with the boss. Why don't 100 percent of executives know this? It takes a corporate sage to understand the connection. A corporate sage is a leader with the skills and tactics to get things done in an effective and efficient way. A corporate sage keeps their eyes on a vision for the future and inspire their team to greatness.

Are you a corporate sage? Test your leadership know-how with the following quiz. On a scale of 1-5, how often do you do the following?

- 1 = Never
- 2 = Rarely
- 3 = Sometimes
- 4 = Often
- 5 = All the time

- \_\_\_ 1. You coach and teach your direct reports and give them immediate feedback on their skills.
- \_\_\_ 2. When you ask your team for help, you make sure to clearly explain exactly what you need, by when and from whom.
- \_\_\_ 3. You use small talk to build strong relationships within your team and with other stakeholders.
- \_\_\_ 4. Before you make a formal presentation or advocate a position, you ask questions to make sure you understand what is important to the other people involved.
- \_\_\_ 5. You read industry publications; you stay up-to-date on global financial markets and prepare for their impact on your company.

### What your scores mean:

- If you scored 2 or below on any of the questions, these are skills you need to become more aware of and take steps to develop.
- If you scored 3 on any of the questions, these are skills you need to practice more regularly. Try to find a peer who can help you keep on track.
- If you scored 4 or 5 on any of the questions, keep up the good work!

To learn more about what it takes to be a leader today, consult *Leadership Chronicles of a Corporate Sage: Five Keys to Becoming a More Effective Leader* (Dearborn Trade Publishing, 2004). Written by executive coach Susan Bethanis, Ed.D., president of Mariposa Leadership, Inc., the book takes readers behind the scenes in an actual coaching setting and demonstrates practical leadership and coaching tips. Dr. Bethanis has coached more than 200 managers and executives at Fortune 1000 companies such as Charles Schwab, Cisco Systems, Hewlett-Packard, Washington Mutual and Yahoo.

To arrange an interview with Sue Bethanis or to receive a copy of *Leadership Chronicles of a Corporate Sage*, please contact Regan Bach, PR and Marketing Manager, at 415-621-6055/[regan@mariposaleadership.com](mailto:regan@mariposaleadership.com).

## Story Ideas for Susan Bethanis, Ed.D.

- **RETAINING TALENT: Don't Lose Your Best Employees** – With a stable economy comes more mobility for executives and managers. Leaders have more choices and can jump from one company to the next. Wise leaders should put more attention on keeping their top talent. What are the telltale signs that your best people may be out the door, and what are the tips to do something about it?
- **EXECUTIVE COACHING: A Solid Investment for Top Organizations** – Executive coaching for high-potential leaders has proven to be a solid investment for the world's top corporations. The results are astounding. A recent study by Manchester, Inc. involved 100 executives, mostly from Fortune 1000 companies, who received coaching. The participants reported a *return on investment of almost six times* the cost of coaching. According to the participants in the study, benefits to their companies included improvements in: productivity, quality, organizational strength, customer service, cost reductions, and bottom-line profitability.
- **TIPS ON DEALING WITH THE “OVERWHELM FACTOR”: Why Becoming a Corporate Sage Will Help** – Successful executives and managers typically are results-oriented and get things done, but often they are stressed out and overwhelmed. What are the best ways to go from being crazed to being a sage? Susan Bethanis suggests for executives and managers to consciously “go slow to go fast.” Her new book *Leadership Chronicles of a Corporate Sage* addresses the many ways to slow down in order to build better relationships, mentor and coach your employees, and think strategically about the future of one’s organization.
- **GOT A MOMENT? That’s Enough Time to Offer Feedback or Solve a Problem** – Many leaders don’t think they have time to coach their employees. However, the most effective and wise leaders leverage bits of time throughout their day and give feedback to their team anytime, anywhere—whether it’s between meetings, on the phone, or even in the parking lot— to help their direct reports solve problems quickly. In-the-moment (ITM) coaching like this lets busy executives and managers solve problems on the fly. Mariposa coaches teach an easy-to-remember three-step method (based on the ITM Coaching™ model) that should be an integral part of every leader’s workday.
- **THE SECRETS OF SMALL TALK: How Shooting the Breeze Can Lead to Executive Success** - How do you rate your small-talk skills? Most likely, you have climbed the ladder of success by being results-driven. As you move up the ranks, building relationships becomes even more important. That’s where small talk is vital. What signature questions do you have in your back pocket to use in informal and formal conversations?

## Suggested Questions for Susan Bethanis, Ed.D.

Susan J. Bethanis, Ed.D., is the author of *Leadership Chronicles of a Corporate Sage* (Dearborn, 2004), and the CEO of Mariposa Leadership, Inc.

1. What is a “Corporate Sage”? And how hard is it to become one?
2. Why is it important for companies to cultivate their leaders to be a “Corporate Sage”?
3. Does one gender make a better Corporate Sage than the other?
4. With a stable economy, it’s easier for employees and executives to jump from one company to the next. What should executives do to ensure they don’t lose their top talent?
5. The last election and subsequent decision-making has led to a “divided nation.” Decisions about policies and personnel can polarize employees in companies, too. How does a leader deal with these divisions?
6. If you were coaching \_\_\_\_\_\*, what one piece of advice would you give him or her? [\*With the news changing so rapidly, please feel free to fill in the blank. For example, Donald Trump or any other CEO/person in trouble in the news.]
7. Many leaders complain that they just don’t have time to devote to the people on their teams; they say that they’re too bogged down in company politics and email. How can leaders make the most of the moments they do have to engage their direct reports and coach them?
8. George W. Bush prides himself on being a decisive leader who sticks to his positions on issues. He tends to be resolute on many issues. Is this a good characteristic in a leader?
9. You coach clients to think about their "personal legacies." So tell us, what would you want a friend to say about you in twenty years?