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For Immediate Release

MARIPOSA LEADERSHIP OFFERS NEW "ON-DEMAND" LEADERSHIP ADVISORY SERVICES

San Francisco, CA - July 7, 2009 - Executive Coaching firm Mariposa Leadership, Inc., has introduced a new, exclusive service designed for senior level (C-level, EVP or SVP) executives who need a highly confidential strategic sounding board and solution-based thought partner. This move has been in response to market shifts since the economic downturn. With tightening budgets and scrutiny on every dollar spent, companies are only spending money on "must haves" and this includes solving problems. On-demand problem solving is exactly what Mariposa's new service provides.

Mariposa's market research points to the following challenges that keep executives up at night:

- Staying resilient in the face of constant uncertainty
- Shifting the strategic direction of their organization and/or the company and driving rapid change
- Getting their leadership team to work more effectively together as well as independently so they don't have to step in as much
- Delivering inspiring and confident messages to their organization, even when the news is hard to swallow
- Prioritizing programs, products and services in the face of cost cutting
- Fostering innovation throughout their organization to survive now and thrive in the "post-recession" economy
- Effectively managing the relationship with the Board
- Effectively managing the relationship with industry analysts and shareholders

"Just like with a financial advisor, executives want a leadership advisor 'on demand.' This is a crazy market right now, and being able to talk through issues as they are happening works great for high-level execs," says Sue Bethanis, CEO of Mariposa Leadership, Inc. "During these times, we've helped executives whose organizations don't even know they are working with us." adds Bethanis.

This example not only speaks to the exclusivity that executives demand, but also to the level of isolation and frustration that many at the top feel. In many ways, *Leadership Advisory Services* addresses a problem often not discussed: The concern many executives have of openly asking for help.

Contact thuy@mariposaleadership.com to learn more about Mariposa's *Leadership Advisory Services*.

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.