

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

- **RETAINING TALENT: Don't Lose Your Best Employees** - The economy is picking up, which means people have more ability to 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 employees 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?