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For Immediate Release

MARIPOSA LEADERSHIP, INC. HOSTS EXECUTIVE ONBOARDING AND TRANSITION ACCELERATION EXPERT, GEORGE BRADT

*George Bradt, co-author of *The New Leader's 100-Day Action Plan*, and an executive onboarding and transition acceleration expert, to be interviewed by Sue Bethanis, CEO/Founder of Mariposa Leadership, on the popular *Wise Talk Leadership Forum* for executives on October 22, 2015.*

October 1, 2015 | SAN FRANCISCO, CA – Mariposa Leadership, Inc. is pleased to announce that George Bradt, an executive talent onboarding expert and co-author of the book, *The New Leader's 100-Day Action Plan*, will be a guest on *Wise Talk*, a popular monthly leadership forum for technology executives, on **Thursday, October 22 at 3pm PT/6pm ET**. In an interview with Sue Bethanis, CEO/Founder of Mariposa Leadership, George will share insights on how successful executives plan for their first day on the job, the information they gather as early as the interview process, and how they use that knowledge to craft a message, build a team, and deliver quick wins.

Companies spend top dollar to recruit and hire top executive talent, and yet, many lack a comprehensive executive onboarding plan. Executives have very little time to deliver results and the odds are stacked against those who start their job without an onboarding plan. The result is costly leadership turnover that is detrimental to the organization, employees and the executive. Studies have shown 40% of new leaders fail within their first 18 months on the job. But with the onboarding tools George and his team at PrimeGenesis, an executive onboarding and transition acceleration firm, developed and use with their clients, the turnover rate can be reduced to as little as 5%.

George Bradt, Principal of CEO Connection and Managing Director at PrimeGenesis, has a unique perspective on helping executives accelerate transitions based on his combined senior line management and consulting experience. Prior to founding PrimeGenesis, George served as chief executive of J.D. Power's Power Information Network and in general management, marketing and sales at Coca-Cola in Europe and Asia, Procter & Gamble, and Unilever. He is a trusted resource for media, and is frequently quoted in and contributes articles to Bloomberg, Businessweek, The Economist, Financial Times, New York Times, Wall Street Journal and the Washington Post, among others. His weekly Forbes.com column, "The New Leader's Playbook," is dedicated to worthy examples of leadership done well.

Questions and topics for the interactive discussion include:

- What is the onboarding process and what can it accomplish?
- What are the contributing factors to the high executive failure rate?
- Describe the seven major deadly landmines and why they are important to deactivate.
- Talk about the important things on which new executives should focus on Day 1 to make a powerful impression.
- What is it about your onboarding process that enables a reduction in failure rate from 40% down to 10%? Why do 10% still fail?

Contact allison@mariposaleadership.com to sign up for the *Wise Talk* Forum and to submit a question for discussion.

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Susan J. Bethanis, Ed.D., is the Founder/CEO of Mariposa Leadership, Inc. and hosts the popular leadership forum [Wise Talk](#). She is also the author of [Leadership Chronicles of a Corporate Sage](#) and [Leader as Designer](#). Mariposa Leadership provides [executive coaching](#) to [hightech leaders](#). Click [here](#) for press releases, press kit, and press clips.