

Mariposa Leadership Press Kit



For more information, visit: <https://mariposaleadership.com/>

For media bookings, contact Allison Adams: allison@mariposaleadership.com

Company Name

Mariposa Leadership, Inc.

Corporate Headquarters

San Francisco, CA

Founded

1996

Corporate Officers

Susan J. Bethanis, Founder & Chief Executive Officer
Tawny Lees, Chief Operating Officer

The Company

Mariposa Leadership, Inc., is a 10-person executive coaching firm that has long been associated with the Bay Area's top high-tech and biotechnology firms.

The Mission

Mariposa's purpose is to help technology companies retain their top talent and cultivate their leadership capability. Mariposa does this with proven accountability-driven individual and group-based coaching programs, an exceptional ability to match the best coach for each leader, and a staunch commitment to providing an on-going resource community for our clients and coaches.

Financial Information

Private Company

Services

- 1-1 Leadership Coaching and Transition Coaching
- Virtual Accelerated Leadership Coaching (VALC) - a blended 1-1 and group coaching program
- Synchronous Leadership Coaching (SLC)
- Women's Leadership Coaching (WLC)
- Group Facilitation and Strategic Offsites (virtual and in-person)
- *WiseTalk* - a monthly leadership forum (podcast)
- WiseSpace - A Zoom Community for coaches
- Workshops on specific skills and business issues: *Influence + Impact In the New Normal*; *Leading Through In-The-Moment Coaching*; *Breakthrough: Use Design Thinking to Solve Wicked Problems*; *Managing Change Amid Uncertainty*; *Leveraging Your Team's Strengths*
- Keynotes

Publication

Leadership Chronicles of a Corporate Sage (book published by Dearborn Trade, 2004)

Clients

Hundreds of leaders — Directors, VPs, CEOs — in an array of mid-size to large tech, biotech, fintech, and non-profit firms.

URL

www.mariposaleadership.com

Social Media

Twitter: [@MariposaLeader](https://twitter.com/MariposaLeader) | [@SueBethanis](https://twitter.com/SueBethanis)
Linkedin: www.linkedin.com/company/mariposa-leadership/



Story + Keynotes Ideas for Sue Bethanis

Influence + Impact in the “New Normal”

Hone your ability to influence! Influencing is a critical skill leaders need for success and is the most requested topic we work on with leaders. And now in the New Normal, engaging people (through empathy) is key to cutting through complexity to both rethink priorities and to successfully go from idea-to-innovation.

Retaining Top Talent

Don't Lose Your Best Employees

People in the Bay Area have lots of 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 Your Organization

Executive coaching for both high-potential and well-established leaders has proven to be a solid investment for many Fortune 1000 corporations. Executive Coaching focuses on improving leaders' skills in influencing, coaching, decision-making, and creativity as well as expanding leaders' perspectives in strategy, innovation/design, and globalization. Executive coaches act as sounding boards in order for leaders to focus on the most relevant issues. Quality coaching engagements lead to decreased stress and increased productivity, and ultimately higher quality, more organizational strength, and solid customer service. Find out what the secrets of designing an optimal executive coaching program that makes learning stick.

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. The *In-The-Moment* (ITM) coaching approach lets busy executives and managers solve problems on the fly.

Breakthrough!

Using Design Thinking to Solve Wicked Problems

Design Thinking, popularized by IDEO and Stanford Design School, typically is applied to making great PRODUCTS. We can also apply the tenets of DT (Empathy, Brainstorm, Prototype, Implement) to designing SERVICES and EXPERIENCES for customers and employees. In her workshops and keynotes, participants use a unique hands-on approach to their designs.

Managing Change Amid Uncertainty

Successful executives and managers typically are results-oriented and get things done, but often they are stressed out and overwhelmed. Bethanis addresses three optimal ways to create more ease amid constant change and uncertainty: 1) understanding the relationship between the brain and stress, 2) becoming more T-shaped (combining horizontal and vertical thinking), and 3) engaging employees in dramatically different ways.

