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For Immediate Release

MARIPOSA LEADERSHIP, INC. HOSTS CREATIVITY THOUGHT LEADER, DAVID BURKUS, TO DISCUSS CREATIVITY AND CX

Sue Bethanis, CEO of Mariposa Leadership, Inc. to host thought leader, professor and author of “The Myths of Creativity” on the popular Wise Talk Forum on Thursday, February 20th at 2pm PT/5pm ET

San Francisco, CA – February 1, 2014 – Today, business leaders are tasked with innovating, and must tap into their creative potential to generate useful and novel ideas. Though the creative process is mysterious to some, research indicates anyone can be creative, given the right conditions.

David Burkus is assistant professor of management at the College of Business at Oral Roberts University, where he teaches courses on creativity, innovation, entrepreneurship, and organizational behavior. He is the founder and host of LDRLB, (pronounced “leader lab”), a podcast that shares insights from research on leadership, innovation, and strategy. His work on leadership, creativity, and innovation has been published in numerous scholarly journals and practitioner publications. He is also a contributing writer for 99U, Creativity Post, and the Harvard Business Review blog.

In February, *Wise Talk* guest David Burkus will share his insights and knowledge on the creative process and innovation. His insights and tips based on research will dispel common myths about creativity to unlock your creative potential. More specifically, how to apply these new ideas to the way we understand, interact, and support our customers.

Join David Burkus, assistant professor of management at the College of Business at Oral Roberts University and author, and Mariposa Leadership, Inc. CEO, Sue Bethanis, for an insightful *Wise Talk* discussion on **Thursday, February 20th at 2pm PT/5pm ET.**

Questions and topics for the interactive discussion include:

- Let’s talk about the creativity myths you outline in your book: First, how did you come up with them? What was the impetus?
- What do you think prevents leaders from tapping into their own creative potential?
- Where does the sudden flash of creative insight people sometimes experience come from?
- What is the most common myth about creativity and explain to our listeners where it came from.
- We are focused on customers this year; *Customer Experience* is our theme. How, particularly, do some of these myths inhibit our ability to understand our customers?
- How can we create customer experiences that are both interesting and long lasting?

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.