

Contact:
Allison Adams
Mariposa Leadership, Inc.
415.621.6055
allison@mariposaleadership.com
www.mariposaleadership.com

For Immediate Release

MARIPOSA LEADERSHIP, INC. HOSTS CONSUMER RESEARCH EXPERT AND AUTHOR, STEVE PORTIGAL

Consumer research expert, author, and Principal of Portigal Consulting, Steve Portigal, will be interviewed by Sue Bethanis, CEO/Founder of Mariposa Leadership, on the popular Wise Talk Leadership Forum for executives on April 17, 2014.

San Francisco, CA – April 1, 2014 – Mariposa Leadership, Inc. is pleased to announce consumer research expert and Principal of Portigal Consulting, Steve Portigal, will be a guest on *Wise Talk*, a popular monthly leadership forum for technology executives, on **April 17, 2014 at 10am PT/1pm ET**. In an interview with Sue Bethanis, CEO/Founder of Mariposa Leadership, Steve will share tips on planning a successful consumer research study, including the art, skill and strategy of interviewing users so that actionable insights can be discovered.

As companies sharpen their focus on the customer experience, conducting successful user research studies becomes a critical component of any company's innovation strategy. Steve Portigal is the author of *Interviewing Users* and founder of Portigal Consulting, a consumer research firm that helps clients to discover and act on new insights about themselves and their customers. Over the course of his career, Steve has interviewed hundreds of people, including families eating breakfast, hotel maintenance staff, architects, rock musicians, home-automation enthusiasts, credit-default swap traders, and radiologists. Steve's work has informed the development of mobile devices, medical information systems, music gear, wine packaging, financial services, corporate intranets, videoconferencing systems, and iPod accessories.

Sue will be interviewing Steve about interviewing customers and users. Don't miss this!

For more information on *Wise Talk* and to sign up to participate in this free interactive Forum, visit: <http://www.mariposaleadership.com/wise-talk/registration/>.

Topics of discussion include:

- Why is word choice so critical to the success of the interview?
- What role does emotion play in the interview process?
- Can you explain for listeners what the tipping point is and why it's so important?
- What are some key ways an interviewer needs to manage herself in the interview?
- What are the top 3 things that can typically go wrong in an interview and what are some tips to resolve those?

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

###

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.