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For Immediate Release

MARIPOSA LEADERSHIP, INC. HOSTS AWARD-WINNING AUTHOR AND BUSINESS STRATEGIST, DR. ALAN GREGERMAN

Dr. Alan Gregerman, an internationally-respected expert on business strategy, innovation, and the customer experience, will be interviewed by Sue Bethanis, CEO/Founder of Mariposa Leadership, on the popular Wise Talk Leadership Forum for executives on Thursday, June 26, 2014.

San Francisco, CA – June 1, 2014 – Mariposa Leadership, Inc. is pleased to announce that Dr. Alan Gregerman, President and Chief Innovation Officer of Venture Works Inc. and the author of two award-winning books on innovation and business success, will be a guest on *Wise Talk*, a popular monthly leadership forum for technology executives, on June 26, 2014 at 11am PT/2pm ET. In an interview with Sue Bethanis, CEO/Founder of Mariposa Leadership, Alan will share research-based insights from his latest book, *The Necessity of Strangers*. His contrarian finding is that people we don't know – not those we do – are the key to individual and business success.

As companies increase their focus on innovation, Dr. Gregerman's surprising finding builds a compelling business case for companies to seek out, connect with, collaborate with and learn from strangers. At Venture Works, Inc., Dr. Gregerman helps leading companies and organizations build winning strategies and create successful new products, services, ventures, customer experiences, and ways of doing business. In the past 20 years he has helped more than 300 teams and organizations create important innovations—with a 90% success rate. He is also an award-winning teacher, best-selling author, and keynote speaker who has been called “one of the most original thinkers in business today” and “the Robin Williams of business consulting.” His first book, *Lessons from the Sandbox*, provided a powerful formula for business and personal success based on the magic of childhood. His second book, *Surrounded by Geniuses*, —winner of the Axiom Award as a “Best Leadership Book”—showed companies and organizations how to unlock more compelling value by finding powerful insight in their own people and the world around them. His new book, *The Necessity of Strangers*, is all about the power of connecting with and learning from people who are very different from us as the key to greater innovation, collaboration, and success. He has been interviewed by Marketplace, CNN (Anderson Cooper), ABC-TV, and Fox News Channel, and has been featured in BusinessWeek, The Washington Post, and San Francisco Chronicle.

Topics of discussion include:

- Why do you think humans have an aversion to strangers?
- What is the unique promise that strangers can offer us?
- What challenges do we face when we encounter people who are different from us?
- What are the top 3 ways leaders can develop a more open mindset?
- What approach should companies use to find the right strangers to connect with to seek out fresh insights?

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/>.

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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.