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For Immediate Release

MARIPOSA LEADERSHIP, INC. HOSTS TALENT ACQUISITION STRATEGY EXPERT, AND BEST-SELLING AUTHOR, LOU ADLER

Lou Adler, a talent acquisition strategy expert and best-selling author, will be interviewed by Sue Bethanis, CEO/Founder of Mariposa Leadership, on the popular Wise Talk Leadership Forum on March 30, 2015.

San Francisco, CA - March 1, 2014 – Mariposa Leadership, Inc. is pleased to announce that Lou Adler, a top talent acquisition strategy expert, CEO/Founder of The Adler Group, and author of the book, *The Essential Guide for Hiring & Getting Hired*, will be a guest on *Wise Talk*, a popular monthly leadership forum for technology executives, on Monday, March 30, 2015 at 3pm PT / 6pm ET. In an interview with Sue Bethanis, CEO/Founder of Mariposa Leadership, Lou will share his insights on how traditional hiring practices are hindering the ability to find top talent and discuss why performance-based hiring can maximize the quality of hire and raise the talent bar in companies.

Hiring top talent is a strategic imperative for most companies. Yet, many of the hiring methods and policies work against this imperative. Traditional methods of screening candidates based on a job description, compensation ranges, and culture fit, can actually weed out the kind of talent companies really want. To win in the war for talent, companies need an unconventional, systematic approach to sourcing, hiring and retaining top talent. The solution, according to Lou, is performance-based hiring.

Lou Adler is the CEO/Founder of The Adler Group – a training and search firm helping companies implement Performance-based HiringSM. Adler is the author of the Amazon top-10 best seller, *Hire With Your Head* (John Wiley & Sons, 3rd Edition, 2007) and his most recent book, *The Essential Guide for Hiring & Getting Hired* (Workbench, 2013). He is also the author of the award-winning Nightingale-Conant audio program, *Talent Rules! Using Performance-based Hiring to Build Great Teams* (2007). Adler holds an MBA from the University of California in Los Angeles and a BS in Mechanical Engineering from Clarkson University in New York.

Questions and topics for the interactive discussion include:

- Why are companies using wrong talent strategies to find the right talent?
- How is the way top talent looks for work different than how companies are searching for talent?
- Behavior interviewing is a common interviewing method. From your perspective, what's wrong with it? How does it hinder making a great hire?
- How can you measure the success of performance-based hiring?
- What tips can you offer companies to get started on changing their hiring policies and methods?
- What advice would you offer candidates looking for work?

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.