

# Keynotes & seminars



Dr. Susan Bethanis' keynotes and seminars are interesting, inspiring and refreshing. Audiences appreciate her humor, authenticity and the practical take-aways they get.

The following topics, customized for each audience, include lively Q&A and a book signing. The most popular formats are 45-minute keynotes and 3-hour seminars.

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**Sue is CEO of Mariposa Leadership, Inc., and author of Leadership Chronicles of a Corporate Sage, voted "2004 Top 10 Business Books" by CEO Refresher.**

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**To book an engagement contact Allison Adams at 415.621.6055 or [allison@mariposaleadership.com](mailto:allison@mariposaleadership.com).**

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**Influence & Impact:  
Designing What Works**

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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. Those who successfully go from idea-to-innovation understand:

- What executive presence is needed to sell their idea to peers and upper management
- How to influence internal colleagues to support and “green light” your idea
- How to deal with resistance to a great idea
- Six optimal ways to influence: reciprocity, authority, liking, commitment, social proof, and scarcity

In this discussion, Sue will share real work examples from her work as an executive coach. You’ll leave the session with tips on how to best put influencing skills into action to get the resources and buy-in you need to move from idea-to-innovation.

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**Breakthrough: Using  
Design Thinking to Solve  
Wicked Problems**

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Design Thinking, popularized by IDEO and Stanford Design School, typically is applied to making great PRODUCTS. The tenets of Design Thinking (Empathy, Brainstorm, Prototype, Implement) can also be applied to designing SERVICES and EXPERIENCES for customers and employees. In Sue’s workshops and keynotes, participants learn a unique hands-on rapid-prototyping approach to generate fresh ideas and a new perspective on thorny business problems.

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**Managing Change  
Amid Uncertainty**

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Successful executives and managers typically are results-oriented and get things done, but often they are stressed out and overwhelmed. Sue 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),
- 3) engaging employees in dramatically different ways.

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**Got a Moment? That’s  
Enough Time to Offer  
Feedback or Solve a  
Problem**

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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.

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**Retaining Talent:  
Don’t Lose Your Best  
Employees**

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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. Sue addresses the telltale signs that your best people may be out the door, and shares tips to do something about it.

