

Mariposa Leadership Press Kit



For more information, visit: <https://mariposaleadership.com/>
For media bookings, contact Allison Adams: allison@mariposaleadership.com

Company Name

Mariposa Leadership, Inc.

Corporate Headquarters

San Francisco, CA

Founded

1996

Corporate Officers

Susan J. Bethanis, Founder & Chief Executive Officer
Tawny Lees, Chief Operating Officer

The Company

Mariposa Leadership, Inc., is a 10-person executive coaching firm that has long been associated with the Bay Area's top high-tech and biotechnology firms.

The Mission

Mariposa's purpose is to help technology companies retain their top talent and cultivate their leadership capability. Mariposa does this with proven accountability-driven individual and group-based coaching programs, an exceptional ability to match the best coach for each leader, and a staunch commitment to providing an on-going resource community for our clients and coaches.

Financial Information

Private Company

Services

- 1-1 Leadership Coaching and Transition Coaching
- Virtual Accelerated Leadership Coaching (VALC) - a blended 1-1 and group coaching program
- Synchronous Leadership Coaching (SLC)
- Women's Leadership Coaching (WLC)
- Group Facilitation and Strategic Offsites (virtual and in-person)
- *WiseTalk* - a monthly leadership forum (podcast)
- WiseSpace - A Zoom Community for coaches
- Workshops on specific skills and business issues: *Influence + Impact In the New Normal*; *Leading Through In-The-Moment Coaching*; *Breakthrough: Use Design Thinking to Solve Wicked Problems*; *Managing Change Amid Uncertainty*; *Leveraging Your Team's Strengths*
- Keynotes

Publication

Leadership Chronicles of a Corporate Sage (book published by Dearborn Trade, 2004)

Clients

Hundreds of leaders — Directors, VPs, CEOs — in an array of mid-size to large tech, biotech, fintech, and non-profit firms.

URL

www.mariposaleadership.com

Social Media

Twitter: [@MariposaLeader](https://twitter.com/MariposaLeader) | [@SueBethanis](https://twitter.com/SueBethanis)
Linkedin: www.linkedin.com/company/mariposa-leadership/



Story + Keynotes Ideas for Sue Bethanis

Culture + Hybrid: Best Leadership Practices

We have choices as we build/rebuild culture in the “next” version of our workplaces. We can use this next Covid phase to start afresh. Sue is fired up about helping leaders refresh their approach to creating thriving cultures in today’s challenging environment.

She recently penned a well-received [essay](#) about three critical components to leading now, in whatever form of workplace:

- Connect; care for each other in new ways
- Flex; being open and ready amidst constant and continued uncertainty
- Model self-care; stay resilient

Sue will share practical ways to do all three, using examples from working with execs grappling with how to adapt to new ways of working – especially with the trickiness of hybrid teams.

Influence + Impact in the “New Normal”

Influencing is a critical skill leaders need for success and is the most requested topic we work on with leaders. Sue will share best practices from her work with executives including adapting to the new challenges of influencing remotely. Those who successfully go from idea-to-innovation understand:

- How to apply a design thinking approach to influencing
- Why your ability to influence depends on your ability to be influenced and six optimal ways to influence
- Why executive presence is needed to sell your ideas to peers and senior level execs
- How to deal with resistance to a great idea

Breakthrough! Using Design Thinking to Solve Wicked Problems

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 customer and employee experiences.
- solving problems – any kind of problem, even how to prevent communication issues in the new hybrid work environment.
- thinking about what’s possible as a team charts a new vision.

Sue provides a hands-on rapid-prototyping approach to generate fresh ideas and new perspectives on thorny business problems. Her guide to [Leader as Designer](#) outlines her approach.

In-the-Moment Coaching for Leaders

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 members anytime, anywhere, to help solve problems quickly while developing skills and increasing empowerment. The In-The-Moment (ITM) coaching approach lets busy executives and managers solve problems on the fly. Sue will teach leaders learn to:

- Get into **Rapport** quickly to create safety and trust
- Stay in **Assess** mode to help define and understand the real issue/problem/perspective
- **Reframe** for new perspectives, actions, and solutions

Learn more in our [Executive Guide to ITM Coaching](#).

