



FOR IMMEDIATE RELEASE

Confidence in What Leaders Do Has Decreased Per eePulse, Inc. Research
Leadership Confidence and Energy Pulse® Study rings warning bell at www.leadershippulse.com

Saline, MI – August 13, 2014 – eePulse, Inc. announced results of their Leadership Confidence and Energy Pulse® Study today indicating that confidence in input factors (economy and people) have increased. However, confidence in all the factors that leaders control has declined. The full report is available at www.leadershippulse.com.

eePulse’s annual Leadership Confidence and Energy Pulse Study began in 2003 and is conducted in partnership with Mercer and the Center for Effective Organizations (CEO) at the University of Southern California.

It is the first and only global-shared, leadership learning and real-time-benchmarking process where participants receive personal reports and learn from trend data vs. point-in-time data.

Leaders participating in the no-cost research study rated their confidence on seven items indicating the following percentage change from April 2012 to April 2014:

- -4% Leadership Team Overall – From 73% to 69%

INPUT FACTORS – IMPROVEMENT

- 2% Economic Climate – From 57% to 59%
- 1% Right People and Skills – From 56% to 57%

INTERNAL LEADERSHIP FACTORS – DECLINED

- -1% Ability to Execute on Vision – From 60% to 59%
- -3% Ability to Change as Needed – From 54% to 51%
- -3% Personal Leadership and Management Skills – From 89% to 86%
- -9% Strategy Making Process – From 61% to 52%

“The nine-point drop shows leaders have a waning confidence in strategy-making processes that are often inflexible and slow to implement when they need to be responsive and agile to complete,” states Theresa Welbourne PhD, eePulse, Inc. Founder, President and CEO. “This, along with the drop in their organization’s ability to change as needed, the leadership team, the leader’s personal leadership skills, and the ability to change as needed, indicate that while the leaders may understand where they are at now and where they want to be, they are unsure how to get there.”

The results also indicate a clear link between leadership confidence and financial performance with leaders in organizations reporting:

- Low to very low financial performance having the lowest confidence;
- High to very high financial performance having the highest confidence; and
- Average financial performance having confidence levels between the other two groups.

“It’s important to note that in the highest performing organizations we find that leaders have more confidence in their teams than they do in themselves personally,” states Welbourne. “This phenomenon, which we have labeled ‘hope and humility’ over the last few years, reflects a leadership style that breaks silos, relies on teams and that practices humility and listening skills. From the results and our consulting work, our working hypothesis is that leadership confidence is being driven down, in part, due to a broken strategy-making process that uses outdated models, methodologies, and tools. Organizations willing to innovate in this space are seeing much better results.”

To see complete results of the eePulse Leadership Confidence and Energy Pulse® Study, visit www.leadershippulse.com.

About eePulse, Inc.

Founded in 1996, eePulse helps organizations drive business-goal achievement, culture, growth, and innovation via performance management/improvement products and services. Via a suite of cloud-based technology tools with a proprietary delivery model, eePulse reinvents the way employee surveys, performance management, human capital metrics, and development are done. Clients create and sustain a high sense-of-urgency-culture, optimize individual energy, teach through organization-specific best practices, and use fast and easy-to-access technology tools that support data-driven decision making to improve performance. eePulse also powers the Leadership Pulse, which is the first and only real-time leadership benchmarking and personal / team learning process (www.leadershippulse.com). For additional information, visit www.eepulse.com.

###

Media Contact: Melanie Rembrandt, Rembrandt Communications®, melanie@eepulse.com, 800-PR1-0116