



**Invitation to Join from  
Dr. Theresa M. Welbourne, PhD**  
President and CEO, eePulse, Inc.  
and Distinguished Professor of Business

**Consortium to Improve the  
Building Blocks of Growth**  
*Leader, Manager and  
Employee Energy at Work*

**Why?** Grow sales faster;  
grow profits; grow talent;  
grow innovations

**Learning for Leaders**  
Virtual Platform  
***Starts May 20, 2013***

Contact Dr. Welbourne at [info@eepulse.com](mailto:info@eepulse.com)  
or call +1-734-429-4400 to learn more and register.

## Overview

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Growth is a team sport, and keeping your team energized, aligned and moving swiftly in the right direction is the key to successfully growing your business. Do you know the level of your employee energy? Do you know if your leadership team's energy is focused to assure growth? When energy is disrupted, what are your recovery strategies? Do you understand the drivers of energy and how to improve positive energy while decreasing or eliminating negative energy?

Energy is not engagement. You can be creating high levels of employee engagement and have low energy, directed at the wrong "stuff." Energy predicts high performance; engagement predicts tenure. Engagement is a necessary, but not sufficient condition for high performance.

Focusing energy, understanding and change direction quickly, aligning energy for growth and innovation -- all are important for fast growth and success. We invite you to join a consortium that will learn from prior research on energy and firm growth as well as learn from each other to provide real-time case examples and tactics you can immediately use.

The objective of this consortium is to help organizations grow. Growth requires optimized and directed energy. In this consortium we will focus on how leaders can sustain a high energy, high performance business to successfully grow. Key topics examined will be:

1. Defining energy and the drivers of energy.
2. Understanding how to measure and track energy.
3. The role of confidence in sustaining high and optimal energy levels.
4. The positive impact of randomization and negative effect of bureaucracy.
5. Diagnosing key business drivers and how they affect energy.
6. Sharing tricks and tips to eliminate black holes that destroy energy.
7. Using energy to enhance innovation.
8. Sense of urgency as a key determinant of energy and growth.
9. Fighting for energy and the right to win.
10. Energy vs. engagement and other "touchy-feely" employee programs.

All participants will respond to four short pulse surveys (conversation starters) over the 12-week period of time. This information will be used to start data-driven dialogues. The insights from the consortium facilitators as well as the participants will result in high-level and relevant action-based learning.

The themes underlying the data-driven conversations are:

- Energy and urgency as key drivers of growth
- Randomization vs. bureaucracy as key contributors to entrepreneurial spirit
- The owners of employee energy -- what you can and cannot do
- Leaders energy optimization -- it's a team sport and team goal
- From culture to habits -- getting rid of the vague and embracing the real
- Direction vs. big strategy -- how to play the fast-growth game

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## Project Details

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The consortium will consist of organizations from multiple industries. All will be focused on growing their firms. Each organization will involve at a minimum their top leadership teams, while others can include top team and other levels below that top team, with a maximum of 100 people per firm. Each participant will receive a short pulse dialogue (conversation starter survey) every three weeks. A total of four pulses will be administered during the 12-week time period. The process timeline for each pulse will be as follows:

Module 1 (four modules in total)

Week 1 - pulse distributed to participants (one week to complete; Monday-Friday)

Week 2 - company feedback reviewed (choose time/date Wed - Friday)

Week 3 - webinar with all company participants (Thursday or Friday - webinar recorded)

Each participating company will have its own on-line summary reports, and each participant will receive his/her own personal and confidential report (showing his/her responses to the pulse questions vs. the company and overall consortium results).

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## Approximate Project Timeline

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Week	Activity
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**Module 1: Energy and direction - initial learning and establishing the baseline**

May 20	Pulse distributed and live
May 27	Company debrief
June 3	First webinar

**Module 2: Confidence as a key driver of energy at work**

June 10	Pulse distributed and live
June 17	Company debrief
June 24	Second webinar

**Module 3: Business drivers and the role of habits vs. culture**

July 1	Pulse distributed and live
July 15	Company debrief
July 22	Third webinar

**Module 4: Energy, sense of urgency and innovation - going faster**

July 29	Pulse distributed and live
August 5	Company debrief
August 12	Fourth and final webinar; review overall learning and finalize next steps

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## Fees

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The cost per company is \$1,800. This includes all technology, pulses, reports, benchmarking data, calls with consultants on the second week of each module and webinars for all participants.

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## Facilitators and Key Contributors

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The team at eePulse is donating the technology for this project.

eePulse's founder, president and CEO, Dr. Theresa M. Welbourne, will be directing the research and facilitation work. Theresa is a well known speaker and writer, with significant work in the areas of leadership, human capital strategy, entrepreneurship and high growth firm studies. She is the FirstTier Banks Distinguished Professor of Business and the Director of the Center for Entrepreneurship in the College of Business at the University of Nebraska, Lincoln. Theresa has over 30 years experience working with high-growth, high-change organizations, and her work has been published in both academic and business media publications. Theresa's past academic appointments were at Cornell University and the University of Michigan; she also currently hold an appointment with the Center for Effective Organizations at the Marshall School of Business, University of Southern California.

Follow Theresa on twitter @TheresaWelbourn and join her on LinkedIn:  
<http://www.linkedin.com/in/theresawelbourne>

She will be joined by Justin Glenn, who is a senior researcher at eePulse. Justin is a senior researcher, specializing in merging cool technology with big data to help organizations drive action through their data-driven stories. Justin works with small firms as well as large, global clients.

Additionally, the senior leaders of the participating companies who are part of the consortium will be taking an active role in shaping the content and discussions.

We will be involving other experts as "guest speakers" for the program. Those individuals are to be determined based on the industry make up of the consortium.

### **RESOURCES:**

[www.eepulse.com](http://www.eepulse.com)  
[www.leadershippulse.com](http://www.leadershippulse.com)  
[www.whatsmyenergy.com](http://www.whatsmyenergy.com)