



FOR IMMEDIATE RELEASE

eePulse Study Shows Economic Confidence Up 15 Points While Internal Organizational Confidence Down Overall

New Leadership Pulse™ results announced at www.leadershippulse.com

SALINE, Mich. – July 22, 2010 – Today, eePulse, Inc., www.eepulse.com, announced the results of their Leadership Pulse™ study at www.leadershippulse.com. Started in 2003, this is the first and only, global leadership learning-process with ongoing, real-time benchmarking of human capital metrics. It is conducted in partnership with eePulse, Inc., the Center for Effective Organizations (CEO) at USC, the Conference Board, and the Institute for Management Development's (IMD) Corporate Learning Network.

“Our research indicates that leadership confidence is linked to individual and firm performance,” states Theresa M. Welbourne, Ph.D., eePulse Founder, President and CEO and Research Professor with the Center for Effective Organizations, University of Southern California. “With responses from 677 executives, we found that confidence is declining due to strategy not being executed, leaders and employees lacking clear direction and overall, low morale from low or excessively high personal energy levels at work. Survey comments also indicate a lack of capital for execution having a negative effect on confidence as well as leaders feeling beat up from struggling through economic conditions over the last few years.”

Results:

Compared to last year's survey data from 667 respondents, this year, the percent of people reporting they are confident:

- In the economic climate increased from 40% to 55%;
- In their leadership teams overall decreased from 82% to 72%;
- That their firms have the right people and skills decreased from 73% to 64%;
- Their organizations have the ability to execute on vision decreased from 73% to 64%;
- Their firms have the ability to change as needed decreased from 60% to 55%;
- Their own personal leadership and management skills decreased from 91% to 88%; and
- In the organization's strategy making process decreased from 63% to 54%.

“Given the data we've seen from clients, these results are not surprising,” states Welbourne. “Without a way to create and execute strategy quickly, personal, team and organizational confidence will decrease. We find that by using Fast HRM™ tools, including extreme strategizing and HR pods, human resources management leaders can enable rapid and ongoing change, increase confidence levels and take on a strategic role within the organization.”

For more information about Fast HRM (Fast Human Resources Management), or to learn about leadership confidence in your own organization and how to improve it, write to info@eepulse.com or call 877-377-8573 now.

About eePulse, Inc.

eePulse™ is a human resources management (HRM) and leadership consulting and software firm in the business of transforming traditionally slow HRM tools and processes into fast, high impact systems. Speeding up core HR processes is done through two channels. The first is implementation of eePulse's proprietary software as a service (SaaS) suite of products (Measurecom™, measurement and communication). The second is improving process with the Data and Dialogue Driven Leadership™ methodology. With over 14 years of experience with global clients, eePulse has teamed with customers to improve organization performance and transform the HR, OD and internal communicators' roles to deliver higher strategic impact to their internal clients. eePulse powers the Leadership Pulse, which is the first and only real-time leadership benchmarking and learning process (www.leadershippulse.com). For additional information, please call 877-377-8573 or visit www.eepulse.com.

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