



FOR IMMEDIATE RELEASE

How to Stop Your Best Human Capital From Being Poached

eePulse Leadership Pulse™ HR metrics at <http://bit.ly/leadershippulse> reveal employee turnover predictors and lessons from the neglected warriors of the recession

SALINE, Mich. – May 18, 2010 – Today, eePulse, Inc., www.eepulse.com, revealed the human capital data from their latest, Leadership Pulse™ study at <http://bit.ly/leadershippulse>. Started in 2003, The Leadership Pulse is the first and only global, leadership-learning-process with ongoing, real-time benchmarking for HR 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 approach to human capital measurement differentiates two classes of employees using an innovative approach to assessing employee engagement,” states Theresa Welbourne, Ph.D., eePulse Founder, President and CEO and Research Professor with the Center for Effective Organizations, University of Southern California. “We can ascertain the percent of people who are likely to voluntarily leave and the percent of employees who are at risk of being poached or recruited away by professionals, or their colleagues, at other organizations.”

Per the most recent Leadership Pulse HR Metrics, the subgroups reporting the highest risk of being recruited away or poached from the competition are listed below:

- People in the age group between 41 and 45 years;
- Employees working in firms with between 25,000 and 50,000 employees;
- Firm performance rated as average or below average when compared to their peers of the same size and same industry;
- People working in the functional areas of information technology and marketing;
- Employees in the health care and social services, information and retail-trade industries; and
- Employees whose job levels are at the director and manager/ supervisor levels

“Our research indicates that in the post-recession economy battle of the future, the most at-risk group of employees will be those who are able to grow the business and engaged in change,” states Welbourne. “During the recession, these ‘neglected warriors’ thrived on change and multi-tasked but are unappreciated today. Now, this group is open to phone calls from recruiters, friends and colleagues who respect them, know they are not treated well and are quick to pass their name on to hiring firms.”

Welbourne also notes that the firms most interested in the neglected-warrior-group are those that are planning to grow quickly and who need talent that can work in a fast-paced work environment. The tools that are being used by these fast-growth and high-change firms are part of an overall methodology called Fast HRM™. “This line of work is at the cutting edge of not just speeding up HR practices but changing them to improve quality and efficiency while keeping pace with the high rate of change in the business environment,” says Welbourne.

Want to know more about engaging employees, reducing turnover, avoiding the loss of neglected warriors or learning how to be in a position to be the poachee? Get the full report at <http://bit.ly/leadershippulse>. And to get the HR metrics and human capital data necessary to improve productivity and employee engagement, and take advantage of a Leadership Pulse launch-discount, visit www.leadershippulse.com or call 877-377-8573 now.

About eePulse, Inc.

eePulse™ is a human resource 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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