



FOR IMMEDIATE RELEASE

Media Contact: Melanie Rembrandt  
[melanie@eepulse.com](mailto:melanie@eepulse.com), 734-996-2321 x.22

## Michigan State's Broad School and eePulse Introduce the Learning Leaders Forum™

*An integrated solution for organizational change creating synergy between executive learning and employee surveys*

ANN ARBOR, Mich. – March 22, 2005 – eePulse, Inc., [www.eepulse.com](http://www.eepulse.com), and Michigan State University's Eli Broad Graduate School of Management, [www.bus.msu.edu](http://www.bus.msu.edu), announced today their new, integrated solution for organizational change called the Learning Leaders Forum™ (LLF). The LLF creates a unique synergy between traditional executive education and employee survey processes. It combines real-time and trended benchmarking data, open-ended comments from leaders and executive learning – all focused on improving firm performance through more effective change management.

### **The eePulse Data Collection Process**

Organizations participating in the LLF receive a recurring, executive learning development experience that is specifically tailored to their own streaming, company data. This data is collected on a frequent basis via eePulse's measurement and communication technology, Measurecom™. Each participant firm uses eePulse's web-based management tools and receives customized feedback from their managerial workforce.

### **The Executive Learning Process**

Leaders from each participating organization attend an annual, two-day executive learning experience at the Broad School's James B. Henry Center for Executive Development. Professors from the Management Department will develop the program, and the content of the sessions will be tied directly to results from the eePulse research data. Participants also receive quarterly briefing sessions on trends, benchmark data and learning from their peer-member firms.

Unlike traditional, one-time executive development programs, the LLF does not end when participants leave campus. Participants continue to receive data, set new goals and action plans, achieve results, and then the eePulse process repeats. "The synergy created by aligning survey results and the executive development experience allows organizations to gain more from the money invested in each of these practices," states Theresa Welbourne, Ph.D., founder of the LLF.

According to Robert B. Duncan, The Eli and Edythe L. Broad Dean, the new partnership with eePulse will extend The Broad School's mission to educate and develop business leaders in new ways. "We have some of the world's most influential management researchers here who will now be able to apply their knowledge virtually in real time," states Duncan. "The Learning Leaders Forum offers participants access to powerful insights that they can apply to their business immediately."

### **About the Learning Leaders Forum**

The LLF is sponsored by Michigan State University's Eli Broad Graduate School of Management and eePulse, Inc. The LLF is an annual membership-based program. For more information, visit [www.eepulse.com](http://www.eepulse.com), call 1-877-377-8573 or e-mail [LLF@eepulse.com](mailto:LLF@eepulse.com). Also, check the Eli Broad Graduate School of Management for more information about the faculty and executive education programs at [www.bus.msu.edu](http://www.bus.msu.edu). Learning Leaders Forum™ and Measurecom™ are trademarks of eePulse, Inc.

### **About eePulse, Inc.**

eePulse, Inc. delivers technology and research consulting services that support Data and Dialogue Driven Leadership™ processes. Using eePulse's proprietary, web-based enterprise-wide software suite called Measurecom™ (measurement and communication), organizations and leaders immediately improve their performance. Productivity enhancement comes from action taken in response to real-time stakeholder information. Using Pulse Survey and Pulse Reporting engines, data are provided as frequently as weekly so that immediate action can be taken to confront "breaking news." Managers solve problems and pursue opportunities today, improving quality, enhancing customer service, realigning strategy, and improving organizational agility, learning and performance at all levels. The complete Measurecom product suite includes Pulse surveys, Pulse Reports, Communicate-back tools, Issue tracking, Action planning, Learning modules, Proprietary metrics such as Energy Pulse, Suggestion Pulse, and ChangeStep Pulse, in addition to ROI analysis and reporting. For additional information, please call 734.996.2321 or visit [www.eepulse.com](http://www.eepulse.com).

### **About the Broad School at Michigan State**

The Eli Broad College of Business/The Eli Broad Graduate School of Management at Michigan State University is consistently among the top-ranked business schools in the country, with more than 5,500 students currently enrolled in undergraduate, MBA, masters, doctoral and executive development programs. [www.bus.msu.edu](http://www.bus.msu.edu)

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