



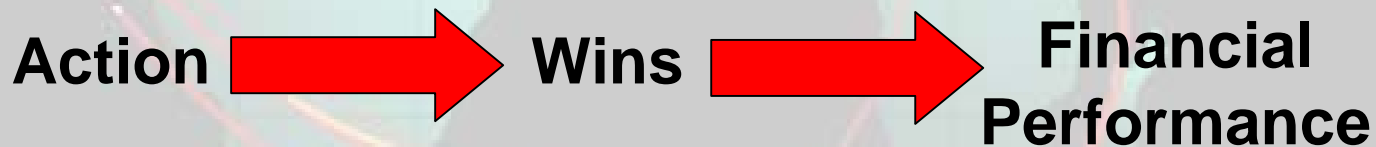
# **eePulse<sup>®</sup>, Inc.**

*Improving Performance Through People*

**eePulse uses a Pulse Survey™ engine to deliver enterprise-wide leadership tools that improve performance immediately via real-time measurement and communications**

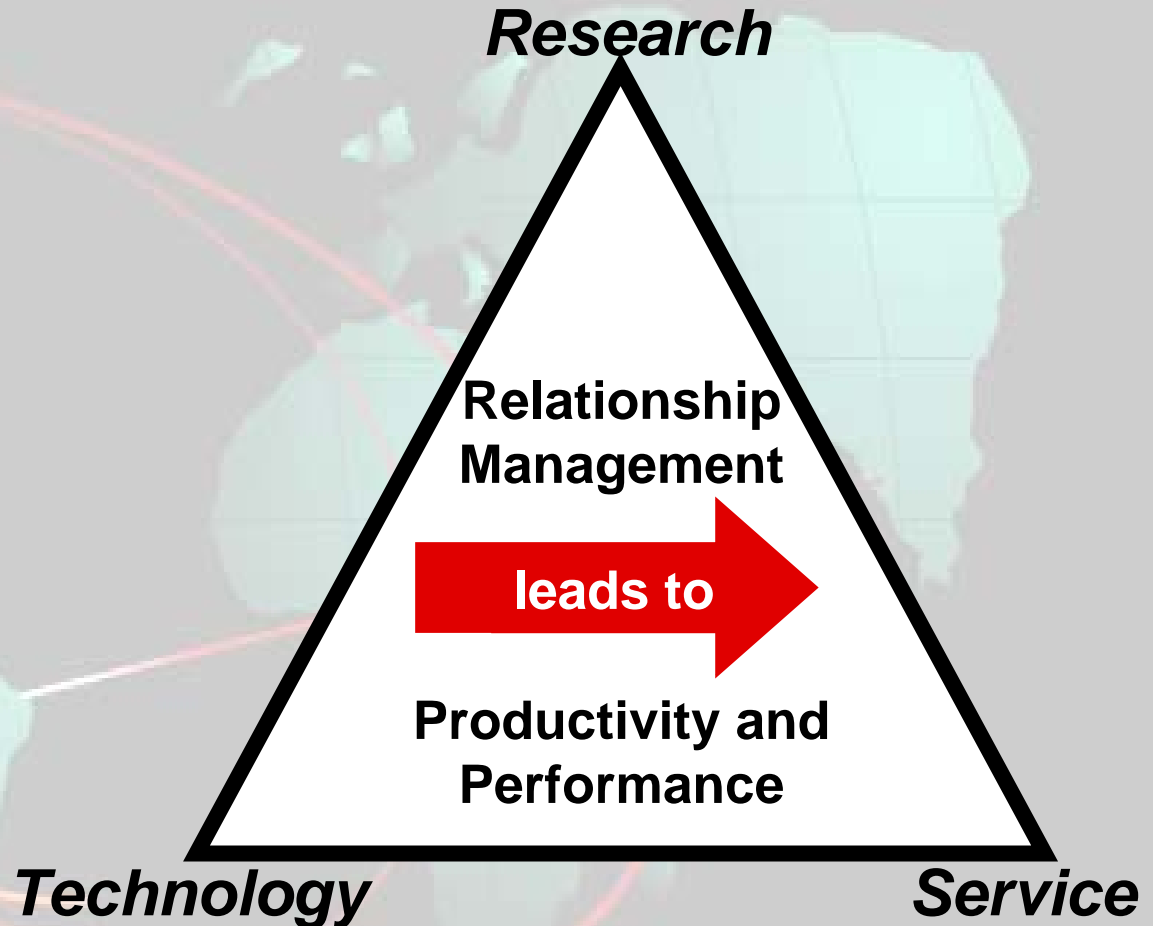
# *eePulse delivers*

- **Real-time information about business opportunities and problems**
- **Data delivered immediately to people who can take action – your managers**
- **Delivery via Pulse Reports™**



# Who is eePulse?

- Created in 1996, eePulse is a technology and management research company
- eePulse's solution powers the next frontier of management science: Data and Dialogue-Driven (3D) Leadership



# *Cutting-edge learning*

## **Research**

**17+ years of proprietary research by Dr. Theresa Welbourne on the drivers of firm performance (stock price, survival, earnings) and individual performance (360 ratings, turnover, absenteeism, etc.)**

**The answer is ENERGY or sense of urgency;  
we know how to measure it and optimize it**

**Continuous and customized client research  
is part of what eePulse offers to every client**

**eePulse proprietary metrics provided to all clients; Energy Pulse™,  
Valour Pulse™, Confidence Pulse™, Culture Pulse™ (by Denison  
Culture™), Suggestion Pulse™ and more**

# *Cutting edge technology*

- **Introduction to Measurecom™ = Measurement and Communication**
- **Measurecom is eePulse's proprietary enterprise-wide software solution; delivered using an application service provider (ASP) model -- no hardware or software to install.**
- **Measurecom provides all managers with “breaking news” from the stakeholders of interest to them (e.g. employees, customers, suppliers, and more). News is delivered via easy-to-read Pulse Reports to ALL managers immediately after a Pulse Survey closes.**
- **Measurecom has built in communication processes that allow managers to respond back to stakeholders immediately.**
- **Issue analysis, action planning, and ROI reporting are included.**

# *Service for success*

## **Service**

**Proven Five-Step implementation process**

**Start getting results immediately (our record is a 24-hour implementation)**

**Weekly support from dedicated client solutions team**

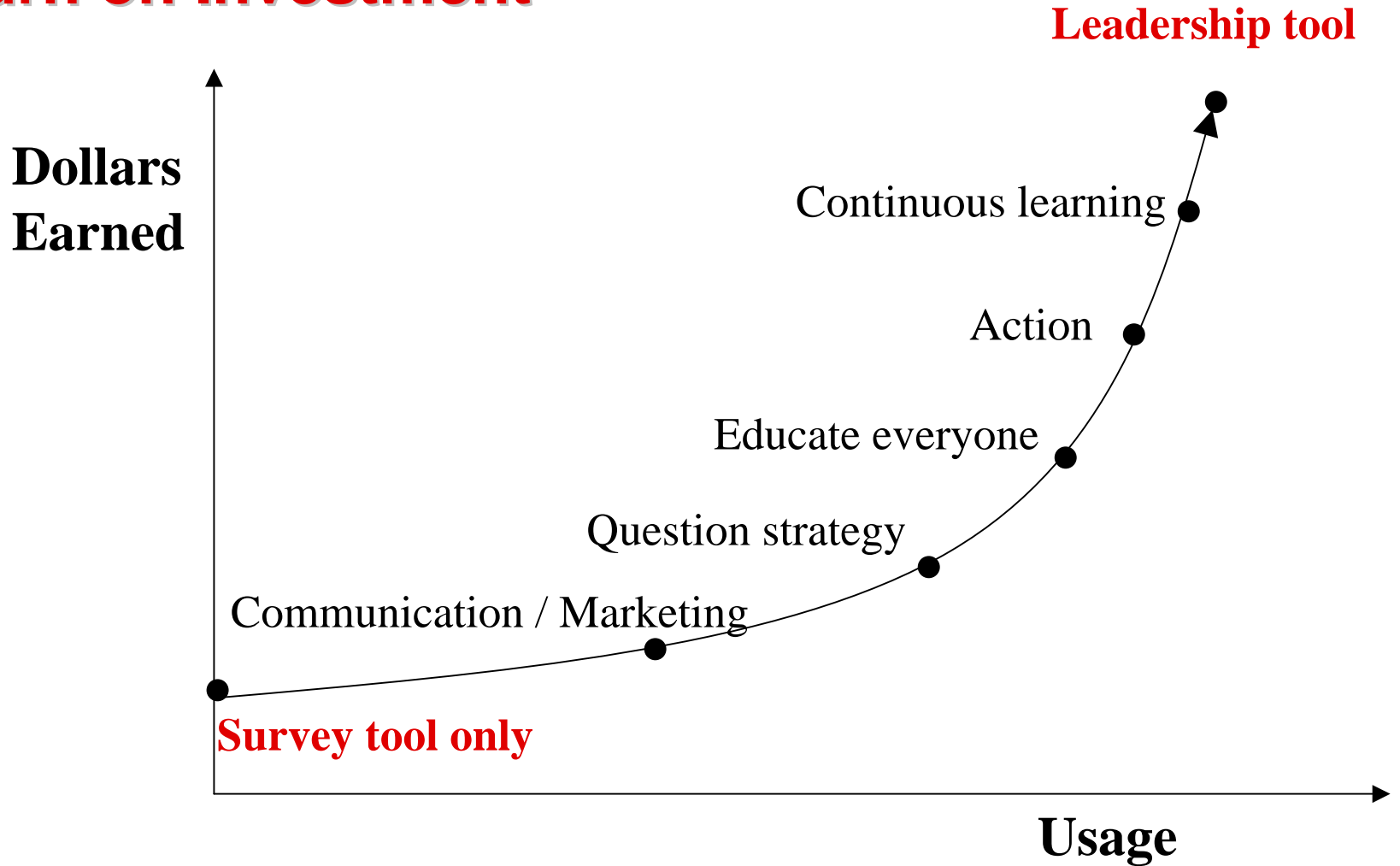
**Inclusive contracts – any question, any time,  
any reports for any group – get your annual employee  
survey free**

# Five-Step Implementation Process

- **Metrics Strategy**
  - eePulse customizes a metrics strategy that is constantly reviewed and updated for each client.
- **Education and Training**
  - Technical and management training for all participants.
- **Communication / Marketing**
  - Communicate the process – market the results.
- **Action**
  - Recorded action that “rolls up” into dollars saved. You get monthly ROI data.
- **Continuous Learning**
  - Learn from data and action; learning shared for leadership development.

# Go beyond tradition and save \$\$\$


## Return on Investment





# Reports to everyone immediately

**Easy  
access to  
detailed  
summaries  
and  
reports**

## ViewReports





**Reports** 


Widget, Inc. for  


Department View  
All Departments


**Activities**

  
[Executive Summary](#)








  
[Response Rates](#)

  
[Scale Summary](#)

  
[Manager Response](#)

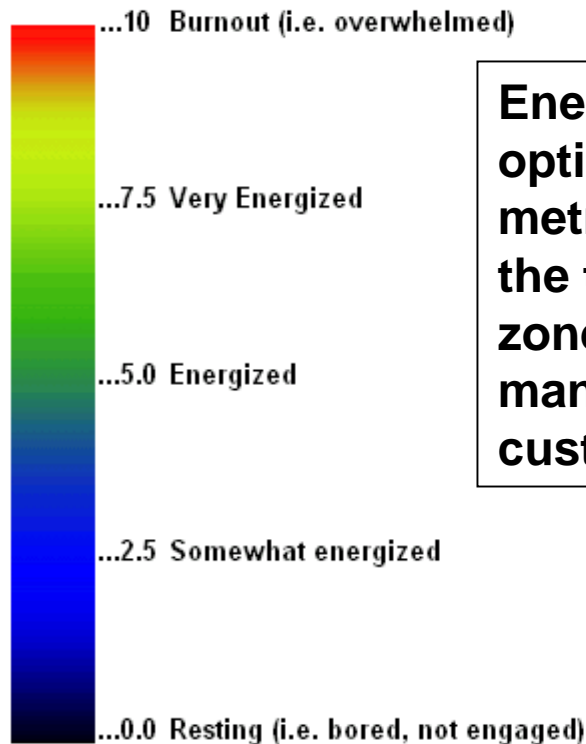
  
[Event Log](#)

**Individual Questions for All Departments**

Question	Means (Deviation)	Analysis	Question Details
How would you rate your overall pulse at work?	5.59 (1.98)		
How would you rate the pulse of others at work?	5.40 (2.02)		
Do you have any comments related to your pulse or the pulse of others?	N/A		
How would you rate the pace of your work?	3.44 (1.04)		
How would you rate your efficiency level at work?	3.57 (0.89)		
How satisfied have you been at work?	3.24 (1.04)		

# Basic Energy Pulse Question

Using the 1 to 10 scale below, please rate the degree to which you feel *energized* by your work (your pulse). Think of energy as the degree of motivation you bring to the job. You can respond with any number on the scale from 1 to 10 (it's ok to use decimals such as 5.5).



**Energy is an optimization metric; thus, the target zone for each manager is customized.**

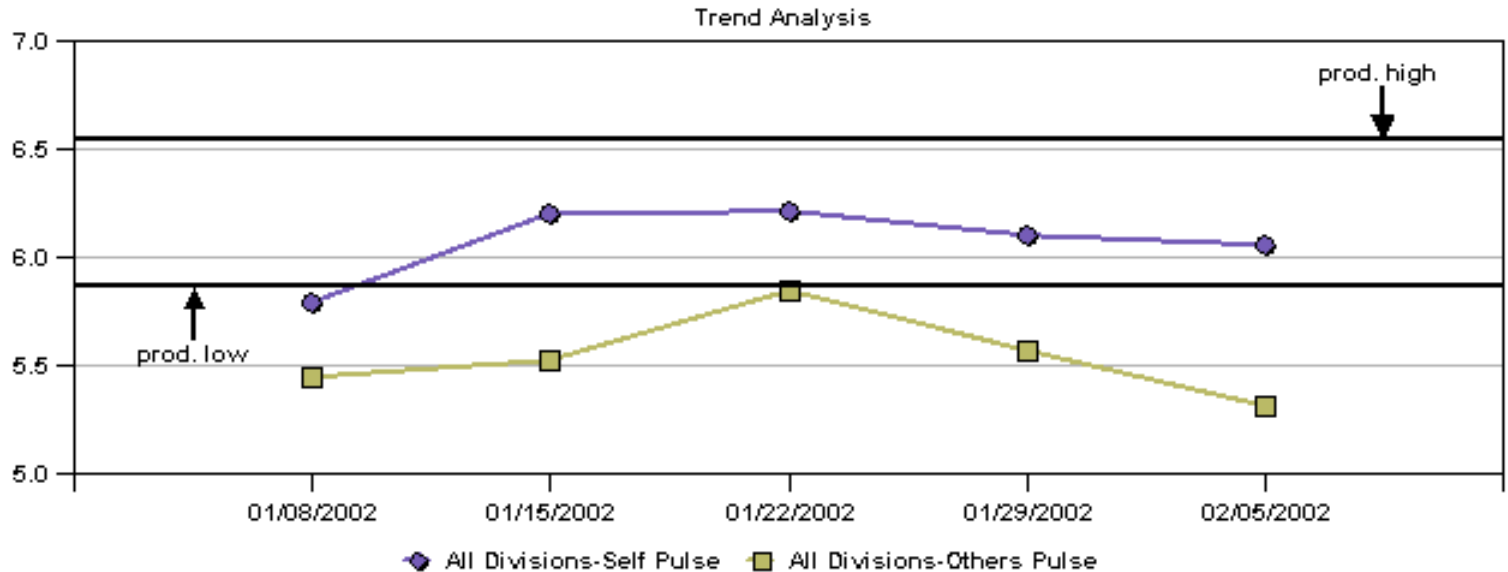
1. What is your pulse? (enter a number from 1 to 10 using Pulse scale on left)

2. Please report what you think the average pulse would be for the group of people who report directly to you.

Please take time to tell us about factors affecting your work. What things are working well? If there are obstacles getting in your way, let us know. And, if you have suggestions for improvement, please pass on your ideas.

4. If you could collect frequent data from other stakeholders, which ones would they be? Check all that apply.

# Sample Energy Pulse Trend Chart





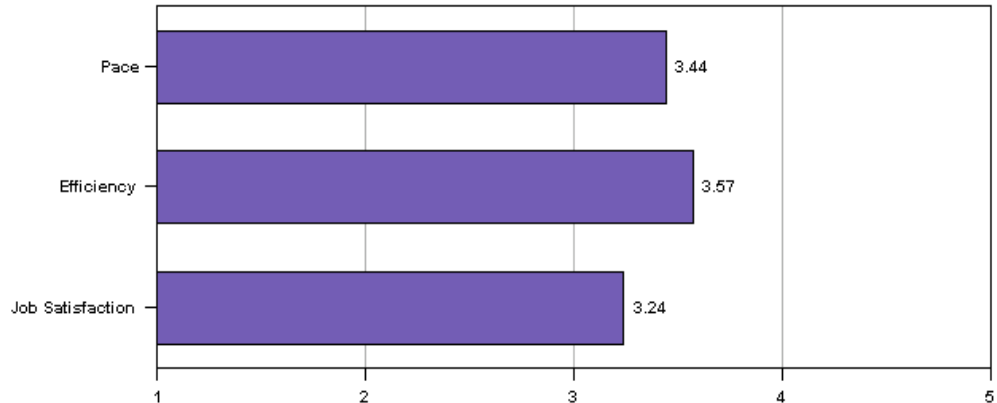
**Easy-to-read trend charts are customized for each manager. Zones differ by occupation, and it's important for managers to know their own target zone so they can improve their own management skills. Benchmarks are based on data from your own employees (where they are most productive). Managers take action because the data are customized for them.**

# Easy-to-read reports

## Scale Summaries

### Response Rates

MeasurecomReports 			
<a href="#">Reports</a> > Rates			
<b>Widget, Inc. on 12/19/01</b> Department View All Departments			
Response Rates			
Group	Instantaneous	Cumulative	Since Inception
All Departments	24%	62%	86%
Finance	10%	49%	67%
Operations	41%	67%	97%
Development	21%	58%	77%
Sales & Marketing	31%	55%	81%
<b>Instantaneous</b>	The percentage of the survey population that responded in this most recent pulse survey.		
<b>Cumulative</b>	Percentage of respondents who responded at least once in the last 5 pulse survey periods.		
<b>Since Inception</b>	The percentage of the survey population that responded since the pulse survey proces was started.		

MeasurecomReports 											
<a href="#">Reports</a> > <a href="#">Scales</a> > Productivity											
By Questions   <a href="#">By Groups</a>											
<b>Widget, Inc. on 12/19/01</b> Department View All Departments											
Productivity By Questions											
Scale (an average of the questions that make up the scale)	Mean (Deviation)	WPC (#)*									
Productivity	3.42 (0.00)	-0.02 (-)									
Label	Question	Mean (Deviation)	WPC (#)*								
<a href="#">Pace</a>	How would you rate the pace of your work?	3.44 (1.04)	-0.07 (-)								
Efficiency	How would you rate your efficiency level at work?	3.57 (0.89)	-0.02 (-)								
Job Satisfaction	How satisfied have you been at work?	3.24 (1.04)	-0.02 (-)								
*Within Person Change (WPC) reflects change for personnel answering two periods in a row											
Question Comparison for Productivity											
 <table border="1"> <caption>Question Comparison for Productivity Data</caption> <thead> <tr> <th>Question</th> <th>Mean Score</th> </tr> </thead> <tbody> <tr> <td>Pace</td> <td>3.44</td> </tr> <tr> <td>Efficiency</td> <td>3.57</td> </tr> <tr> <td>Job Satisfaction</td> <td>3.24</td> </tr> </tbody> </table>				Question	Mean Score	Pace	3.44	Efficiency	3.57	Job Satisfaction	3.24
Question	Mean Score										
Pace	3.44										
Efficiency	3.57										
Job Satisfaction	3.24										

# Questions that drive action

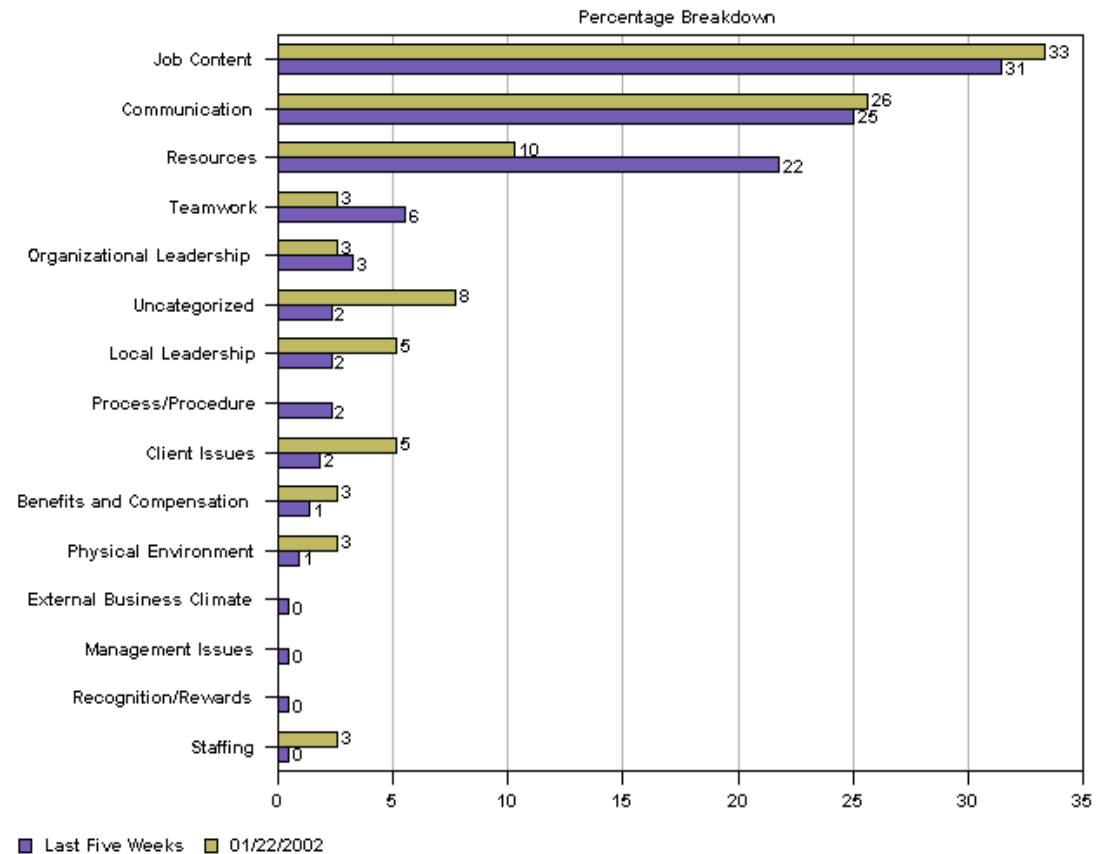
Synthesized reports of open-ended comment data provide **ACTIONABLE** information on issues facing your organization today

Opportunities to pursue and problems to solve

## Question By Category



[Full Text](#) | [Graph](#)

Please take time to tell us about factors affecting your work. What things are working well? If there are obstacles getting in your way, let us know. And, if you have suggestions for improvement, please pass on your ideas.




# Participants speak out


Specific comments from employees, customers, investors, retirees, suppliers, and partners – organized in ways that allow you to pinpoint action potential


MeasurecomReport				
Reports			Group	Zone   Category
Widget, Inc. for 01/16/2001				
All Company Organization				
All Company				
Question By Zone			Full Text	Sampled Text   Summary Text
Please take time to tell us about factors affecting your work. What things are working well? If there are obstacles getting in your way, let us know. And, if you have suggestions for improvement, please pass on your ideas.				
Pulse	Pulse	Pulse	Comment	
01/16/2001	12/12/2000	Change		
<input type="checkbox"/> Anaerobic danger				
All Company				
10			my department is understaffed and many of us are overwhelmed. the fact that we have reviews only once a year is upsetting as well. i'm doing much more than i was hired to do, have worked the past 5 weekends, and know i'm not going to see a pay increase until over a year after my start date.	70
<input type="checkbox"/> Anaerobic				
All Company				
8.5			poor project management, poor client relationship management. we are running full speed with no time to think... the deadlines are arbitrary.	35
8	8	0.00	A bunch of new office programs in NY that require extra time, but nothing has been removed from our schedules. Net result = longer hours.	32
			Will SOMEBODY please just tell us we're not getting bonuses? This let's-string-em-along-another-week approach is REALLY annoying. Sometimes it feels like being in elementary school, where the teachers don't think we're ready to find out that there isn't a Santa Claus.	

# Feedback and learning tools

## Manager Responses

**ManagerResponse** 


Click  to see a list of the employees your response will be sent to.

**From:** Ralph Garn (CEO)  
 **All Company (By Department)**

**Subject:**

Based on your feedback, the following changes in benefits will be instituted immediately:

1. All employees will receive a 10% pay increase.
2. The work week will be shortened to 4 days.
3. Vacation time will be extended to 3 months.

 **Attach Reports for employees to view.**

What is your pulse?

**Available Reports**


Metrics

Comments about your pulse or work environment?

**Available Reports**

Comments by Zone  
 Comments by Category  
 Summary Comments  
 Random Sample

## Event Log

**EventLog** 

**Enter an Event**

Date: 8/30/01

Subject:

**Prior Events**

Date	Subject	Entry
12/22/01	Management Restructuring	Disrupted all processes and communications.
12/31/01	Hiring Freeze	Lots of work and no ability to hire employees
1/8/02	New corporate direction	was announced. Means major effort to rebrand company and product

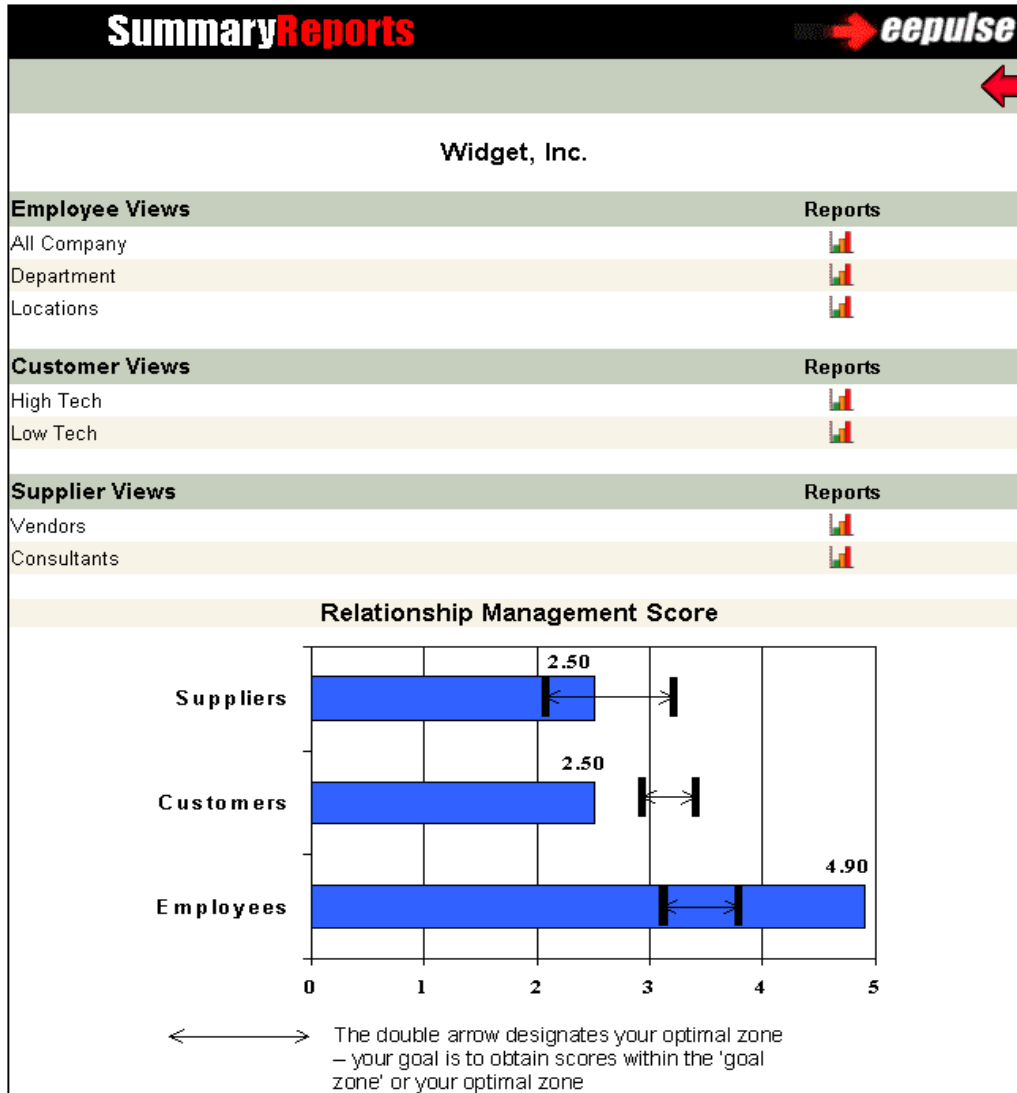
# Coaching function

eePulse can respond back to an individual comment; function can be used as “instant focus group” or “coaching” process

Comments do not go into the “black hole” of survey response data

<< BACK		HISTORY		HELP		EEPULSE	
<b>EEPULSE RESPONSE</b>							
<b>Client</b>		<b>Employee</b>		<b>Job Title</b>		<b>View</b>	
Widget, Inc.		John Doe		Experience Designer			
<b>Pulse responses:</b>							
Exclude: <input type="checkbox"/>		Summary: <input type="checkbox"/>		Category: Positive			
<b>Q:</b>		Please take time to tell us about factors affecting your work. What things are working well? If there are obstacles getting in your way, let us know. And, if you have suggestions for improvement, please pass on your ideas.					
<b>A:</b>		Now I have all the equipment and am set up and working with people asking me for work I feel like I'm at last doing what I came here to do. So I'm happy.					
Exclude: <input type="checkbox"/>		Summary: <input type="checkbox"/>		Category:			
<b>Q:</b>		Please provide any suggestions that you may have for improvement.					
<b>A:</b>		Not really.					
Exclude: <input type="checkbox"/>		Summary: <input type="checkbox"/>		Category:			
<b>Q:</b>		Please tell us why you answered the above question the way you did.					
<b>A:</b>		I think Jon Hughes is very astute at keeping a feel of how things are going and I'm guessing this helps?					
<b>Q:</b>		Do you think that Widget is using the Pulse effectively?					
<b>A:</b>		agree					
<b>Add or change a response:</b>							
<b>Who</b>	<b>Response</b>	<b>Pulse: 5.5</b>	<b>O. Pulse: 5</b>	<b>Status: Ignore</b>	<b>Notes</b>		

# Cutting-edge relationship management



Real-time data for balanced score card and other metric needs

Consolidated information from different sources

# Action planning and tracking

Issue Id: 1234567	
Submitter: John Masters	
Submit Date: 04/16/03 3:35 PM	
Ownership: <input checked="" type="radio"/> Direct <input type="radio"/> Indirect	Viewable By: <input checked="" type="radio"/> Private <input type="radio"/> My Manager
Duration: <input checked="" type="radio"/> Long Term <input type="radio"/> Short Term	Issue State: <input checked="" type="radio"/> Open <input type="radio"/> Closed
Issue Source: <input checked="" type="radio"/> Measurecom data <input type="radio"/> Other	Source Note: <input type="text" value="Energy Pulse"/>
Title: <input type="text" value="Internal Communication"/>	
Description: <input type="text" value="Conference calls for status reporting are too frequent."/>	
Action: <input type="text" value="Started tracking actual time spent."/>	
Outcome: <input type="text"/>	
Estimated dollar savings or value: <input type="text"/>	
<input type="button" value="Save Changes"/> <input type="button" value="Delete Issue"/>	

**Managers track issues they see in Pulse surveys, record actions, and then share ROI and value on investment.**

**All of this data “rolls up” into hierarchical reports**

**Call us today for more information or an  
on-line demonstration**

***eePulse, Inc.***

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**Ann Arbor, MI 48103**

**734-996-2321**