



THE CONFERENCE BOARD



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The Conference Board to Provide eePulse’s ‘Leadership Pulse,’ a Web-Based Management Tool

Jan. 29, 2008...The Conference Board, the global business research and membership organization, and eePulse, Inc., a human resources consulting firm, announced today they will offer a new, real-time management tool that measures, analyzes, and benchmarks employee attitudes, knowledge, and engagement.

The Leadership Pulse is a Web-based application that tracks and continually reports on leader energy and confidence and provides insights into critical business challenges facing corporate leaders — to ensure they anticipate emerging problems, identify opportunities, set priorities effectively, and make well-informed decisions. The tool provides organizations with critical information about their current operations, uncovers trends, and provides comparative data by industry, job level, function, and other perspectives. The Leadership Pulse is an ongoing learning collaborative and service created in 2003 by Dr. Theresa M. Welbourne of the University of Michigan.

Until now, the Leadership Pulse collaborative has involved over 3,000 senior executives who take part in the ongoing research and learning experience. The partnership between eePulse and The Conference Board Councils will more than double the number of participants and expand it to a global scale.

The initiative will allow members of The Conference Board Councils to benchmark themselves and their companies on a bi-monthly basis without investing a great deal of time. After responding to a five-minute survey, users will receive a personal report, opportunities to further benchmark with peers, invitations to webinars, and other services.

Special interest topics the Leadership Pulse has explored include:

- *Stacking-work syndrome*: Leaders say they are more burned out than ever before, suffering from personal problems and buried in “stacking work.” The Leadership Pulse uncovered the extent of the problem and — through robust data collection and ongoing dialogue with leaders in the study — provided solutions to the participants.

- *Cash may not be king*: In the most recent study (December 2007), the Leadership Pulse examined what motivates leaders and the people who work for them. Contrary to what much other research shows, the data suggest “having your ideas implemented at work” can have higher value than cash. This insight has significant implications for organizations striving to engage, motivate and keep their best employees and avoid paying for what’s not valued.
- *Leadership confidence*: Building on the past five years of Leadership Pulse data, the January 30 Leadership Pulse will expand the leadership confidence research to Council Members of The Conference Board.

Brad Bond, Manager, Customer Relations for the Council program at The Conference Board, said that “this collaboration is an excellent fit, given The Conference Board’s long track record of monitoring and reporting business trends such as our Consumer Confidence Index and Leading Economic Indicators. This history — and our strong presence in the HR arena — make this a natural and synergistic partnership that will be valuable for our council members as well as everyone who is interested in leadership trends.”

Dr. Theresa M. Welbourne, eePulse’s President and CEO, notes that “in times of constant change as we are experiencing today, organizations cannot rely on outdated benchmark data. Successful leaders don’t compare their firm’s daily stock price with their competition’s performance from one, two or even three years ago — but that’s what many organizations do when it comes to human capital metrics. The Leadership Pulse initiative creates the first real-time benchmarking on key workforce factors — giving companies the knowledge they need to seize competitive advantage.”

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About The Conference Board

Non-partisan and not-for-profit, The Conference Board is one of the world’s leading business membership and research organizations. The Conference Board produces The Consumer Confidence Index and the Leading Economic Indicators for the U.S. and other major nations. These barometers can have a major impact on the financial markets. The Conference Board also produces a wide range of authoritative reports on corporate governance and ethics, human resources and diversity, executive compensation, outsourcing, profiting from a mature workforce, and corporate citizenship. Our conference and council programs bring together more than 12,000 senior executives each year to share insights and learn from each other. Visit The Conference Board website at www.conference-board.org.

About eePulse

eePulse, Inc. delivers technology and research-consulting services that support Data and Dialogue Driven Leadership™ processes. Using eePulse’s proprietary, Web-based enterprisewide software suite called Measurecom™ (measurement and communication), organizations and leaders immediately improve their performance. Improvement comes from action taken in response to real-time employee data, enhanced employee engagement, and accountability through online action planning and communication tools. For additional information, please call 877-377-8573 or visit www.eepulse.com.