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Leaders Report Decline in Confidence and Choose Bush over Kerry by 14%

Leadership Pulse Study Shows Decrease in Confidence, Energy Levels

ANN ARBOR, Mich. – August 31, 2004 – The most recent results of the Leadership Pulse Study, a project conducted by Dr. Theresa Welbourne of the University of Michigan Business School and eePulse, Inc., www.eepulse.com, indicate a decrease in leadership confidence scores and lower personal energy scores. Respondents were also asked about their voting preferences, and 54% stated that they plan to vote for Bush, 40% for Kerry and 6% chose “Other.”

“The trend toward lower confidence scores has been evident for some time now, and executives are reporting their own firm’s lack of sales growth, lack of evidence in real sales growth for their own company (although they see economic growth elsewhere), overall stress and uncertainty around the U.S. presidential election and world events all contributing to their lower confidence ratings,” states Dr. Welbourne, author of the research. “The only increase in confidence was associated with the economy, which may explain voting preferences as many respondents are worried a change in president will upset the economic trends.”

Started in June of 2003, the Leadership Pulse measures the effects of key resources and confidence levels on overall business growth and performance. In the study, 557 executives responded to five, short questions regarding confidence levels and were:

- 45% C-level, 20% vice-president level, 13% directors and 22% managers and professionals
- 64% from firms with less than 500 employees
- 10% from firms with between 501-25,000 employees
- 26% from firms with 25,001 or more employees

The results compare the data in October 2003 to July 2004 and indicate the following:

- Leaders confidence in economic climate for their business increased from 62% to 66%
- Confidence in overall leadership teams went down from 83% to 78%
- Confidence that they have the right people and skills went down from 74% to 62%
- Confidence on their ability to execute on their vision went down from 77% to 69%
- Confidence on their ability to change as needed went down from 74% to 67%

The Leadership Pulse also asked about the degree to which leaders are energized by their work:

- From January, 2004 to July, 2004, overall scores went down from 6.87 to 6.71.
- In January, scores were .88 points below the productivity zone, and in July, they were .97 points below the zone. Being below the zone is an indicator of lower productivity and risk of turnover.

Persons requesting more detailed analyses of these data or individual managers who wish to be included in the Leadership Pulse study can contact Dr. Welbourne at 734.996.2321. A website is available for individuals who wish to participate in the study or for those organizations that would like to have up to 50 senior leaders participate in the study. If a company participates with multiple executives, it will receive monthly benchmark data at no charge. If interested in individual participation or expanded participation for benchmark reports, please visit either www.eepulse.com (see Leadership Pulse) for more information or sign up at the following web site: www.umbs.leadership.eepulse.com.

About Executive Education at the Michigan Business School

Executive Education at the University of Michigan Business School is made up of world-class educators and researchers renowned for their skill in creating and integrating knowledge with practical application. Their academic backgrounds are coupled with their direct involvement with leading companies worldwide. In fact, *Business Week's* 2003 Executive Education survey has named Michigan among the top three providers of executive education in the world — a distinction they've been honored to receive throughout the fifteen year history of the ranking. In order to meet the changing needs of customers and the competitive environment, their executive education programming consists of "Centers of Excellence" which focus on topical areas that mirror the multidisciplinary nature of the issues facing businesses today. They offer a wide array of choices for executive and organizational development including a comprehensive portfolio of over 40 high-impact, public and custom programs, workshops, executive forums, symposia based on topics of current interest, a speaker's bureau of offering topic-specific experts for company meetings and other forums, and executive mentoring services. For additional information, please contact Executive Education at the Michigan Business School at um.exec.ed@umich.edu, 734.763.1000.

About eePulse, Inc.

eePulse, Inc. delivers web-based leadership tools for continuous improvement and change management. 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.

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