



For Immediate Release



## eePulse™ Wins Corp! Magazine “Best of Michigan Award” in Technology

*Fast HRM™ technology at [www.eepulse.com](http://www.eepulse.com) enables high growth, rapid transformation and continuous change*

Dearborn, MI – February 26, 2010 – Corp! magazine recently announced that eePulse, Inc., the site for Fast HRM™ at [www.eepulse.com](http://www.eepulse.com), won a “Best of Michigan Award” in the Technology category.

For the award, Corp! magazine readers were asked to name which businesses they considered the “Best” in Michigan

“Businesses from a variety of categories were considered including: banks and credit unions, law firms, small businesses and family businesses,” states Corp! Publishing, LLC in their recent announcement. “Other categories included firms specializing in staffing, accounting, commercial and industrial real estate, technology, manufacturing, engineering and architectural construction.

Winners celebrated at a breakfast program on February 16<sup>th</sup> at MSU Management Education Center in Troy sponsored by Rehmann. In addition, winners are featured in the January/February 2010 print issue and the February 18<sup>th</sup> digital issue of Corp! magazine at <http://bit.ly/eePulseBestofMichigan>.

“Our technology success is due to our employees who are entrepreneurial in nature, work hard and share our core values,” states Theresa Welbourne, Ph.D., eePulse Founder, President and CEO and Research Professor with the Center for Effective Organizations, University of Southern California.

eePulse’s latest technology and consulting delivers Fast HRM. Using tools such as extreme strategizing, the 3-minute 360, pulse dialogues, faster HR tools and HR pods, Fast HRM is designed to help HR move into a more enabling, strategic role within the organization.

“We created Fast HRM because traditional HR practices and tools, ranging from large-scale change management interventions to specific programs such as 360 and employee engagement, are not fast enough to keep up with today’s fast growth and high change organizations,” states Welbourne, “For example, traditional change management implies it will finish at some point in time, but firms need to learn to thrive on change and a key part of this transformation is speeding up the organization, processes and tools of the human resources function.”

### **Extreme Programming Initiates Fast HRM.**

Fast HRM borrows learning from extreme and agile programming, where planning and work cycles are faster, communication with customers is done on a regular basis and delivery is via faster and smaller deployments. Fast HRM also focuses on being close to the customer, gathering requirements on a frequent basis, customizing products for current, customer needs, and then building in an ongoing highly interactive process so that the product and delivery are fast and on target.

### **HR Pods Replace or Supplement Traditional HR Structure.**

These HR pods are fast, flexible, can be deployed to be close to the customer, move as the customer changes, and allow people in them to go back to the home base when needed. They are one component of new organizational design work being done today with companies using Fast HRM.

### **Fast HRM Creates New Practices.**

- Traditional annual employee surveys transform into interactive and fast leadership tools;
- The new 3-minute 360™ gives leaders high quality data with raters taking only three to ten minutes; and
- Firms using Fast HRM are learning data coaching skills to help managers work with real-time data.

For more information on Fast HRM visit <http://bit.ly/eePulseFastHR> 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 HR 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](http://www.leadershippulse.com)). For additional information, please call 877-377-8573 or visit [www.eepulse.com](http://www.eepulse.com).

###

Media Contact: Melanie Rembrandt, Rembrandt Communications®, [melanie@eepulse.com](mailto:melanie@eepulse.com), 800-PR1-0116