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## **eePulse, Inc. Bids Farewell to Slow HR and Traditional Change Management with “Fast HR™”**

*Leadership consulting and software firm creates untraditional human resource management business model to help organizations compete in today's high-change environment*

ANN ARBOR, Mich. – December 21, 2009 – Today, eePulse, Inc., [www.eepulse.com](http://www.eepulse.com), introduced their new, human resource (HR) management business model, “Fast HR™,” at <http://bit.ly/eePulseFastHR>. Fast HR enables high growth, rapid transformation and continuous change in today's fast organizations. Using tools such as extreme strategizing, faster HR tools and HR pods, Fast HR is designed to help HR move into a more enabling, strategic role within the organization.

“We created Fast HR 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 Theresa Welbourne, Ph.D., eePulse Founder, President, and CEO and Research Professor with the Center for Effective Organizations, University of Southern California. “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 HR.**

Fast HR 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 HR 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.

“There is a lot to learn from the extensive work that already has been done by people working on extreme and agile programming,” states Welbourne. “Combined with our ongoing research on human resources and relational capital, Fast HR is changing the way HR is being done in organizations.”

### **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 interested in Fast HR.

### **Fast HR 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 HR can now use data coaching workshops to develop new skills.

“Many new, change management practices are evolving from the Fast HR movement, and we anticipate more radical restructuring and new work in the field,” states Welbourne. “This will drive better talent development and leadership, not just within HR, but also with the rest of the organization”

“O2 is delighted to be working with eePulse,” states Kay Winsper, Head of Employee Involvement and Experience at Telefónica O2. “The workplace has changed greatly over the last decade, and our experiences have shown that there is a clear need for new and more sophisticated ways to measure employee engagement. eePulse's work is delivering some ground breaking findings which are really helping O2 better understand the needs of its organization and employees.”

For more information on Fast HR 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).

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