



For Immediate Release:

## Senior Human Resource Professionals Feel “Burn-Out”, But Are Satisfied With Their Jobs and Feel Valued Within Their Organizations

**Press Contacts:**  
**eePulse**  
Melanie Rembrandt  
734-996-2321, ext. 15  
[melanie@eepulse.com](mailto:melanie@eepulse.com)  
[www.eepulse.com](http://www.eepulse.com)

**SHRM**  
Kristin Bowl  
(703) 535-6047  
[kbowl@shrm.org](mailto:kbowl@shrm.org)  
[www.shrm.org/](http://www.shrm.org/)

(Ann Arbor, MI – July 22, 2002) – While many senior HR professionals are feeling “burned out”, the vast majority of them feel valued within their organizations finds a new poll conducted jointly by eePulse and the Society for Human Resource Management (SHRM). The web-based poll included the responses of 154 senior-level HR professionals attending the Portfolio Day program at the SHRM Annual Conference & Exposition in June.

The survey was conducted monthly for three months prior to the conference, and Theresa Welbourne, Ph.D., eePulse, Inc. President and CEO, presented the results at the June event.

While 86 percent of senior HR professionals responding said they were either satisfied or very satisfied with their job, 67 percent admitted their personal energy level was near or at the “burnout” level. Of the various parts of their work, many found HR strategy (32 percent) and business strategy (18 percent) to be energizing. Nearly all (90 percent) of respondents said they felt valued to some degree within their organizations, with 31 percent saying they felt highly valued.

“This survey provides HR professionals with real-time, accurate information so that they can benchmark their responses with those of their peers, react to key issues and make appropriate changes effectively,” states Dr. Welbourne. “During my session at the conference, participants discussed the results, formulated action steps and suggested future survey questions to help improve the future of HR as a whole.”

“The human resource profession today is a far cry from what it was just a few decades ago,” said SHRM Director of Research Debra Cohen, PhD. “The increasing number of responsibilities and the need to be a strategic partner with management rather than just an administrator may be leading to a feeling of burn-out in senior professionals. The good news is that as employees are valued as the competitive advantage, the more HR will feel valued.”

Additionally, the respondents provided data on the overall state of the workforce (e.g. overall satisfaction levels, work ethic, sense of urgency at work, and more). The eePulse/SHRM<sup>®</sup> research was powered by eePulse’s Measurecom<sup>™</sup> tool.

### About eePulse, Inc.

eePulse, Inc., a technology and management research company, helps business leaders maximize performance by improving decision-making. eePulse’s application service provider (ASP) software, Measurecom<sup>™</sup> (measurement + communication), powers the eePulse solution. It enables real-time responses to critical, internal and external customer needs, and optimally energizes and engages employees, customers, investors, and stakeholders who are critical to an organization’s performance. Measurecom is a Web-based relationship management tool based on over 16 years of experience and research by Theresa M. Welbourne, Ph.D. Measurecom tracks WITHIN PERSON CHANGE<sup>™</sup> over time and predicts employee performance and productivity, or “pulse” levels, on a weekly, bi-weekly or monthly basis. eePulse, Inc. provides personalized Trendmarking<sup>™</sup> reports, comment data, and a real-time two-way, feedback process at both a group and individual level.

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## **About SHRM**

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. Representing more than 170,000 individual members, the Society serves the needs of HR professionals by providing the most essential and comprehensive set of resources available. As an influential voice, SHRM is committed to advancing the human resource profession to ensure that HR is an essential and effective partner in developing and executing organizational strategy. Founded in 1948, SHRM currently has more than 500 affiliated chapters within the United States and members in more than 120 countries.

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