

## EVENT NOTICE

**Got Employee Data? Find Out What to Do With It at Data Coaching Workshop, March 16-18th**

*Last chance to join USC's Center for Effective Organizations Data Coaching Workshop, "Data and Dialogue Skills to Drive Results," <http://bit.ly/datacoaching>*

SALINE, Mich. – February 16, 2010 – The final deadline to join the University of Southern California, Center for Effective Organizations' (CEO) data coaching workshop, "Data and Dialogue Skills to Drive Results," at <http://bit.ly/datacoaching> is February 22, 2010.

**WHAT:** A three-day workshop to go beyond collecting data to coaching managers. It will equip participants to use data to tell stories, influence behavior, take metrics to the next level, and drive results.

"Today, the best leaders win with data," states Theresa Welbourne, Ph.D. workshop leader, Research Professor with CEO and eePulse, Inc. founder and President. "Workshop participants will use data audit tools, including the measurement map. These tools allow participants to audit their current data to quickly sort out what's working and what's not and then learn from the internal company stories they find in their data.

**WHO:** It is presented by USC's Center for Effective Organizations at the Marshall School of Business by Theresa Welbourne, Ph.D. and Lacey Leone McLaughlin. They are teaming up to help HR, OD, and communications professionals as well as consultants (both internal and external) use HRM data to drive measurable results.

**WHY:** Data coaching workshop attendees will:

- Discover how to use measurement maps to audit current employee and HR data;
- Walk away with a deep understanding of how data drives action;
- Develop strategies to refine data and dialogue or readjust which types of data to use;
- Learn how optimal data strategies drive results; and
- Take back tools that are immediately applicable to their organizations

"This program is focused on building skills," states Lacey Leone McLaughlin. "Participants will be given a pre-work assignment and use a special tool to learn, practice, and build data-coaching skills during the workshop. They will take part in team coaching and will actively practice the skills they learn with their peers in the program.

**WHEN:** March 16-18<sup>th</sup>, 2010

**WHERE:** Portofino Hotel, Redondo Beach, CA, <http://ceo.usc.edu/seminar/portofino.html>

**COST:** Non-CEO Sponsor Companies - \$3,150.00 per person  
CEO Sponsor Companies - \$2,550.00 per person

**INFO.:** For additional information, please visit <http://bit.ly/datacoaching> or call 213-740-4354.  
**Hurry! Registration ends February 22, 2010**

**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).

**About CEO**

Since its founding in 1979, the Center for Effective Organizations (CEO), at USC's Marshall School of Business, has been at the forefront of research on a broad range of organizational effectiveness issues. CEO's mission is to improve how effectively organizations are managed. It brings together researchers and executives to jointly explore critical organizational issues that involve the design and management of complex organizations. Its leading-edge research in the areas of organizational effectiveness and design has earned it an international reputation for research that influences management practice and makes important contributions to academic research and theory. For more information, please visit <http://ceo.usc.edu>.

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