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## Study Shows Company-Wide Initiatives Rank #1 for Leaders Improving Performance

*Leadership Pulse Study Reveals Worldwide Leadership Trends in Performance Improvement*

ANN ARBOR, Mich. – December 21, 2004 – The most recent results of the Leadership Pulse Study, a project conducted by Dr. Theresa Welbourne of the Ross School of Business, University of Michigan and eePulse, Inc., [www.eepulse.com](http://www.eepulse.com), indicate ten key areas worldwide leaders are currently focusing on to improve organizational performance.

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, 456 executives responded to the question, "What are you doing to improve your company's performance beyond cutting costs?"

Responses indicated the following:

- 27% Undertaking company-wide performance improvement initiatives to refine current processes
- 17% Focusing on specific strategies, partnerships and business growth opportunities to increase sales
- 13% Providing employees with training, seminars and other educational resources
- 11% Motivating and recognizing employees
- 8% Introducing new products and services to the marketplace
- 7% Implementing the latest technology to streamline operations
- 7% Hiring new employees and concentrating on recruitment efforts
- 6% Improving internal communications
- 4% Improving customer service and personal goals mentioned

"These results indicate that leaders are seeking help from within; reading through the detailed comments you realize how much senior executives are looking to their workforce for ideas and help in improving firm performance" states Dr. Welbourne, author of the research.

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](http://www.eepulse.com) (see Leadership Pulse) for more information or sign up at the following web site: [www.umbs.leadership.eepulse.com](http://www.umbs.leadership.eepulse.com).

### **About Executive Education at the Michigan Business School**

Executive Education at the Ross School of Business at the University of Michigan 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](mailto: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](http://www.eepulse.com).

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