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## eePulse Leadership Pulse Results Show the Top 15 Items that Get in the Way of Executing Business Strategy

ANN ARBOR, Mich. – June 7, 2005 – Today, eePulse, Inc., [www.eepulse.com](http://www.eepulse.com), announced the results of their April Leadership Pulse study focusing on how leaders execute strategy. The Leadership Pulse research comes from a sample of over 4,000 executives who participate in short, real-time, Pulse Surveys conducted every two months. In the report, 308 worldwide executives (47% C-level, 18% VP/Managers and 16% Directors) indicated the top 15 items most likely to get in the way of executing a strategy were:

35%	Past and Habits
29%	Economic climate or Budget
23%	Company culture
20%	Way we work together
18%	Senior Management Team
14%	Customers
13%	CEO/President or Lack of confidence
11%	Technology
9%	Middle Management
7%	Reputation, Human Resource Management or Employees

In addition, of the respondents:

- 57% reported using new tactics and the same strategies in 2005 with a 77% chance for success.
- 25% reported using new tactics and new strategies with a 75% chance for success
- 11% reported using the same tactics and new strategies with a 73% chance for success
- 7% reported using the same or previous tactics and strategies with an 80% chance for success

### **What Does This Mean?**

“The people most confident in strategy execution are those employing the same strategy in 2005 that they had in 2004; however, this group consists of the smallest number of firms,” states Theresa Welbourne, eePulse President and CEO. “Estimates of success and confidence levels decrease as new tactics are employed and as new strategies are implemented.”

Respondents indicated that the most important things they have seen that will assure successful execution of strategy include: creating a clear strategy, adding a specific plan, communicating to people what the plan is, rewarding employees for executing on the plan, implementing the plan and continuing to communicate to employees. But even when companies do the alignment process very well, their past and culture can derail execution of the strategy, and that is because the classic “alignment” of people and strategy is not enough for long-term firm success.

“The key to winning in today’s economy is developing an agile workforce, where the habits and culture in place work to help change vs. support the past and status quo,” states Welbourne. “The key to long-term success is realignment or being able to adjust strategy as the market, environment and business continuously change. Companies need leaders who listen and respond to cues from their stakeholders.”

### **About eePulse, Inc.**

eePulse, Inc. delivers technology and research-consulting services that support Data and Dialogue Driven Leadership™ processes. 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 act on “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 877-377-8573 or visit [www.eepulse.com](http://www.eepulse.com).