



INTRODUCING **DATA AND DIALOGUE  
DRIVEN LEADERSHIP™**

BECAUSE YOUR BEST CONSULTANTS ARE ALREADY ON THE PAYROLL

 **Data**

With the **EEPULSE** solution, you have access to a wide range of validated metrics developed by eePulse's founder, Dr. Theresa M. Welbourne. The signature **ENERGY PULSE** is one simple question that gives you predictive data quickly. Energy Pulse customized trend reports and automated analysis of open-ended comment data let you go beyond knowing how employees feel. You will understand what your employees know about your business environment today. This lets you solve problems and pursue new opportunities in "real time." In addition to Energy Pulse, you have access to **VALOUR PULSE**, which measures your organization's culture for growth and change, the **CHANGESTEP PULSE**, which tracks how well your company is responding to change initiatives, the **SUGGESTION PULSE**, which includes assessment of suggestion impact, and **CUSTOMER ENTHUSIASM PULSE**, which can be used for internal or external customers.

**EEPULSE** allows you to truly learn about **BREAKING NEWS** that is key to improving your firm's performance.

# Using employee data to improve performance?

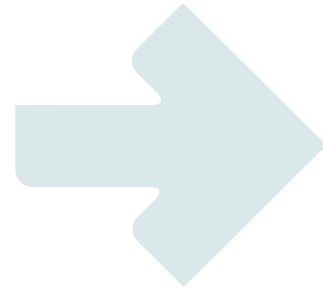


**eePulse** is an Ann Arbor, Michigan Internet application service provider specializing in human resource optimization. Behind each of our products is 18 years of leading research into people and performance. What kinds of performance? Stock performance, product performance, executive performance. Want to know more? Visit us at [www.eepulse.com](http://www.eepulse.com).

 **Dialogue**

**EEPULSE'S** proprietary technology called **MEASURECOM™** (Measurement and Communication) provides you with a set of built-in dialogue tools. After running one of our eePulse surveys, you can write back to respondents and engage them in **"INSTANT DIALOGUE"** while still retaining complete anonymity. This type of dialogue functionality is critical in today's environment where you may need additional information on a problem or opportunity that is only briefly mentioned. The dialogue functionality allows for **IN-DEPTH** research for special groups, such as high potentials, new hires, or key customers. Additional dialogue functionality includes snapshots that allow you to communicate back critical information using the survey itself. The manager response tool allows each manager to share select survey **RESULTS** and commentaries with employees or customers.

Data-driven dialogue helps managers **IMPROVE** their own communications skills and **DRIVES** innovation.



# How well does your organization communicate?



**DATA AND DIALOGUE** lead to positive business results, so **EEPULSE** makes both data collection and dialogue easy and effective.

 **Driven**

The **DATA AND DIALOGUE** process is not just used by corporate executives; managers in your organization can have immediate access to their own department results. This fast, instant processing of data **DRIVES** results to the people who can do something with their own breaking news. By giving managers their own data, they can drive **CHANGE** within their own groups – with their own employees. This type of real-time reaction to opportunities is proven to help companies grow, to accelerate change, and to improve customer service and sales. Also, the simple act of listening more closely to your stakeholders **IMPROVES THEIR ENERGY** or enthusiasm levels – making employees more driven to succeed and customers more interested in retaining your services.

**EMPLOYEES** help drive improvements in productivity, sales, and customer service.

# Are you driving success and growth?



Employees and other stakeholders have **INFORMATION ABOUT THE ORGANIZATION** that management does not have. When you can collect the information, synthesize it, and then provide it back to the people who can do something with it – you and your employees can **MEET AND EXCEED** your company's expectations.

 **Leadership**

Successful leaders are **LEARNING LEADERS**. They know that in order to grow their business, even in the most trying times, information is key for success. All of your stakeholders have information about the business that, when obtained and used to drive action, can make your business outperform your competition. Leaders who learn from data can propel their organizations to greatness. But traditional surveys give you data from people that is **ABOUT** the people – data about satisfaction, engagement, culture, and more. eePulse provides you with data about your people – but more important perhaps – we can tell you what those people **KNOW** about your business that you do not know. By using open-ended comments, collected on a frequent basis, in a way that's easy for people to use, your organization can **STRENGTHEN** its position in the market, increase sales, and improve performance.

Leaders see measurable **IMPROVEMENT** when they act on real-time strategic data gathered from employees.

# What are you learning from your employees?



Real time **DATA** for real time **RESULTS**.

## → Results

### DATA AND DIALOGUE DRIVEN LEADERSHIP leads to significant and positive results

- Financial services firm saves over \$1m in 2 months
- Call center reduces turnover by 26% in 6 months
- New CEO increases stock price within 4 months of taking job
- Merger success in half the time anticipated
- 10-month organization change project results in \$17m ROI
- Employees view **Data and Dialogue Driven Leadership** as a benefit– morale increased, turnover reduced, and “above and beyond” behaviors on the rise
- Managers improve their management skills and abilities
- Critical information used to deter problems that could have resulted in major law suits and other ethical problems

→ Join the eeRevolution



**EEPULSE** brings management science to dynamic organizations.



## Data and Dialogue Driven Leadership for:

- Change management
- Improving customer service and brand excellence
- Moving toward an HR strategic role in the organization
- Merger success in half the time anticipated
- Improving sales and quality
- Enabling diversity initiatives
- Developing leaders and managers
- HR metrics that go beyond feelings
- Real-time customer feedback that is focused on quick wins

**WANT TO KNOW MORE? Contact us today: 1-877-377-8573 Website: [www.eepulse.com](http://www.eepulse.com) Email: [info@eepulse.com](mailto:info@eepulse.com)**

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