

TAKE CHARGE OF YOUR OWN LEARNING EXCEL AND BE EXCELLENT

The Leadership Pulse started in 2003 by Dr. Theresa M. Welbourne. The Leadership Pulse helps managers learn from each other, in real time, using Energy Pulsing and executive learning with the Center for Effective Organizations.



LEADERSHIP PULSE – Data and Dialogue Driven Leadership

eePulse was founded to commercialize Dr. Welbourne's research on employee energy and the drivers of growth in high performance organizations. She did this research while on the faculty at Cornell University, and then she later continued it at the University of Michigan. Today she conducts the research through her roles as a professor at the University of Alabama and as an affiliated research scientist with the University of Southern California's Center for Effective Organizations.

ENERGY PULSING™ – Taking Action from Reflective Learning

The Leadership Pulse uses eePulse's unique approach to frequent pulsing where all individual participants receive their own reports, which include a personal diary. Participants track their own trends, learn from reviewing data and then can compare their results to benchmark data. Managers use team data to engage employees in conversations based on the employees' reflective learning.

CEO – Driving Impact Through Research-Based Education

Through teaming with CEO, managers and individuals learn how to use the data to help drive positive change in their own jobs and in their businesses. 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.

Through this partnership, individual members of the Leadership Pulse learn not only from the data they receive but also from the expertise of affiliates and professors who are leaders in their fields.



JOIN THE LEADERSHIP PULSE

ABOUT MEMBERSHIP

Individual Membership – No cost. Sign up, participate, receive your own reports with diary, webinars and benchmarking on key items. Be first to understand trends in the data.

Manager Associate Membership – This level of membership comes with a fee and is designed for managers who want to learn from their own data and data from their teams. The annual fee is \$396, (\$33 per month) or discounted to \$350 if paid annually.



ENERGY PULSING (for individual and manager associate members)

Short, energy pulses will be sent out to the entire Leadership Pulse population every other month. The pulses will include 3 core questions to assess employee energy at work; in addition, other questions will focus on key business challenges identified by the research team at CEO and members. More about the data:

- Trend data vs. point-in-time data.
- Energy predicts performance. Use these data to drive high quality dialogue and take proactive actions.
- As a member you will have input in the questions used; we ask what questions you think are important,
- Your data will include benchmarks on the overall sample, industry, firm size, amount of change and other demographics.
- Receive articles, press releases and technical reports on the overall learning.

MANAGER ASSOCIATE MEMBERSHIP INCLUDES

In addition to all the benefits of individual membership the manager associate receives the following:

- Manager level reports for all energy pulses; this includes aggregated data for all questions, on-line reporting, benchmark data and access to coaching calls and webinars for members only.
- Associate membership in the Center for Effective Organizations (CEO) at the Marshall School of Business, University of Southern California. This membership comes with a badge designation level of accomplishment.
- As a manager associate, you will be invited to CEO webinars and other learning events (executive education programs, leadership summits, local meetings and more).
- You join the manager associate network of members, providing unique opportunities to meet and collaborate.
- Six additional pulses for your team on the off months for individual member pulsing.

FEEDBACK, WEBINARS AND COACHING CONVERSATIONS FOR MANAGER ASSOCIATES

After each pulse, manager associates will immediately receive their own personal reports, and when the data are aggregated (benchmarking available), they will receive team and benchmark reports. In addition to the benefits of individual membership, manager associates will be invited to webinars and coaching calls. In these more focused conversations, managers learn from the researchers at CEO and dialogue with peers who are facing similar challenges or opportunities.



Learn about **Individual Membership** and
Manager Associate Membership in the
Leadership Pulse and The Center for Effective
Organizations, Marshall School of Business, University of
Southern California

Toll-Free: +1 877-377-8573

Phone: +1 734-429-4400

E-mail: info@leadershipPulse.com

1705 Woodland Drive
Suite 205 Saline, MI 48176



www.leadershippulse.com

