



## EMPLOYEE ENERGY INCREASES WITH THERESA WELBOURNE, PH.D.

March 20, 2014

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**The successful owner of eePulse, Inc. reveals her secrets to success**

If you've ever wondered how to increase employee energy and employee engagement, turn to Theresa Welbourne, Ph.D. After years of extensive research studying firm performance, she created a successful technology company that helps organizations improve productivity called eePulse, Inc., [www.eepulse.com](http://www.eepulse.com).



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Recently, I interviewed Dr. Welbourne to get her insights on creating a successful business. Here are her tips:

### How did eePulse become a successful business through employee energy?

While at Cornell University, we studied employee engagement and tracked thousands of firms from their pre-IPO stage to one, three, five and ten years afterwards. Within that time, we were able to see organizations die, survive and even thrive with an increase in stock price, revenues, market share, etc.

We then created interventions that mirrored what the successful organizations were doing. The biggest insight focused on creating a high sense of urgency culture that allowed for employees to be at their best, innovate and help their companies grow.

From this research, we developed technology and a consulting model to help support this work and eePulse, Inc. was born in 1996. Because of our extensive research on employee energy, we have been able to help all kinds of business and organizations worldwide grow and innovate.

### What has been the most successful marketing tool you've used to grow your employee engagement business over the years?

Articles, presentations and word-of-mouth customer recommendations have been our best sources. Our business is based on very, high-quality research, and we are fortunate that this type of work can be published, leading to broad visibility.

We also do presentations of the research and work at numerous conferences; thus, we get visibility from those sources also. The media have been kind to our business, featuring our work and helping us get the word out. Our PR efforts have helped quite a bit.

### What advice do you have for women starting their own business?



Employee Energy Expert,  
Theresa Welbourne, Ph.D. of  
[www.eepulse.com](http://www.eepulse.com)



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Build your confidence and don't doubt yourself. There are a lot of things that can deter entrepreneurs, and women sometimes can be more critical of themselves than others.

### **With your research on employee energy, what tips do you have to help business owners increase productivity?**

Energy is productivity, so if you want to increase productivity you need to monitor and help optimize and direct employee energy at work. We find in many companies that energy is ignored until it's out of control. Energy is a human capital asset that is critical for growth, innovation and high performance.

### **Is there anything else you'd like to add?**

Creating a growing a business can be very rewarding. There are many ups and down, but the down times are an important part of the learning process in order to grow successfully. If you can manage, optimize and direct employee energy, you will create a productive environment that works.

Thanks for your great insights, Dr. Welbourne!

If you'd like to find out more about Dr. Welbourne's research on employee energy and improving employee engagement, and take part in her Leadership Pulse survey, visit [www.eepulse.com](http://www.eepulse.com).

By Melanie Rembrandt

Melanie is the CEO of Rembrandt Communications®, a company that helps B2B companies boost sales, awareness and credibility fast with SEO content strategy and public relations. For your free tips and information, visit [www.rembrandtwrites.com](http://www.rembrandtwrites.com).

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