

Leadership Confidence July Leadership Pulse

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Preliminary Report
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Leadership Pulse Introduction

- **Monthly Leadership Learning**
 - Over 4,000 executives around the world have answered the Leadership Pulse survey since it began in June, 2003
 - All individuals in the study receive surveys and all results (both on-line reports and executive summaries)
- **July Topics**
 - Leadership Confidence
 - Presidential Election
- **Goal of study = Research and executive learning**
 - Data and Dialogue Driven Leadership™

Demographics

- **Size of firms (# of employees)**
 - Less than 500 ees = 65%
 - 501 – 5,000 = 20%
 - 5,001 – 25,000 = 7%
 - 25,001 + = 8%
- **Industries**
 - Manufacturing = 24%
 - Services (not consulting) = 13%
 - Consulting = 10%
 - Information technology = 8%
 - Communications = 6%
 - Finance, insurance, real estate = 6%
 - Transportation & Utilities = 4%
 - Biotechnology = 3%
- **Level of respondents**
 - C-core or VP = 63%
 - Director = 14%
 - Senior manager = 10%
 - Manager, Professional, consultant = 13%

Leadership Confidence Scores

Question	% Confident ¹	Change ²
Ability To Change - Your firm's ability to change as needed	67%	-7%
Economic Climate - The economic climate for your business	67%	+5%
Executes Vision - Your firm's ability to execute on its vision	69%	-8%
Personal Leadership - Your own leadership and mgmt skills.	92%	NA
Team - Your leadership team overall	78%	-5%
The Right People - That you have the right people and skills	63%	-11%

¹ % Very Confident (5) or Confident (4)

² Change from October 2003; (+) indicates increase, (-) indicates decrease.

While respondents in general believe the economy is improving, they are less confident that their firms can change as needed to take advantage of it.

Also, we added one new question this month – on personal leadership skills. Results show that respondents feel strongly about their own management skills (% confident on personal leadership is 92%), but they are less confident about their leadership teams, as a whole, and that they have the right people and skills.

Comments

What key factors influence your overall confidence in your firm's future and its growth potential?

“Ability to invest in talent, including hiring ahead of the curve.”

“Ability to attract key persons as we engage new markets.”

“Finding the right people to fill the roles we've identified as critical success factors of our strategic plan.”

“The ability to adjust to changing economic conditions.”

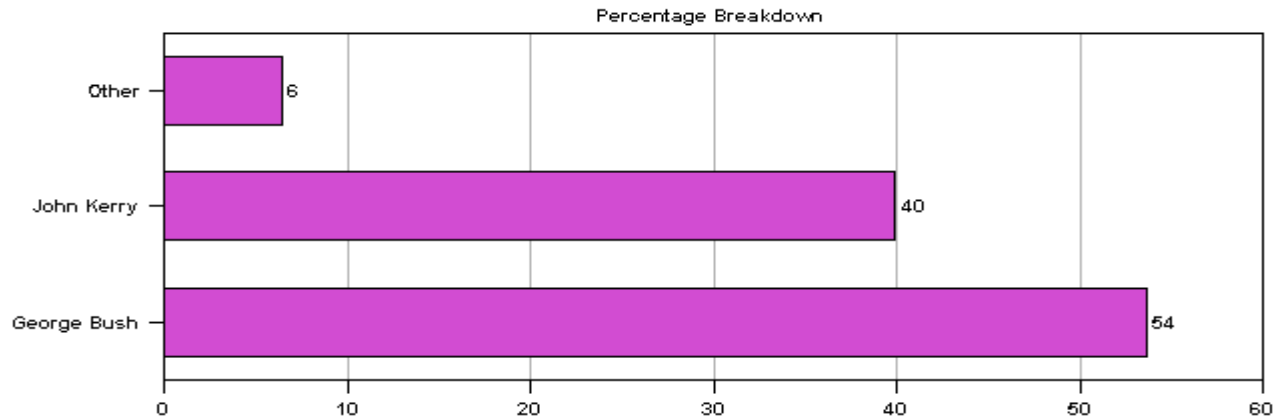
“Aging workforce & insufficient replacement hiring.”

“Do need to focus on developing talent for "what is next" in our industry.”

“The company's ability to predict and prepare for future market demands.”

Presidential Election

If you were to vote for the US President today, who would be your choice?




Please tell us why?

Bush

- Best for business and economy
- Strong leadership in war on terror
- Confidence, integrity, and consistency
- Kerry has not voiced a solid platform of his own

Kerry

- George Bush is dishonest and arrogant
- Another election where we are forced to vote "against" a candidate rather than for a candidate.
- Bush's policies are short sighted and detrimental to the long term economic and political health of the USA 

Next Steps

- **Further analysis of this data and reporting will be provided over the next few months**
- **Review on-line reports if you are interested in details of results:**
 - Link: <https://secure.eepulse.net>
 - Client Id: 0001UMBS
 - User Id: leader
 - Password: lead4success
- **We will continue to track leadership confidence and analyze trends relative to other leading economic indicators.**

**FOR MORE INFORMATION
ABOUT THIS RESEARCH,
TO READ MORE REPORTS, PRESS RELEASES, AND ARTICLES,
VISIT:**

www.eepulse.com

See the following sections of the web site:

RESEARCH
NEWS: PRESS RELEASES
NEWS: ARTICLES

If interested in expanded participation for an organization,
please visit the following web site: www.umbs.leadership.eepulse.com.

For more information about the study or how you can get involved,
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