

EEA LAUNCHES NEW CURRICULUM AND CERTIFICATION PROGRAM

Program Provides Framework for “Enterprise Engagement” Essential to Success Over Time

NEW YORK – June 17, 2010 – A new curriculum and certification program for the emerging field of Enterprise Engagement has been announced by the Enterprise Engagement Alliance (EEA).

The curriculum and certification initiative is being developed by the EEA, a coalition of organizations committed to improving financial results on an ongoing basis by fostering the sustained engagement of all groups critical for business success including customers, channel partners, sales and nonsales employees, and vendors.

The development of this curriculum and certification program will be directed by an EEA Advisory Board composed of management in all areas of the private, public and not-for-profit sectors. Claire Howells, Vice President of Engagement for Zions Bancorporation, and Don Peppers, Partner, Peppers & Rogers Group, will serve as co-chairs of the Executive Advisory Board.

Providing Essential Skills and Program Framework

The goals of the program are to provide individuals and organizations the skills and framework essential to profiting from engagement over time. “The return-on-investment of Enterprise Engagement is based on understanding the inter-relationship of engagement across all audiences,” says Allan Schweyer, EEA Chairman. “The curriculum and certification program is designed to address the need for executives and managers to understand engagement, both in terms of their personal leadership skills as well as their ability to integrate the elements critical to engagement: leadership, training, multi-platform communications, technology, rewards & recognition, and incentive programs.”

The Need for Measurement

The corporate certifications will provide organizations with a framework they can use to objectively evaluate their current practices, implement more effective practices and measure the results. “Certification will provide organizations with a system of benchmarks they can use to implement and profit from an engagement strategy in a measurable way,” says Don Peppers, Executive Advisory Board Co-chair. “Potentially, requirements for this certification process can be met in part by successful participation in certification programs in other areas of engagement. We plan to design the curriculum and certification process so that engagement and consulting companies can use it to help train and benchmark their clients, and through their work help continually improve it.”

Supporting the Bottom Line

Eventual applications for the certification could include the creation of a stock index and

fund based on companies with audited engagement practices, since the shares of publicly held companies with highly rated engagement practices appear to outperform the general stock indices over time.

“There is extensive research on the link between engagement and financial results,” explains Claire Howells, Executive Advisory Board Co-chair. “Now the goal is to give organizations the tools to make it happen, and that includes both people and processes. This initiative is designed to provide a usable, practical framework that managers and consultants at all levels can apply to help further their organizations and their own careers.”

For more information on the program, please contact info@enterpriseengagement.org.

About the EEA:

The mission of the Enterprise Engagement Alliance (www.enterpriseengagement.org) is to provide research and education to help organizations profit from this growing interdisciplinary field that connects people, performance and profitability. Founders of the EEA include Peppers & Rogers Group and its 1to1 Media division; the Human Capital Institute; and Selling Communications Inc. PollStream, at PollStream.com, provides polling tools and expertise to help large organizations shape their corporate culture so that it's more connected, collaborative and productive.