



FOR IMMEDIATE RELEASE

New Study: **86 Percent of Employees Cite Lack of Collaboration for Workplace Failures**

Fierce, Inc. Survey Data Exposes Poor Communication Between Decision Makers and Employees; Heavily Impacts Human Capital ROI

Orlando, FL – ASTD 2011 International Conference & Exposition – May 23, 2011 – **Fierce, Inc.**, a world-class leadership development and training company that drives results for businesses by developing conversation as a skill, today announced the results of a customer survey of more than 1,400 corporate executives, employees, and educators across diverse market sectors including financial, healthcare, technology and manufacturing. The survey provides fresh insights into how team members at all levels perceive communication within their organization, and how it impacts their work experience and productivity. Fierce also unveiled its **Virtual Instructor-Led Training (VILT) program**, a direct response to increasing customer request for a remote training offering.

Key survey finds include:

- Eighty-six percent of respondents blame lack of collaboration or ineffective communication for workplace failures; similarly, 92 percent of respondents also agree that a company's tendency to hit or miss a deadline will impact bottom line results.
- Over 70 percent of individuals either agree or strongly agree that a lack of candor impacts the company's ability to perform optimally.
- More than 97 percent of those surveyed believe the lack of alignment within a team directly impacts the outcome of any given task or project.
- Ninety percent of respondents believed that decision makers should seek out other opinions before making a final decision; approximately 40 percent felt that leaders and decision makers consistently failed to do so.
- Nearly 100 percent (99.1) prefer a workplace in which people identify and discuss issues truthfully and effectively, yet less than half said their organization's tendency is to do so.

This survey makes clear that workplace communication problems are not unique to any industry sector or rung on the corporate ladder. These issues slow down projects, productivity, and ultimately impact client retention, employee retention, and the bottom line. To facilitate this transformation, the Fierce suite of offerings aims to improve the behaviors and internal constructs on which poor communication skills were built, in order to form

a strong foundation upon which key business conversations, including team meetings and negotiations, can be built. Fierce's programs have been successfully implemented at blue-chip companies worldwide, including Ernst & Young, Starbucks, Wal-Mart, Coca-Cola, CARE and Crate & Barrel.

"Fierce is committed to providing business leaders, employees, and educators with the skills necessary to have effective, candid and goal-oriented conversations that encourage collaboration, create engagement, and drive business results," said Halley Bock, CEO of Fierce, Inc. "Learning to communicate effectively takes time and practice. Like any skill, communication must be carefully honed."

Resulting from high customer demand, Fierce also announced its VILT solution to offer live, virtual access to the **Fierce Conversations** program. The VILT offering provides users with an interactive environment of 'real play' where participants use real issues to learn the Team, Coaching, Delegation, and Confrontation Modules. These online sessions range from 90 to 120 minutes, and are led by a live Fierce Facilitator and offer virtual breakout sessions for participants to practice the Fierce skill set. Client companies can also have employees VILT-certified to deliver the Fierce content, which allows for the content to be embedded within their current technological infrastructure.

"With Fierce's new VILT solution, organizations can provide their workforce with dynamic, flexible training that not only greatly improves communication but meets them where they are, whether remote, globally dispersed, or in the home office," said Bock.

For more information on Fierce, Inc. visit www.fierceinc.com, or join them at Booth #1729 at the American Society for Training & Development (ASTD) Conference in Orlando on May 23-25.

About Fierce

Fierce, Inc. is a **leadership development and training** company that drives results for business and education by developing conversation as a skill. Fierce creates authentic, energizing and rewarding connections with colleagues and customers through skillful conversations that lead to successful outcomes and measurable ROI. Tailored to any organization, Fierce principles and methods translate across the globe, ensure individual and collective success and develop skills that are practical, easy-to-learn and can be applied immediately. Fierce, Inc. is certified as a Women-Owned Business by the Women's Business Enterprise National Council and the Astra Women's Business Alliance. Please find us in Seattle and online at www.fierceinc.com.

Public Relations Contact

Lindsey Emert
Barokas Public Relations
lindsey@barokas.com
206.264.8220

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for more information visit www.fierceinc.com or call 206.787.1100